

TENTATIVE HYBRID PROGRAM

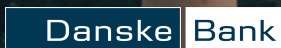
NOVEMBER 24-26, 2020

Germany

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**Digital Hub
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PROGRAM ELEMENTS

Legal & Financial
Setup

Recruiting
Talent

Danish Founders
& Local scene

Accelerators &
Incubators

Sales &
PR

Funding

Office
Spaces



TENTATIVE HYBRID PROGRAM

Day 1

TUESDAY, NOVEMBER 24, 2020

- 09:00 - 10:30** **WELCOME & TOUR DE TABLE**
- Welcome and coffee. Participating companies get to know each other
- Speakers:** Mia Grosen, Canute
Location: Matrikel1, Højbro Pl. 10, 1200 Copenhagen
Format: You are being teamed up in smaller groups of maximum 10 people and will be dialing in on-line from separate meeting rooms
- 10:30** **SHORT 15 MINUTES BREAK**
- 10:45 - 11:15** **INTRODUCTION TO GERMANY AND THE BERLIN TECH & STARTUP SCENE**
- Get an overview of the Berlin and German startup ecosystem. Geographically, sector wise, key players, funding scene, investments and free public initiatives that can help you in your expansion
- Speakers:** Berlin Partner
Location: Matrikel1, Højbro Pl. 10
Format: You stay in the same groups and same room and join the online presentation together
- 11:15** **SHORT 15 MINUTES BREAK**
- 11:30 - 12:15** **LEGAL & FINANCIAL SETUP: SETTING UP BUSINESS IN GERMANY**
- How to set up your company in Germany, including tax, VAT, contracts, payrolls, bank account and cultural differences of which to be aware.
- Speakers:** Deloitte DE, Danske Bank DE, DLA Piper DE
Location: Matrikel1, Højbro Pl. 10
Format: You stay in the same groups and same room and join the online presentation together. Each presenter does a short 10 minutes presentation on their area of expertise - book a one-on-one session with them if you want specific advice on your company's setup in Germany!
- 12:15 - 13:45** **LUNCH BREAK & ONE-ON-ONE SESSIONS / WORK FROM MATRIKEL1 CAFÉ**
- 12:30 - 13:30** **ONE-ON-ONES WITH LEGAL & FINANCIAL EXPERTS**
- Your opportunity to ask our legal and financial experts their advice on your company specific setup - come prepared!
- Speakers:** Deloitte DK, Danske Bank DK, DLA Piper DK
Location: Matrikel1, Højbro Pl. 10
Format: Meeting the experts in Germany online whilst having an advisor from Denmark either physically or virtually joining in.

13:30 CHANGE MEETING ROOMS, 15 MINUTES BREAK

13:45 -
14:30

RECRUITMENT IN GERMANY

Where to start when recruiting in Germany: Job platforms, ads, freelancers, office culture, salary levels, management style etc.

Speakers: ACELR8 and Localyze,

Location: Matrikel1, Højbro Pl. 10

Format: We stay in the same groups but switch meeting rooms and join the presentation online.

14:30 CHANGE MEETING ROOMS, 15 MINUTES BREAK

14:45 -
15:45

ONE-ON-ONES WITH RECRUITMENT EXPERTS

Your opportunity to ask our experts in recruitment in Germany their advice – come prepared!

Speakers: ACELR8 and Localyze

Location: Matrikel1, Højbro Pl. 10, 1200 Copenhagen

Format: Meeting the experts in Germany online from your individual meeting room

15:45 CHANGE MEETINGROOMS, 15 MINUTES BREAK

16:00 -
17:30

FOUNDER & COUNTRY MANAGER PANEL

Meet Danish tech founders with experience in scaling to the German market. Learn from their experience - from sales to culture to funding and recruitment. Ask them anything!

