



## **Pitch, Pitch, Pitch!**

### **StartupCon gives you a chance on \$ 1 million**

**Cologne, 17.08.2017.** Within the framework of this year's StartupCon, which will take place on 11<sup>th</sup> October, 2017 in the LANXESS Arena in Cologne, startups will get the opportunity to be part in an international pitch in the USA and get a \$ 1 million investment. Two options for participation are available with the "Elevator Pitch", which is based on a specially created App - CREACE, free of charge for Apple and Android, and the "Pitch of the Day".

The goal and dream of every startup is to find an investor and so, with as much capital as possible, to push their own company. On the StartupCon, founders of this vision can take a decisive step closer and qualifying for the Startup World Cup. This global conference is at the same time a competition in which the winners from around 30, pre-arranged international / regional competitions, have to pitch against each other for the \$ 1 million investment. A prominent expert jury - consisting of internationally successful investors and industry experts - decides on the award of the 1 million dollar investment price in San Francisco on 11 May 2018.

#### **The way to the 1 million dollar**

Founders have at the StartupCon the double chance to qualify for participating in the regional qualification of the 1 million dollar pitch. Click here for the video: <https://youtu.be/gyK5PmzfCbg>

**Advance:** Elevator Pitch - download the free app CREACE, record your Pitch video and share online. Once the personal pitch video has been posted on the StartupCon Videowall, it is visible to the entire community. With the help of Likes and Hashtags, which can be collected on Facebook, the startup boosts its chances to win 1,000 euro. These are paid monthly, to the startup with the most successful video. The absolute highlight: By filling out an additional form, Startups increase their chances for the qualification and participation in the regional qualification of the 1 million dollar pitch as part of the StartupCon 2017.

**At the StartupCon:** Pitch of the Day - Create your Pitch Deck and upload it to [www.startupfinder.com/startupcon](http://www.startupfinder.com/startupcon) via a contact form. In the next step investors scan and select - depending on their area of interest and portfolio - from all sectors of the economy the Pitch Decks. On October 11<sup>th</sup>, the startups will get the opportunity to present their ideas and attract investors for their personal 15-minute one-to-one in the 50 lodges of the LANXESS Arena. A special incentive: the three most compelling and innovative startups qualify for the regional qualification of the 1 million dollar pitch on 11 October 2017.

**Final:** The regional qualification of the \$ 1 million pitch is the chance to win a ticket to San Francisco and one of the coveted competition places for \$ 1 million in the form of an investment.

Tickets for the fourth StartupCon on 11<sup>th</sup> October, 2017 at the LANXESS Arena in Cologne are available for interested founders - including all lectures and workshops - from € 69. Students get a discount and get their ticket for only € 19. Investors pay from € 199 for access to all lectures as well as workshops and the StartupExpo. Entrepreneurs can use the complete offer of the event from 249 €. Available at [www.startupcon.de/tickets](http://www.startupcon.de/tickets)



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### **About the StartupCon**

The StartupCon, which is held once a year in Cologne, is Europe's largest daily conference. Launched in 2014, the event developed over the last four years to the place to be the founding scene. With an annual growth of almost 300%, the internationally renowned industry event is an outstanding contribution to the strengthening of the founding scene in Germany. In addition, the StartupExpo has been held since 2015: More than 100 exhibitors provide insights into new developments and discuss with the participants promising strategies as well as partnerships around the advancing digital transition. The StartupCon organizers expect 500 exhibitors, 800 one-to-one pitches and more than 5,000 visitors in 2017.