Startup Boost 2.0
by Messe München
We grow startups!
Boost – The startup program of Messe München

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Foreword

Startups and trade fairs stand for innovation. Messe München with its various events offers the global platform to foster innovations. We have created places where corporates and startups get together to innovate, collaborate and accelerate. The several success stories of startups you will find in this booklet show that traditional fairs are a lever to grow your business.

Klaus Dittrich
Chairman & CEO

You are a startup and...

- ...want to find new clients and generate revenues
- ...find the right corporate partners to scale (internationally)
- ...find the right partners to build and improve your product

We help you by...

- ...supporting you from beginning to end so that your trade fair debut is a full success
- ...making sure that the industry recognizes you by providing affordable stand space in the center of the trade fair
- ...creating buzz and media attention at the trade show by building outstanding startup arenas filled with talks, panels, pitches and much more
- ...making sure that you find the right matches to grow your business
Industries covered

- Electronics
- Environment
- Robotics & Automation
- Construction & Real Estate
- Laboratories
- Laser
- Logistics
- Manufacturing
- Sports & Lifestyle
- Cyber Security
- many more to come…
Skyx is an agricultural-robotics technology company enabling a modular swarm of autonomous drones for spraying. The innovative solution enables variable rate application at hotspots, or uniform coverage of an entire farmland. It serves agri-spraying applicators that require new standards for their cost, accuracy, availability, and safety.

About the Startup

Founded 2015
Tradefair: automatica 2018
Employees: 4

Tradeshow success

Partners found: 3 tier-1 companies, 2 technology startups

Eylon Sorek
Founder & CEO

The automatica startup arena gave us the fantastic opportunity to shake hands with key executives from tier-1 companies in our space. Practically, there was no other way for us to achieve this.

About the Startup

Moderan is a commercial real estate lease management and reporting automation software. We provide the easiest rent-roll, leasable units and new pipeline overview. At this year’s EXPO, we will also introduce our utilities component that helps automate utilities calculation both on a monthly and annual basis. Moderan works online, integrates with other software tools you use, and works on a transparent user-based monthly subscription.

About the Startup

Founded 2015
Tradefair: Expo Real 2017, 2018
Employees: 7

Tradeshow success

1/3 of total revenue from leads at exporeal

Kristi Hakkaja
Founder & CEO

EXPO REAL is the best industry event – it brings together everyone in real estate who wants to grow their business and find new opportunities. We get new customers from the EXPO every single year. We like the EXPO mindset – it is about actual business meetings, not just networking. We will be there again this year, helping property owners and managers use technology to earn more revenue and increase their property value.
Planstack is a web-based application that supports construction companies during the planning and execution phase by bringing all project participants together on one platform. This allows tasks from sampling to special request and defect management to the key handover with the owner can be handled efficiently and across all trades.

Through the trade fair we were able to expand our network considerably and establish initial contact with decision-makers in the construction industry. Visitors came to the stands in the Digital Village with the intention of discovering innovations and were therefore very open-minded about the ideas presented here.

Linda Mayr  
Co-Founder & CEO

As a young start-up, ready to scale, the start.hub was the perfect concept to present our solutions and to get a lot of attention. We were overwhelmed with the feedback, as well as the quantity and quality of leads which we generated. On the first fair day, we even got a handshake order for our TME from a customer with 140 trucks, which we never met before.

Michael Hötte  
COO

We are a software startup from Hamburg, developing web-based systems for the logistics industry. With our transport management ERP we are digitizing all operative and internal processes within the first „All-in-One“ solution for transport companies: TMS+WMS+ERP+Telematics = Sirum TME

Founded 2016
Tradefair: transport logistic 2019
Employees: 10

60 leads generated

>40 leads generated

Founded 2018
Tradefair: Bau 2019
Employees: 4

About the Startup

About the Startup
Finally safe is an innovative Cyber Security Startup based in Essen, Germany. Our product is the Advanced Security Analytics Platform which aims to detect Advanced Cyber Threats within our customers company networks. As the only Software “Made in Europe” in this field our solution respects data privacy according to GDPR – in the Cloud as well as On Premises.

About the Startup

Founded in 2012 by the Swedish freeski legend Jon Olsson and the Norwegian product designer Truls Brataas, Douchebags has established itself as a globally recognized brand. Based on the roots in the action sports community, douchebags is merging an urban and active lifestyle to challenge the traditional approach of luggage. The mission is to make better journeys through smarter travel gear.

Tradeshow success

10 top leads generated

Founded 2015
Tradefair: Command Control 2018
Employees: 10

Diego Sanchez
Co-Founder & Head of Sales

At Command Control we had the opportunity to show our solution to high potential customers, some of which we’re in contact now to discuss further steps. We also connected to other exciting startups and speakers. We would like to take part again to meet industry insiders, new potential customers and partner to cooperate in the future.

Founded 2012
Tradefair: ISPO Munich 2012
Employees: 30+

Jon Olsson
Founder & Professional Freeskier

The international recognition we gained as a newcomer at ISPO Munich was overwhelming and path-breaking. After the exhibition international sales were going through the roof. ISPO is part of douchebags success story.
About the Startup

APICBEAM display technology creates free-floating images and videos in mid-air for use in digital communications. The generated image appears like a hologram, can be viewed from all directions and keeps facing all viewers at all times. The team enables communication technologies that allow unprecedented collaborative and immersive viewing experiences. APICBEAM was selected as an outstanding project by the German Federal Ministry of Economic Affairs and Energy and is funded through EXIST-Transfer of Research.

Founded 2019
Tradefair: Laser World of Photonics
Employees: 4+

Christoph Knappe
CEO

At the LASER World of Photonics, we met relevant providers of optical components, as well as potential partners and clients. Winning the Start-up Award 2019 not only validated our project, but also gave us far-reaching media coverage. Within one month after the fair, we started negotiating with major companies on entering the display markets together.
Before the show

if you want to be as successful as they are, this is how you prepare before the fair

365 d
Trade fair objectives/ concept
• Definition of trade fair strategy and objectives
• Definition of target groups and trade fair message

270 d
Stand planning
• Shell scheme or design stand?
• Stand concept (Design, areas, equipment etc.)
• Briefing stand builder
• Organization of setting-up and dismantling

150 d
Communication measures
• Visitor mailings (letter, email, phone)
• Advertising efforts (ads, online banners, vouchers, give-aways, brochures, eye-catcher, ...), PR

30 d
Staff briefing/ training

0 d
Kick-off-meeting, daily consultations
• Introduction of stand staff, motivation
• Repetition of important information
• Coordination of tasks and responsibilities
• Information about the outcome of the previous day
• Discussion of positive and negative situations
• Trade fair message

210 d
Staff/ travel planning
• Resource scheduling
• Travel and accommodation

140 d
Lead management
• Defining process

330 d
Budget planning
• 60 % -> Floor space + stand building
• 40 % -> Services (e.g. electricity) + personnel + accommodation/travel + exhibits/transportation + communication (mailings, vouchers, give-aways, brochures, ads, ...) + events/ catering, ...
Wrap it up

7+ d

Distributional postprocessing
- Digitization of contacts and conversational notes
- Sending out thank-you-letters to all visitors
- Sending out requested information material, quotations etc.

Organizational postprocessing
- Feedback meeting with stand staff, service partners
- Feedback from customers (online survey)

Monitoring success
- Counting leads + evaluation of all conversations
- Benchmarking with results from prior trade fairs

30+ d

Monitoring success
- Monetary estimation of all leads (e.g. turnover potential x turnover likelihood)

Budget control
- Post trade fair budget calculation

90+ d

Organizational postprocessing
- Analysis and identification of potential for optimization concerning internal organization

Monitoring success
- Analysis and evaluation of gathered data from market research during the trade fair

Support for Preparation

With the “Your Key to Trade Fair Success” initiative, MEPLAN helps you leverage the full potential of your trade fair participation and achieve maximum success.

The following trade fairs offer the free training program “Your Key to Trade Fair Success” for all registered exhibitors:

- electronica 2018
- BAU 2019
- INHORGENTA MUNICH 2019
- bauma 2019
- transport logistic 2019
- LASER World of Photonics 2019
- productronica 2019
- analytica 2020
- IFAT 2020
- drinktec 2021

MEPLAN
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Further information: https://initiative-messeerfolg.de/en/
The Federal Ministry of Economics supports young and innovative companies to participate in joint stands at selected fairs in Germany. Eligible fairs are selected yearly.

**Eligible Fairs 2019:**
- analytica
- automatica
- electronica
- transport logistic
- productronica

**Timeline:**
Registration at organizer, latest eight weeks prior to exhibition.

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**Funding via Federal Government**

- Presentation of newly developed and significantly improved products, processes and services as well as its market launch
- Small enterprises (Industries or craft and technical service providers) with HQ in Germany that meet the following criteria: Founding <10 years, <50 employees, <10 Mio. EUR yearly revenue

**Funding:**
Rent and construction in regards to joint stand, 60% of costs for the first two participations, 50% for the third; max. 7,500 EUR per exhibitor and fair; companies can make use of funding three times for the same fair

**Eligible Fairs:**
analytica, automatica, electronica

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**Funding via State of Bavaria**

- Innovative companies as well as universities and research institutions from Bavaria. Companies are applying for the Bavarian joint stands from "Bayern Innovativ" at international High-Tech-Fairs in Germany.

**Funding:**
Companies pay a flat rate of 1,000 – 4,900 EUR depending on the stand category, all other costs are covered.

**Eligible Fairs 2019:**
transport logistic, productronica

**Timeline:**
Informal registration at Bayern Innovativ – Gesellschaft für Innovation und Wissenstransfer mbH (www.bayern-innovativ.de)
About the Fair (Munich)

The world’s leading trade fair and conference for electronics is the very first place to see which components, systems, applications and solutions make new developments such as smart homes and connected cars possible in the first place.

- November 10-13, 2020
- 182,000 m² of exhibition space*
- >3,000 exhibitors from 50 countries*
- >80,000 visitors from 101 countries*

*2018

About the Startup program

- 2018: Out of 162 applications 32 startups from 10 countries have been selected for electronica Fast Forward: The startup week powered by Elektor
- **Benefits**: 1st place: €75,000 from Elektor including an exhibition stand at electronica 2020; 2nd place: Elektor media campaign with a value of 50,000 €; 3rd place: Media exposure via the international Elektor network worth 25,000 €
- **Categories**: automotive, embedded AI, solid state lighting/LED, smart grid/smart energy, industrial IoT, electronics in medical & healthcare (including wearables), cyber security

Participant

Get more information about the fair and participation

https://electronica.de/trade-fair/program/electronica-fast-forward/index.html

Fairs in:

- Germany
- China
- India

About the Fair (Munich)

International Trade Fair for Property and Investment. It represents the whole supply chain of the international real estate sector – all the important sectors are there, from conception and design through investment and financing, realization and marketing to operation and use.

- October 07-09, 2019
- 75,000 m² of exhibition space*
- 2,200 exhibitors from 35 countries*
- >45,000 participants from 72 countries*

*2018

About the Startup program

- The Tech Alley and the Real Estate Innovation Forum form the central innovation area of EXPO REAL, where 75 Proptech-startups present their products and services
- The 75 startups include the 25 finalists of the Built World Innovation Contest, organized by the cooperation partner Built World Innovation.
- **Benefits**: The startups get access to the Tech Alley with a special Tech Alley booth package, including a speaker’s slot at the Tech Talk Zone.
- **Categories**: Plan & Build, Market, Manage & Operate, Research & Valuate, Invest & Finance, Next City Solutions

Participant

Get more information about the fair and participation

https://www.exporeal.net/techalley
About the Fair (Munich)

World’s Leading Trade Fair for Architecture, Materials and Systems in the construction industry. It is where future-oriented manufacturers come together with an audience of interested professionals. Their primary interests include the latest techniques, materials and applications that can be put to use in actual practice.

