

Scale-up.NRW is the state's first Growth & Later Stage scaling program to help startups from NRW reach new horizons.

Empowering Pioneers. Empowering You.

Your startup business is doing great, you have paying customers and investors are attracted to your company? And yet you can't stop thinking about further growth opportunities?

Then Scale-up.NRW is the right fit for you: With over 10 years of experience in scaling and internationalization we offer mature startups the perfect mix of flexibility and structured support.

During the program an exclusive cohort is accompanied by experienced world-class mentors. Individual focus topics with seminars and workshops that fit your individual growth are agreed in an initial deep dive. Once you have identified a specific target market, our international Softlanding Pads will help you with their local market knowledge and networks to prepare for a tailored market entry.

Deep Dive

- Half day intensive getting-to-know each other, to develop individualized scaling path with the program team and your lead mentor.

Program benefits:



TOP MENTORING

by experienced international experts



PEER2PEER LEARNINGS

to create swarm intelligence and grow faster together



INTERNATIONAL SOFTLANDING PADS

to gain direct access into foreign markets



INVESTOR MATCHMAKING

to secure the next financing round



EVENTS & VISIBILITY

through stage pitches and media coverage



NRW ECOSYSTEM ENGAGEMENT

to feel the power of the state's startup community

01

Scale-up Readiness

MENTORING & READINESS SEMINARS

- Why and how to scale?
- What are promising target markets?
- Are products, services and the organization ready?
- How do I close \$1M deals abroad?
- How do I prepare for follow-on financing?

02

Market Preparation

MENTORING, MARKET PREP.
SEMINARS & SOFTLANDING-PADS

- Build local market understanding (cultural, legal, competitive)
- Adjustments to local product-market fit and business-model fit
- Creation of a tailored go-to-market strategy

03

Market Launch

MENTORING & SOFTLANDING-PADS

- Sparring during operational market entry
- Network activation for local partners
- How do I find talent in the target market?
- How do I best manage them?

Key facts:



PROGRAM START

The 2nd cohort starts on 15.03.2023



PROGRAM DURATION

18-month hybrid program (on-site & online) starting annually in March



TIME COMMITMENT

~ 2 days/month active participation

Application criteria:



Product-Market-Fit, ongoing product business and convinced customers that love your product.



An exceptional and diverse team of at least 15 employees, where key positions are filled and skills complement each other perfectly.



Sufficient growth capital available through completed financing (≥ 1 million €) and own revenues (≥ 0.5 million € per year).



Potential & motivation to scale quickly and the ambition to internationalize.

Your companions on the way to success:

- Our **scale-up managers** are your personal contacts from our program team for everything on the 18-month path to scale-up.
- Your individual **lead mentor** will accompany you in individual sessions to prepare you for the next level.
- **Scale-up.NRW Ambassadors** - famous business personalities from NRW such as Mirko Novakovic, Marcus Stahl or Jacob Fatih - open doors and networks for you and serve as sparring partners for your strategies and challenges.
- **Experts** from various fields will give you the right input and push (selectively, when you need it) with specific industry knowledge to scale successfully.

Supported by strong partners:

EARLYBIRD

DECACORN
THE WORLD IS OUR OYSTER



UNTERNEHMERTUM
VENTURE CAPITAL

High-Tech Gründerfonds



DIGITAL⁺
PARTNERS

A C T I O N



ALST/N
CAP/TAL

DN Capital[®]

e CAPITAL
ENTREPRENEURIAL
PARTNERS

Our media and research partners:

Handelsblatt

Handelsblatt
RESEARCH INSTITUTE

Mirko Novakovic

SERIAL ENTREPRENEUR | 2X EXIT

„If you want to grow quickly, you don't have the time to learn things yourself. To scale successfully, you need mentors, coaches and VCs to help you with real practical knowledge. Scale-up.NRW offers you exactly this at neither cost nor equity.“



Contact:

Thomas Schier, Scaleup Manager
Speditionstr. 15a, c/o STARTPLATZ, 40221 Düsseldorf
Tel: +49 (0) 172 8976095
Email: thomas.schier@digihub.de

www.scale-up.nrw

Apply until:
11 JAN
2023
scale-up.nrw/apply

COMMISSIONED BY:



POWERED BY:

