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Sponsoring Opportunities 2024



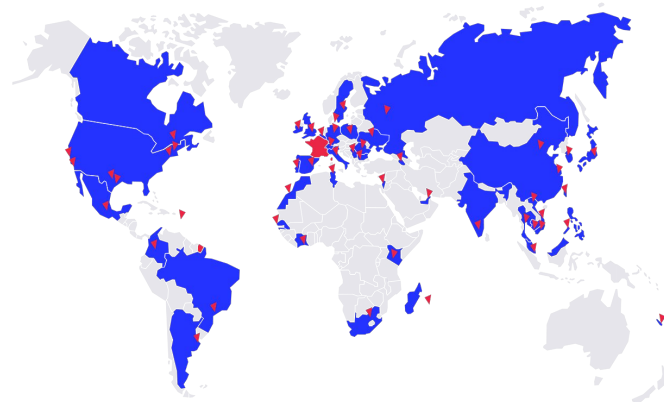
LA FRENCH TECH

La French Tech brings together startups, scale ups, investors, industry-partners, policymakers to foster the entrepreneurial spirit.

Created 10 years ago, it's a network of 100 communities in the main startup hubs in France and around the world.

We are here to support the activities of the hundreds of startups willing to do business and to go abroad, and to scale, especially **from France to Germany or Germany to France.**

We give access to the local German tech hotspots and partnering between startups and industry is a key objective.



286 Startups & Scale-ups accredited. 100 active in Germany

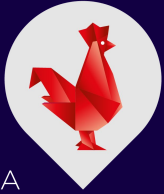


360Learning alan ankorstore BackMarket BlaBlaCar CLUBFUNDING Contentsquare DentalMonitoring DESCARTES DNASCRIPT Doctolib ecovadis ELECTRA EXOTEC FLYING WHALES iad INNOVAFEED ivalua LEDGER Lydia ManoMano MIRAKL NINIA PayFit Pigment Qonto SAFTI SHIFT sorare SPENDESK swile Veepee VERKOR Vestiaire Collective Voodoo wifirst Ynsect YONITED ZEPLUG

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Welcome to La French Tech in Germany

We connect French startups, scale-ups, investors, industry partners in the 3 most dynamic regions of Germany: North Rhine-Westphalia (NRW), Berlin and Bavaria

We help Startups & Scale-Ups in their Go-To-Market strategy through:

Meet ups

Make **enriching contacts with locals** in the Berlin, Bavaria & NRW region, and build their German network

Webinars

Learn about **the DOs and DON'Ts** with Germans in business, to have a good start across the Rhine

Events

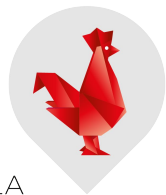
Visit **corporate's Labs and HQs** thanks to the partnerships we build with leading companies in Germany

Settle

Soft their landing in Region's thanks to our partnerships with Startup hub, Programs, Cities and German Regions



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Meet the Board



Anne-Chrystelle Bätz
Emploi Allemagne e.V
Présidente



Thierry Baujard
Spielfabrique
Expert in Financing
Creative Industries



Alexandra Begue
SAP
Chief of staff
Innovation Center Network



Gunnar Graef
Deutsche Ventures
Co-Founder & CEO
Co-Président FT Berlin



Friedemann Lotz
Berlin Partner
Manager ICT



Shiraz Mahfoudhi
Hotjar
Chief of Staff



André Pitié
Cartalyse
Founder & CEO
Community Lead
FT Berlin



**Marie-Avril
Roux-Steinkühler**
Mars IP
Certified IP/IT Lawyer
Co-Présidente FT Berlin



Uli Schmitz
Axel Springer
Digital Ventures
Managing Director



Raphael Thomas
Startup Lawyers
Founder



Emmanuel Thomassin
Delivery Hero
CFO
Co-Président FT Berlin



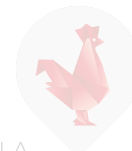
Emilie Vallauri
Techstars
Program Manager



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Meet the Board



Adrien Serres
co-president
Recommerce
Country Manager
Germany



Valentine Dreyfuss
co-president
Mercio
General Manager



Thomas Spieker
board member
Shippeo
VP sales EMEA



Pauline Gauthier
board member
Program Manager
InnoFounder



Cyril Catel
General Secretary
iAdvize
Market Lead DACH



Tobias Schlotter
board member
Akeneo
VP Channel



Pélagie Mepin-Koebel
board member
Eversens
Country Director



Etienne Leroux
board member
Business France
Head of Tech & Service



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Meet the Board



Karine Fouque
Président



Sabine Flechet
Vice-Président



Jérôme Hamacher
Treasurer



François Hoelinger
Secretary



Corinne Pereira da Silva
Consule générale
de France



Nicolas Vermersch
Community Lead



Estelle Lauvergne
Community Lead



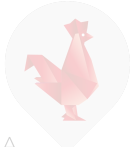
Stéphane Pâris
Community Lead



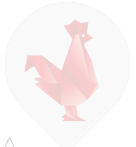
Camille von Arnim
Community Lead



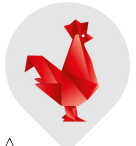
Laurent Roux
Community Lead



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Sponsorship Packages

Sponsorship Packages

A unique offer for a one year sponsorship to all French Techs in Germany

Gold



Visibility on **3** French Tech events
between Jan 2024 and Dec 2024

*Networking Breakfast in Düsseldorf or Berlin
Community Event Berlin, Düsseldorf, Munich*



