



**START  
GLOBAL**

**Europe's leading student-run initiative for  
entrepreneurship and technology.**



---

# OUR PURPOSE

Since 1996, we have made it our goal to unite the next generation of entrepreneurs with the experienced generation in order to actively promote innovation.



## **Vision**

Becoming the seeding ground for entrepreneurs to solve society's challenges.

## **Mission**

We unite Europe's entrepreneurial talent.



---

# 1996 - FOUNDATION

## OUR FOUNDERS:



**Bettina Hein**

Founder of Pixability & Juli Health, Judge at Höhle der Löwen



**Florian Schweitzer**

Founder of btov partners

## OUR SUCCESS STORIES:





---

# IMPACT

Europe's leading student-run initiative for Entrepreneurship and Technology.

**11**

**Chapters**

in Europe\*

**1.6 Mio**

**Impressions**

on Social Media

**87%**

**of Startups**

raised funding resulting from their participation at START Summit.

\*See appendix for a list of our Chapters



---

# START FOUNDATION

The START Foundation ensures START Global's sustainability and professionalism. The advisory board of the foundation supports the initiative with their knowledge and their network.



**Urs Wietlisbach**

Co-Founder Partnersgroup



**Rainer-Marc Frey**

RMF Group & Crypto Finance AG



**Bernhard Ehrenzeller**

Principal HSG



**Urs Landolf**

Board Member HSG Foundation



**Thomas Gutzwiller**

Founder IMG



**Daniel Gutenberg**

Super Angel Investor



**Adrian Locher**

CEO Merantix



**Andreas Goeldi**

Partner at btov Partners



**Florian Schweitzer**

Founder btov Partners



**Daniel Aegerter**

Chairman ARMADA Investment AG



---

# SELECTED RECENT PARTNERS

**accenture**



**HubSpot**



Mercedes-Benz

*die* **Mobiliar**

walderwyss



**Helsana**



 **Microsoft**

**FARNER**

**OOO Ringier**

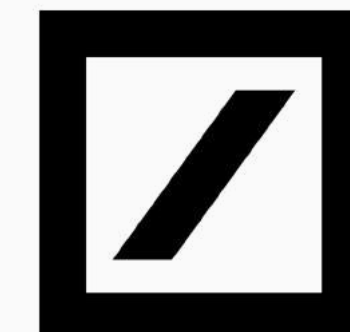


**MAMMUT**

 **wenger  
vieli**

**helvetia**

 **markets**



**Baker  
McKenzie.**



# FOUR PILLARS



**START**  
SUMMIT

Europe's leading student-run conference for entrepreneurship and technology.



**START**  
HACK

The Hackathon for aspiring tech entrepreneurs.



**START**  
FELLOWSHIP

A tech accelerator program for talents in low and middle income countries.



**START**  
ROSE

A framework tailored to innovative startups to assess their sustainability and impact based on the SDGs and ESG criteria.





**START CIRCUS**



# START SUMMIT

**Europe's leading student-run conference for entrepreneurship and technology.**





---

# SELECTED FORMER SPEAKERS

“My initial spark to found a company was START Summit.”

**Verena Pausder - Serial Entrepreneur & Bestselling Author**



**Ola Källenius**

Chairman of the Board of  
Management of Daimler AG &  
Mercedes-Benz AG



**Esther Wojcicki**

Godmother of Silicon Valley



**Michael Seibel**

Managing Director Y Combinator



**Verena Pausder**

Serial Entrepreneur & Bestselling  
Author



**Christian Sewing**

CEO Deutsche Bank



**Igor Perisic**

CDO & VP of Engineering LinkedIn



**Prof. Dr. Dr. Ann-Kristin  
Achleitner**

Distinguished Affiliated Professor TUM



**Dr. Hendrik Brandis**

Co-Founder & Partner Earlybird VC



**Tina Sharkey**

Co-Founder Brandless



**Matt Cohler**

Partner at Benchmark



**Alexandra Zatarain**

Co-Founder EightSleep



**André Street**

Founder & CEO StoneCo



# START SUMMIT

START Summit unites the most relevant players of the entrepreneurial ecosystem in an offline setting and will further stream our content to an international audience.

**2'500+**

Offline participants

**100+**

Speakers

**5'000+**

Online participants

Hybrid START Summit 2022

24.03



25.03



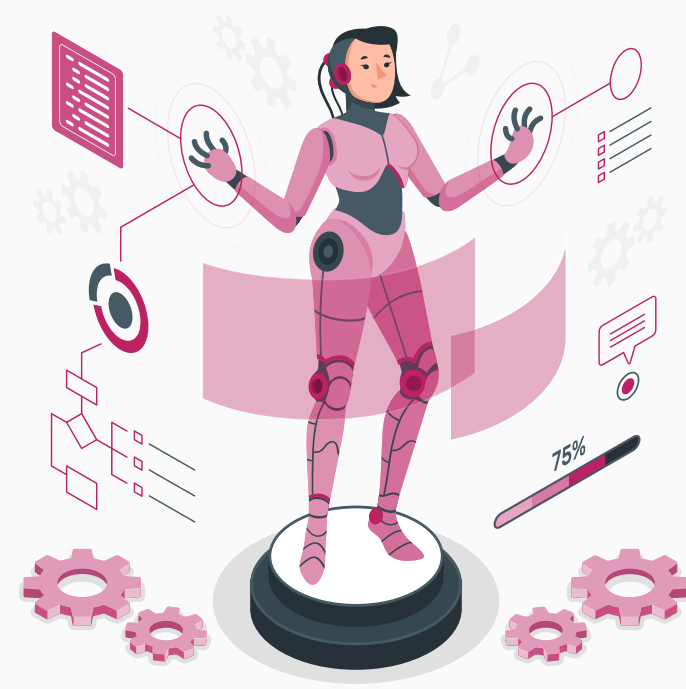


# TOPIC OUTLINE

## The World in 2042 Bolder Founders. Better Future.

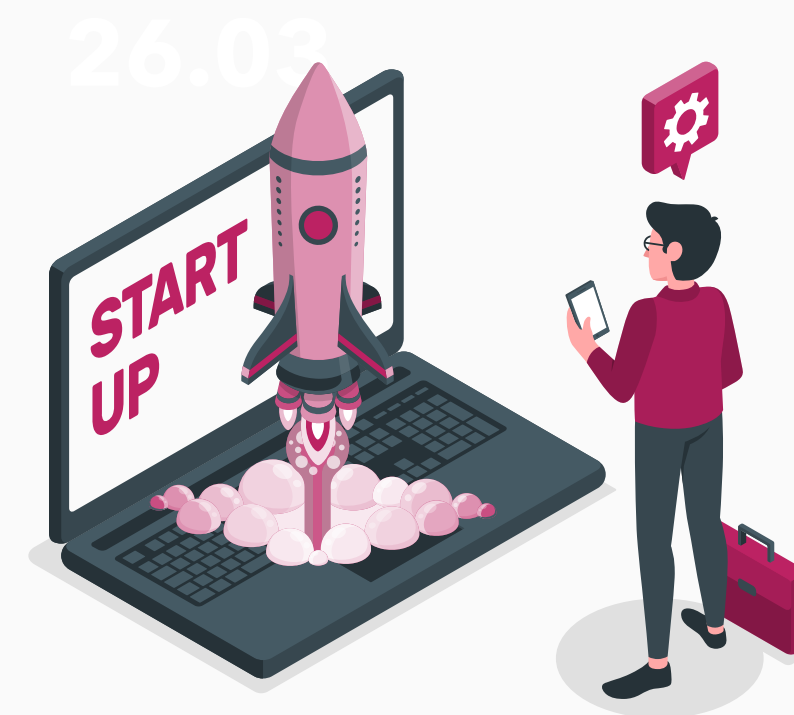
### Tech of Tomorrow

The synergy effects of **Artificial Intelligence, Blockchain, Quantum Computing**, or **Biotechnology** are shaping our future in a way we could have never imagined ten years ago.



