
Entering the German Market

Steps for Successful Market Positioning

International Startup Booster, Düsseldorf

August 16, 2023

ENTERING THE GERMAN MARKET

Germany's start-up landscape

Berlin and Munich

are the two top start-up locations in Germany

Ranked **7th** in worldwide start-up country attractiveness

Berlin is ranked within the **TOP 20** cities for start-ups worldwide

The top start-up industries are **Information and Communication Technology, Medicine and Public Health, and Food and Consumer Goods**

Rated in the **TOP 3** countries for start-ups in Europe

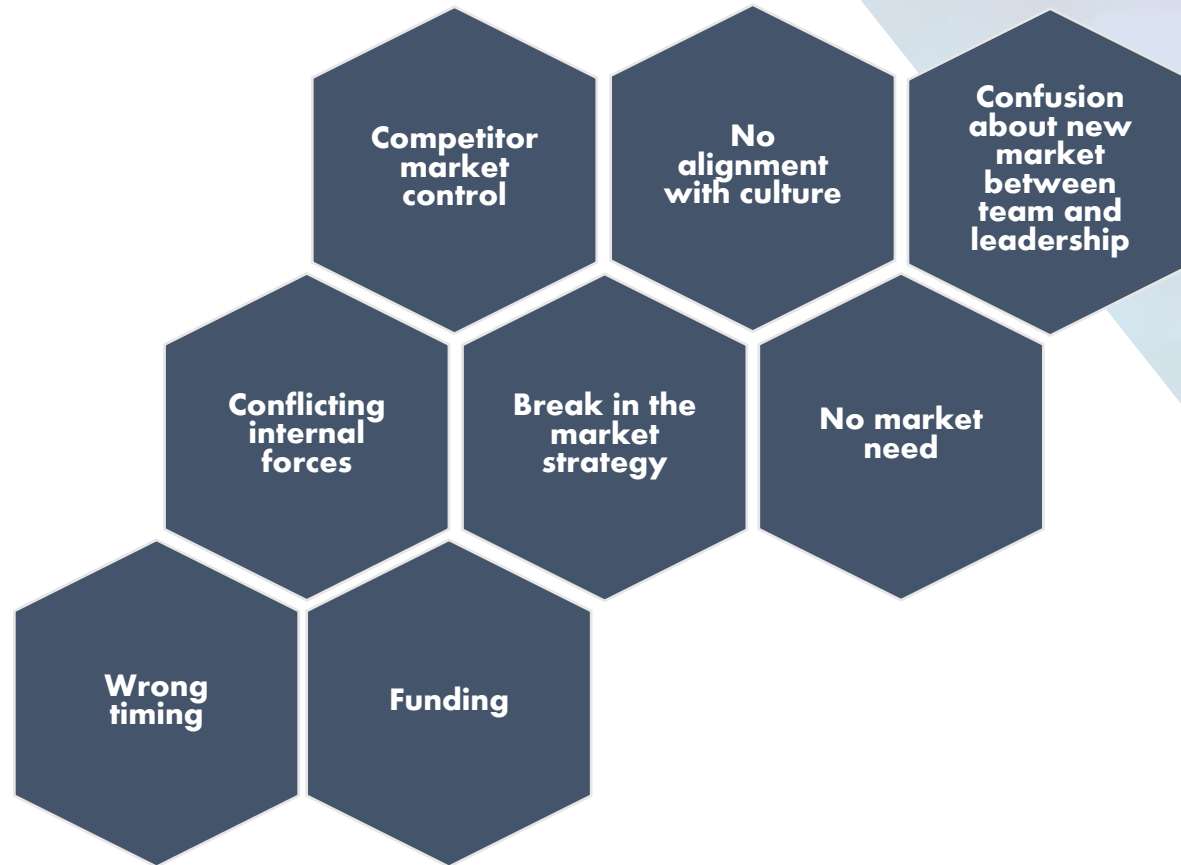
Around **20%** of start-ups are located in North Rhine-Westphalia

Overview of Germany



Obstacles that lead to failure

Reasons market entries fail



Is the company ready?