- January 11-16, 2021
- 200,000 m² of exhibition space*
- 2,250 exhibitors from 45 countries*
- 250,000 participants from 150 countries*

*2019

participate

Get more information about the fair and participation


About the Startup program

- 2018: 22 startups have been selected to present their products and services at the BAU Digital Village
- **Benefits**: Open pitches, stand space and endorsement for additional cost (including e.g. rent, stand building, electricity etc.)
- **Categories**: In accordance to the overall fair

About the Fair (Munich)

automatica is the leading marketplace for automated production. The trade fair features innovative automation and robotics solutions with pioneering key technologies for all branches of industry and thus offers the world’s largest range of robotics, assembly solutions, machine vision systems and components.

- June 16-19, 2020
- 76,000 m² of exhibition space in 2020
- 890 exhibitors from 29 countries*
- 45,584 participants from 89 countries*

*2018

participate

Get more information about the fair and participation

https://automatica-munich.com/supporting-program/workshop-of-ideas/start-up-arena

About the Startup program

- **Two formats**: 1. Joint stand by the Federal Ministry for Economic Affairs and Energy; 2. Startup Arena bringing together startups, investors, companies and institutes
- **Benefits**: 1. 12 m² on joint stand of the BMWi and 60% endorsement for all expenses (including e.g. rent, stand building, electricity etc.); 2. The Startup Arena will host 30 int. startups that get a table top presentation, the chance for elevator pitches, networking possibilities and access to the investors day.
- **Categories**: Automation, Robotics and Machine Intelligence

real estate

participate

Get more information about the fair and participation


robotics & automation
About the Fair (Munich)

As the world’s most successful multi-segment trade fair for sports, ISPO Munich offers a complete market overview covering eight segments: Snowsports, Outdoor, Health & Fitness, Urban, Teamsports, Vision, Trends, Innovation and Industry Services, and Manufacturing & Suppliers.

- January 26-29, 2020
- 200,000 m² of exhibition space*
- 2,943 exhibitors from 45 countries*
- >80,000 participants from 120 countries*

*2019

About the Startup program

- ISPO Brandnew is the biggest platform for sporty startups worldwide. Since the year 2000, ISPO has searched and designated the most promising newcomers of the sports industry.
- Selects & presents 50 startups from sporting goods & sports technology.
- About 400 applications every year
- Jury consists of successful sporting goods entrepreneurs (= former winners of ISPO Brandnew)
- Benefits: Winners receive label, a stand at ISPO Munich in the startup village, access to ISPO network, preparation through academy and strong media support through the international ISPO platform
- Categories: In accordance to the overall fair

- June 28 - July 01, 2020
- 96,000 m² of exhibition space*
- 1,018 exhibitors*
- 22,000 visitors from 90 countries*

*2019

Participate

Get more information about the fair and participation

https://www.ispo.com/en/brandnew
IFAT is becoming an increasingly popular platform for presentations and innovation. International exhibitors value the ideal market environment IFAT offers. Businesses from the water and waste water as well as from the waste and secondary raw materials sectors present their own pioneering and valuable solutions that enable the available resources to be used responsibly.

May 04-08, 2020
260,000 m² of exhibition space*
3,305 exhibitors from 58 countries*
142,472 visitors from 162 countries*

The international trade fair analytica has been your guarantee for the successful presentation of innovative laboratory technology and future-oriented biotechnology for nearly 50 years. It is the most important industry gathering and brings together the entire range of topics that pertain to laboratories in research and industry.

