

Bootcamp online

16 - 30 July 2025

- Digital workshops by experts
- Gain insights into the German market and region, focusing on internationalization strategy and sales operations.

- 16.07** **Why Germany, Why Baden-Württemberg?**
Industrial strength meets innovation – is this the right next step for your startup?
- 21.07** **How to work with German B2B customers**
What German business customers expect - and how to build trust and tactation
- 24.07** **Finding your Place - market strategy & local positioning**
Where and how your solution fits into the German market
- 07.08** **How to speak to customers - pitching & outreach**
How to approach and convince German industry customers

Masterclass in Mannheim and Heidelberg

13 - 15 October 2025

- Experience the region firsthand, participate in input sessions from expert coaches, and engage in corporate speed dating.
- Free food and drinks during the events
- Networking with other founders and industry experts

- 13.10** **Arrival & Business Strategy**
Mannheim, MAFINEX
- 14.10** **Sales - How to do sales in Germany**
Heidelberg, BDC
- 15.10** **Networking**
Mannheim, MAFINEX

More information and application: www.up2b.io/marketdiscovery