

## 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

**30.07**      **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](http://www.up2b.io/marketdiscovery)