March 31-April 03, 2020
55,000 m² of exhibition space*
1,175 exhibitors from 47 countries*
35,626 visitors from 111 countries*

Participate
Get more information about the fair and participation
https://www.ifat.de/start-ups

Participate
Get more information about the fair and participation
https://www.analytica.de/exhibitors/booking-stands/application-innovationarea/index.html
About the Fair (Munich)
LASER World of PHOTONICS, the world’s leading Trade Fair for Photonics Components, Systems and Applications, sets standards since 1973—in size, diversity and relevance. And that with a first-rate portfolio. This is the only place that features the combination of research, technology and applications.

- June 21-24, 2021
- 55,000 m² of exhibition space*
- 1,325 exhibitors from 40 countries*
- >33,990 visitors from 82 countries*

*2019

About the Startup program
Since 2015 The Startup World @ Laser World of Photonics is a dedicated area for innovative startups and also presents the Photonics award to foster visibility in the market

- **Benefits:** Financially supported stand as well as media coverage
- **Categories:** Imaging/sensors, test and measurement; lasers and laser systems for production engineering; lasers and optoelectronics, optics; biophotonics & medical engineering

Participate
Get more information about the fair and participation


About the Fair (Munich)

transport logistic: The world’s leading trade fair for logistics, mobility, IT, and supply chain management has been taking place in Munich since 1978. The hub of the global logistics industry is accompanied by a conference program and presents the optimal solutions for every requirement.

- May 4-7, 2021
- 125,000 m² of exhibition space*
- 2,374 exhibitors from 63 countries*
- >64,000 visitors from 125 countries*

*2019

About the Startup program
2019: Out of 27 applications, 17 startups „survived“ the jury’s decision. With their ideas for the transport and logistics world, they qualified for participation and final pitch at the show

- **Benefits:** Winning startup of the pitch event will receive a free full-service package stand of 20m² at transport logistic 2021, a media service in the media of the DVV Media Group worth 10,000 Euros for print ads or online advertising and a one-year workplace at the Digital Hub Logistics in Hamburg

- **Categories:** In accordance to the overall fair

Participate
Get more information about the fair and participation

https://www.transportlogistic.de/exhibitors/plan-your-stand/startups/index.html
About the Fair (Munich)

Command Control – The European Cybersecurity Summit interconnects responsible persons from corporations and medium-sized companies with the world’s leading visionaries, experts and operators, establishing a network in a global and premium environment. The cross-sector and interdisciplinary dialog platform for cybersecurity enables the exchange of experience and active networking among professionals. Inspiring visions and innovations as well as relevant best-practice examples and solid expert knowledge lead to specific solutions in the field of digital security.

- March 3-4, 2020, ICM
- >75 top speakers*
- >800 visitors from 14 countries*

*2018

About the Startup program

- Command Control, as a growth driver for a new cybersecurity culture, offers startups the opportunity to present themselves in front of an international audience at the Lion’s Den as well as in the Startup Area
- Benefits: Access to experts and industry professionals, Plug&Play booth, full pass for the summit, Chance to catch the attention of potential new customers
- Categories: In accordance to the overall fair

Participate
Get more information about the fair and participation

www.command-control.com/partners/offers/start-up-special/index.html

About the Fair (Munich)

productronica is the world’s leading trade fair for electronics development and production, it offers its exhibitors and visitors products, solutions and innovations spanning the entire value chain. A top-class supporting program. And subject-specific trend topics.

- November 12-15, 2019
- 88,000 m² of exhibition space*
- 1,560 exhibitors from 43 countries*
- 44,987 visitors from 96 countries*

*2017

About the Startup program

- Together with Elektor, productronica offers a platform that brings together ideas and proto-types with an international specialist audience
- Benefits: 1st place: €25,000.00 from Elektor International Media including a trade fair stand at productronica 2021; 2nd place: Media campaign by Elektor with a total value of €15,000; 3rd place: Media campaign by Elektor with a total value of €5,000.
- Categories: In accordance to the overall fair

Participate
Get more information about the fair and participation

Get in touch

If you need further information about our programs or have any questions feel free to get in touch with our team.

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