Presence for the **FT AWARDS** at the in
Munich on Sept 30th 2024

- Speech in front of 200 guests
- Video commercial on big TV screen
- Award giving to one of the winners
- Roll Up entrance, on stage, in salon
- Social media & internet site mentions
- 5 invitations.

15,000€ (VAT excl)

Silver



Visibility on **2** French Tech events
between Jan 2024 and Dec 2024

*Networking Breakfast in Düsseldorf or Berlin
Community Event Berlin, Düsseldorf, Munich*



Presence for the **FT AWARDS** at the in
Munich on Sept 30th 2024

-
-
- Award giving to one of the winners
- Roll Up entrance, on stage, in salon
- Social media & internet site mentions
- 3 invitations.

10,000€ (VAT excl)

Bronze



Visibility on **1** French Tech event
between Jan 2024 and Dec 2024

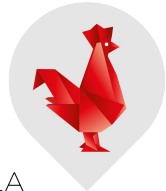
*Networking Breakfast in Düsseldorf or Berlin
Community Event Berlin, Düsseldorf, Munich*



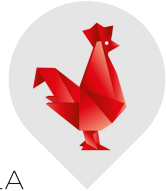
Presence for the **FT AWARDS** at the in
Munich on Sept 30th 2024

-
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-
- Roll Up entrance, on stage, in salon
- Social media & internet site mentions
- 2 invitations

5,000€ (VAT excl)



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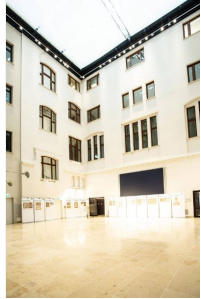


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FT Awards in Munich – September 30th



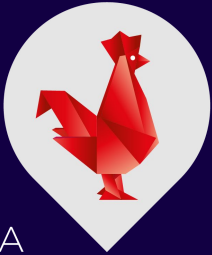
Our venue: IHK

- Trustful partnership and excellent capacity to develop partnership with Mittelstand
- Capacity of 200+ people in the city Center of Munich, with garden for reception

Synergies: Oktoberfest and Bits & Pretzels

- Event during the Oktoberfest, a leisure but above all business highlight in Bavaria
- FT Awards during the Bits & Pretzels, with access to tickets outside of the release badges for our sponsors.

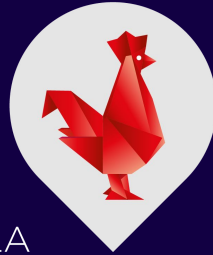
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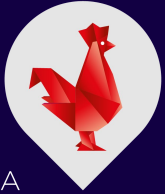


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Appendix



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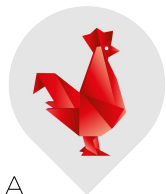


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2023-2024

Events organized by
La French Tech in Germany

Events organized in Berlin 2023



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Jan Breakfast Berlin Partner

Feb Lunch Talk Find a job in Germany

Feb Breakfast Brevo / Sendinblue

Mar Breakfast Framen

Apr Breakfast Malt

May Breakfast SpielFabrique

Jun Breakfast Tradition meets Future

Jul Breakfast Wifirst

Sep IFA Cocktail

Sep Breakfast Silvr

Oct Breakfast ICN Berlin

Oct 10 years - 10 awards - French Embassy

Nov Breakfast ...

Dec Lunch Talk

The year in review in Berlin

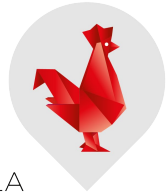
September 2022 Cocktail IFA - Mazars



December 2022 French Embassy - Scale-Up Europe



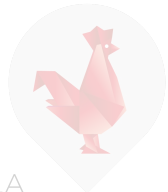
Monthly Breakfasts Brevo, Malt, Delivery Hero



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The year in review in Berlin

December 2022 French Embassy - Scale-Up Europe



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LA FRENCH TECH GERMANY

10 years, 10 awards

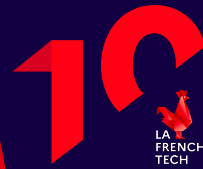


October 26th, 2023
AMBASSADE DE FRANCE
BERLIN



La French Tech 10 years Anniversary

A common and Global Event at the French Embassy in Berlin



On October 26th, 2023, *"French Tech - Germany, 10 years, 10 awards"* celebrated the booming German and French startup scene in Germany, fostering Franco-German collaborations in innovation and technology.