Speakers: Curchdesk, Itembase, Pleo, Freetrailer, Practio, Goodiebox

Location: Matrikel1, Højbro Pl. 10

Format: We start out with online introductions from country managers live from Germany, followed by a founder panel sitting physically together where there will be plenty of time for questions! You will dial in online in your groups from different meeting rooms

TENTATIVE HYBRID PROGRAM

Day 2

WEDNESDAY, NOVEMBER 25, 2020

09:00 -
10:30

ROUNDTABLE: IDENTIFY YOUR BIGGEST CHALLENGES WHEN SCALING TO GERMANY

Identify individual challenges in breaking into the German market, get input from each other and discuss how to take the next steps in your German adventure

Facilitator: Mia Grosen, Canute

Location: Matrikel1, Højbro Pl. 10

Format: You are meeting with your group and will have individual talks while also dialing in with the other groups online

10:30

CHANGE MEETING ROOM, 15 MINUTES BREAK

10:45 -

ONLINE SALES - CHANNELS, TESTING AND CUSTOMER SEGMENTATION

11:30

Get input on how to test the interest in your product from local clients without investing in a physical setup on the ground in Germany.

Speaker: TBC

Location: Matrikel1, Højbro Pl. 10, various rooms

Format: We stay in the same groups but switch meeting rooms and join the short presentation online. Book one-on-one meetings with the speakers afterwards if relevant!

11:30 -
12:30

LUNCH BREAK & CHANGE MEETING ROOMS

12:30 -
13:15

PR AND BRANDING IN GERMANY

Learn how to sell "The Danish Story" in the German media landscape and get insights into how to tweak your website content, storytelling and press releases so they fit a German context.

Speaker: Piabo

Location: Matrikel1, Højbro Pl. 10

Format: We stay in the same groups but switch meeting rooms and join the short presentation online. Book one-on-one meetings with Piabo afterwards if relevant!

13:15 **SHORT 15 MINUTE BREAK**

**13:30 -
14:15** **USEFUL NETWORKS & ACCELERATORS**

Get a taste of accelerators and useful networks in Germany that can all help you grow!

Speakers: Techstars, Mindspace, Factory, Founder Institute, Plug and Play, Google

Location: Matrikel1, Højbro Pl. 10,

Format: We stay in the same groups and rooms and join the short presentations online.
Book one-on-one meetings with the speakers afterwards if relevant!

13:15 **CHANGE TO INDIVIDUAL MEETING ROOMS & 15 MINUTE BREAK**

15:45 **ONE-ON-ONE SPARRING WITH PR & BRANDING EXPERTS, ONLINE SALES SPECIALISTS AND
GERMAN GROWTH EXPERTS.**

Get sparring and advice on your go-to-market strategy and specific needs from some of the most well connected people in the German eco-system - come prepared!

Speakers: Piabo, Techstars, Mindspace, Factory, Founder Institute, Plug and Play, Google

Location: Matrikel1, Højbro Pl. 10

Format: You will have your own meeting room where you can have the one-on-one meetings online

TENTATIVE HYBRID PROGRAM

Day 3

THURSDAY, NOVEMBER 26, 2020

09:00 -
10:30

GETTING YOUR ORGANISATIONAL SETUP READY FOR GROWTH

Scaling internationally and managing a fast growing company can keep even the best CEO awake at night. Get input from our experienced founder coach on how to prepare your organisation, your team and yourself for the growth journey to come.

Facilitator: Cecilie Willer, founder of Today

Location: Matrikel1, Højbro Pl. 10

Format: You are meeting with your group and will have individual talks while also dialing in with the other groups online

10:30

CHANGE TO INDIVIDUAL MEETING ROOMS FOR ONE-ON-ONE SESSION, 15 MINUTES BREAK

10:45 -
12:00

ONE-ON-ONE MEETINGS WITH PROGRAM SPEAKERS

12:00 -
15:00

BREAK & PREPARATION FOR INVESTOR PITCH EVENT

15:00 -
17:30

THE CANUTE INVESTOR PITCH EVENT

Facilitator: Thor Angelo, MyMonii

Investor Panel: Earlybird Ventures, Hardi Vetures, Target Global (TBC)

Format: Combined in-person and virtual event. All participating startups will get to pitch for three minutes in front of a panel of VCs and receive seven minutes feedback from the investors. German VCs and angels will join virtually on a large screen.

Location: Matrikel1, Højbro Pl. 10, room: Gammel Strand

15:00 Welcome by the Canute team and partners

15:15 First six pitches and feedback

16:15 Break

16:30 Last six pitches and feedback

17:30 Pitch Event ends

18:00 -
20:30

NETWORKING DINNER

All program partners, investors and startups are physically invited for a three course networking dinner at Bistro Royale. We will be seated at tables with maximum 10 people per table.

LET'S GET IN

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