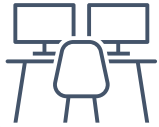
-  **Are KPI's for the potential new market determined?**
-  **Has the necessary research been conducted?**
-  **What is the hiring plan?**
-  **Which location in the new market will offer the best opportunity?**
-  **Is the entry plan achievable?**



Market entry strategic pathway



Resources



Start-Up Incubators & Office Spaces

Düsseldorf: TechHub.K67, DigiHub, Startplatz

Berlin: Techstars, Hubraum, Team Global

Munich: Plug and Play Munich, Media Lab Bayern, Werk1

Frankfurt: TechQuartier, K-1 Business Club



Federal Funding & Supportive Initiatives

German Accelerator

ERP Start-up Loan & Digitisation and Innovation Loan

EXIST Business Start-up Grant

HTGF (High-Tech Start-up Fund)

Micro-mezzanine Fund

KMU-innovative

German Micro-Loan Fund



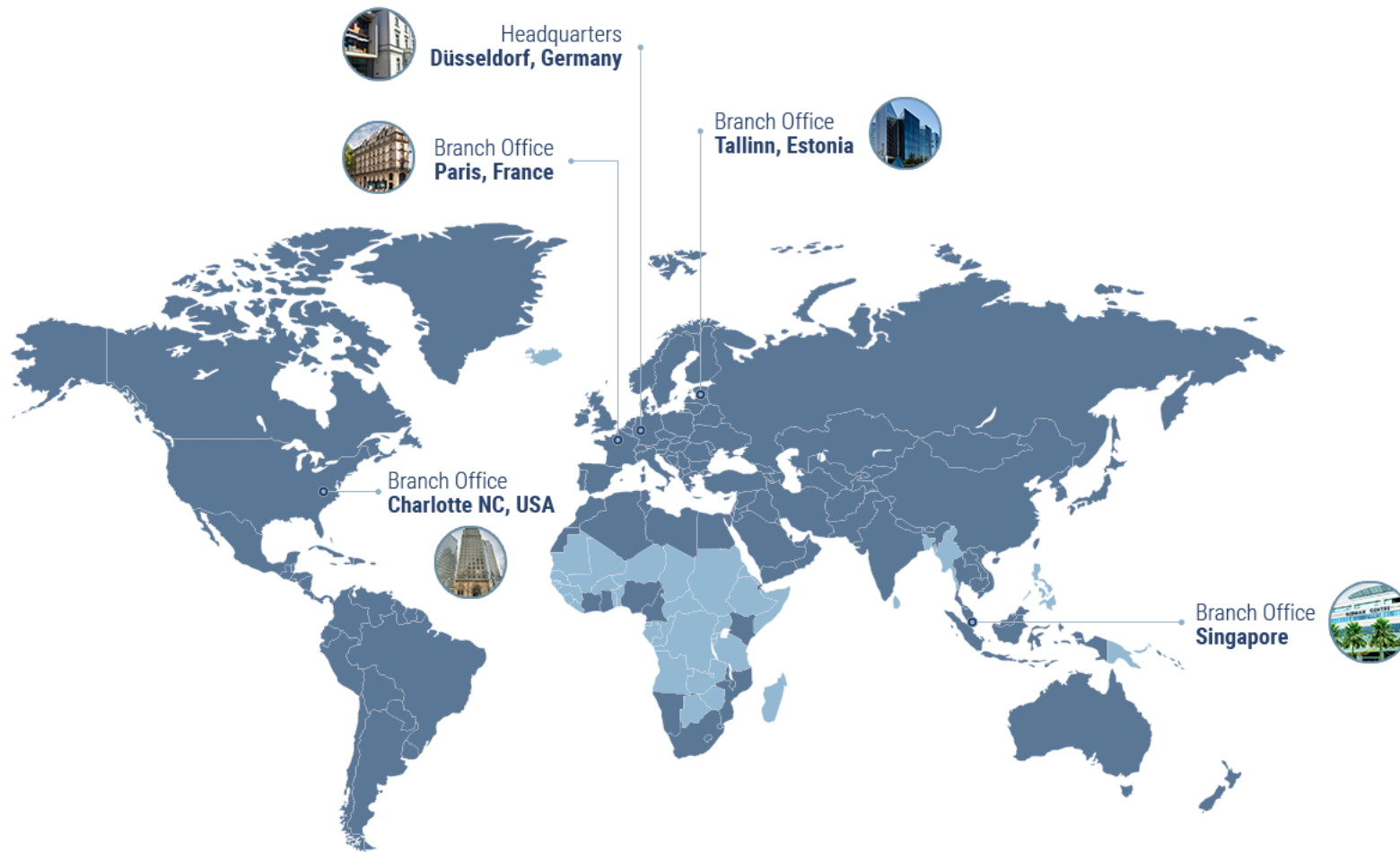
Market Information Resources

IHK (German Chambers of Industry and Commerce)

AHK Country Associations such as AmCham, DJW, and Indo-German Chamber of Commerce

German Federal Ministry for Economic Affairs

DTO Consulting



About us

Number of employees: 50
Founding year: 2008

Expertise

Over 1200 successfully accomplished projects in more than 80 countries worldwide.

Project approach

Develop customized product, market and corporate strategies based on internal/external market and company information.

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