

Apply now until
November 8, 2023!

Up2B | EXPLORATION

4+4 WEEK ACCELERATOR FOR INDUSTRY-TECH B2B STARTUPS

Is your B2B startup more than just an idea? Can you make it to the market? Challenge and validate your business model!

4+4 WEEKS TO BOOST YOUR B2B STARTUP



Get out of your office! Sharpen your business model with **individual coachings from B2B experts.**



Less talk, more action! Take concrete steps and **get in touch with potential customers.**



Grow your network! Connect with like-minded entrepreneurs within one of **Europe's most vibrant B2B hotspots.**

21 November 2023
until 1 February 2024

Apply now for one of Europe's most intensive accelerator programs - tailored for industry-tech startups.

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

AGENDA AND FAQ FOR UP2B EXPLORATION

Application Deadline:
November 8, 2023

Up2B Exploration is all about getting a clear picture about what we call problem-solution fit. We'll support you in asking the right questions, find potential customers and starting a fast-growing company.

All events will take place in a **hybrid event format** and are structured in Bootcamp and Masterclass.

Bootcamp: November 21 - December 14
Masterclass: January 8 - February 1

Week 1 **KICK OFF BOOTCAMP & TEAM - in person**

Team workshop

Week 2 **BUSINESS MODEL & STRATEGY**

Keynote sessions and workshop

Week 3 **PITCH TRAINING**

Keynote sessions and workshop

Week 4 **DEMO DAY BOOTCAMP - in person**

Your time to pitch!

Week 5 **KICK OFF MASTERCLASS & VALIDATION**

Individual feedback with potential clients

Week 6 **FINANCING & UNIT ECONOMICS**

Keynote sessions and individual 1on1s

Week 7 **LAW**

Keynote sessions and individual 1on1s

Week 8 **PITCH YOUR STARTUP AT DEMO DAY - in person**

How can I apply?

Fill in the application form on www.up2b.io/exploration by November 5, 2023.

Who should apply?

B2B startups and aspiring founders with a **value proposition for corporate customers**.

Who will be selected?

Only the **13 most promising teams** will be selected for the bootcamp and 8 will be invited to continue with the masterclass.

Where will it take place?

The program takes place in a **hybrid setting**. November 21, December 14 and February 1 will be held in person in Heidelberg. You can participate in all the other keynote sessions and 1-on-1 coachings virtually.

What's the cost?

Participation is **free of charge**. We don't ask for equity.

Where can I find more information?

Please visit www.up2b.io/exploration

Up2B Exploration is a joint initiative of innoWerft Technologie- und Gründerzentrum Walldorf Stiftung GmbH, mg: mannheimer gründerzentren GmbH and Technologiepark Heidelberg GmbH. Up2B Exploration is co-financed by the Ministry of Baden-Wuerttemberg for Economic Affairs, Labour and Tourism.