### Founders of the Next Generation

Today's founders no longer fit the outdated entrepreneurial stereotype. The **diversity of personalities** and different reasons for founding a start-up result in **innovation** in all areas.



### Timing

The right combination of **internal** and **external factors** at the right time is essential to identify and shape tomorrow's demand today.

START Summit 2022





# YOUR OPPORTUNITIES AS OUR PARTNER



## Networking

Solve Problems

Get **matched** or **speed-date** with future employees, customers or business partners in our **Networking Area** to find exciting collaboration opportunities.



## START Fair

Get maximum **visibility** in front of 2'500+ participants with your **START Fair Booth** (2x2m) or **START Fair Pavillon** (4x4m).



## Workshops

Get access to **30** pre-screened students or startups during **interactive workshops** to generate new ideas and creative approaches with the **younger generation**.



## Pitching Competition

Position your company as an **industry leader** and get in touch with the most **promising startups** of your field to get the latest insights into trends and new technologies.



# START HACK

**A technical problem-solving competition aimed at tackling society's biggest challenges.**



# START HACK

We bring together business and tech talents by enabling them to build viable prototypes in interdisciplinary teams.

**500+**

Selected participants

**2**

Locations

**70+**

Top universities

Hackademy

Hackathon

Post-Event

March

23.03 - 25.03

April



# TOPICS AND TECHNOLOGIES



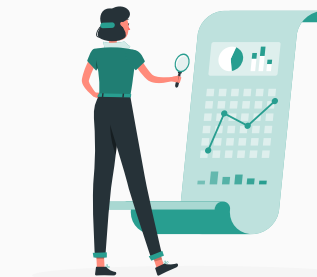
**ClimateTech**



**FinTech**



**Cyber Security**



**Data Analysis**



**Internet of Things**



**Mobility**



**HealthTech**



**Urban Innovation**



**VR/AR**



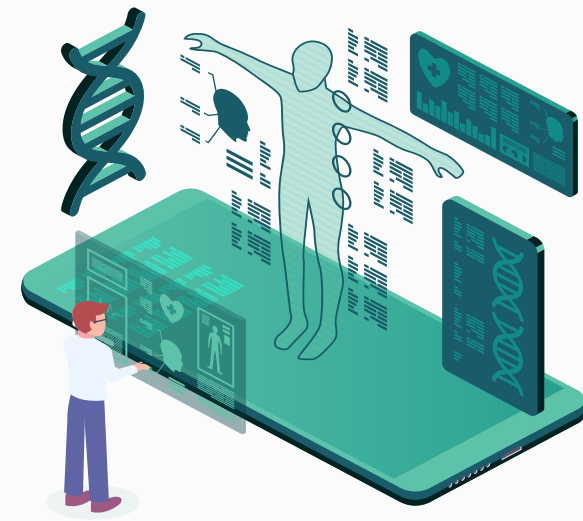
**Machine Learning**



**Blockchain**



# YOUR OPPORTUNITIES AS OUR PARTNER



## Hack Case

Solve Problems

Put your technologies to the test and foster the future-oriented development of your products and ideas to **source** the most **innovative solutions**.



## Workshops

Interactive Workshop with **30** pre-screened participants.

Be on the **forefront of innovation** by addressing the most pressing topics of your industry with the younger generation.



## Networking

**Engage** and **connect** with the brightest and most innovative tech and business students in Europe at your **START Fair Booth** (2x2m) or during exclusive **Apéros** and **1:1 interactions**.





**START**  
GLOBAL

# **APPENDIX**



---

# LIST OF START CHAPTERS ACROSS EUROPE

1. START Global (St. Gallen)
2. START Barcelona
3. START Berlin
4. START Helsinki
5. START Lausanne
6. START Lisbon
7. START Munich
8. START Nuremberg
9. START Stuttgart
10. START Vaduz
11. START Warsaw