The event was organized by French Tech Berlin in partnership with La French Tech Düsseldorf and La French Tech Munich, and takes place in the capital and the magnificent premises of the French Embassy in Berlin, with 250 guests from industry, scale-ups and political decision makers.

The estimated audience was 50,000, with live streaming and social networking.

The scale-up annual gatherings organised by French Tech at the French Embassy are some of the most awaited high-end events dedicated to startups and technology in Germany.

This year, we will give 10 awards for the 10 years of La French Tech to companies and personalities active in the French and German tech ecosystems.

Soutenu par



La French Tech 10 years Anniversary – Oct 2023

Celebrating the booming German and French startup scene in Germany, fostering Franco-German collaborations in innovation and technology.

200+ representatives from Start-ups, corporate, political decision makers and public institutions, including C-Level, French Tech delegation from Paris, French Ambassador in Germany, AHK, CCE-Allemagne, ESCP, European Champions Alliance

45k+ impressions from the French Tech in Germany, **3.5k** likes, **53** posts

10 awards rewarding European Champions: Doctolib, The Exploration Company, IRIS, Sender or ESCP

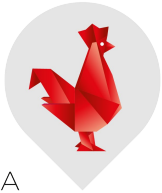




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Audience

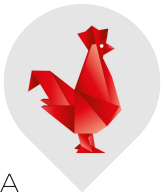
Berlin, Munich and Düsseldorf together continue to assert themselves as a major place in European tech and we want to be able to register ourselves as promoters of Franco-Germany and its opportunities, and for the first time, have three French Tech communities united around a big joint celebration event.



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We will therefore be addressing members of startups/scale ups in France and Germany who are either present in both countries or interested in developing in the other.

We'll welcome 100 to 150 key personalities from start-ups, scale-ups, industry, investors active in Germany and France.



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We believe that invitations to this event should also be extended to other professions in the tech world, such as the legal and consulting professions, as well as to traditional businesses. These latter audiences would then constitute a secondary audience that would enrich the interaction and proposals.

We're talking about fifty or a hundred representatives of these "support" professions.

10 Awards

Each award handed from a sponsored expert and be an inspiring example of the French-German cooperation



🏆🎂👏 Congratulations to the winners:

- Best Go-to-Market in Germany: Doctolib
- Best Go-to-Market in France: sender
- Best Woman in Business : Hélène Huby
- Best Ambassador for EU Sovereignty : The Exploration Company
- Best Social Organization : SINGA Berlin
- Best in Education : ESCP Business School
- Best Investor : Iris Capital
- Breakthrough Deep Tech Innovation : Marvel Fusion
- Best Green Startup with BNP Paribas : INERATEC

- French-German Tech Lab Award with AHK Frankreich /
Chambre Franco-Allemande de Commerce et d'Industrie (CFACI)
Frankreich : constellr

What Happen in 2023

- | | | |
|----------|---|-----------|
| All year | “Le Frühstück” is a series of monthly events, once per month for a Year. Each breakfast takes place at the home of a local partner, providing a welcoming setting and the opportunity to benefit from the expertise and support of these committed local players. Scale up & Startups have the opportunity to pitch their activities and speak out on topics of attention in the local ecosystem. | 12 events |
| 14 Sept | Rentrée de la French Tech Düsseldorf – Apéro Tech | 1 event |
| 20 Sept | DMEXCO on Site Cocktail on a FT participant Booth | 1 event |
| 10 Oct | Webinar French Tech Düsseldorf + French Tech Berlin + French Tech Munich, how to succeed in your commercial prospection in Germany? | 1 event |
| 26 Oct | La French Tech 10 years Anniversary at French Embassy Berlin. | 1 event |
| 10 Nov | Webinar in collaboration with French Tech Lille and French Tech Düsseldorf, succeeding in the NRW region. | 1 event |
| 15 Nov | Podcast French Tech on Air– in partnership with a local partner / stakeholder and a French Tech scaleup (FT120 / Next40) | |
| 10 Dec | Get Together at the Christmas market in Düsseldorf. | 1 event |



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Roadmap 2024

La French Tech Düsseldorf

Feb 6-7: Learning Expedition at Frankfurt Digital Finance - Fintech-CyberDefense

March: Le Frühstück @ EHI Retail Institute feat. Mercio

April: tbd.

May: Impact Germany program as support

June: Retail Tech Days - Berlin at K5 with FT Berlin

August: Future Tech Fest - Düs
Gamescon Meetup - Cologne

Sept: DMEXCO Apéro Tech Pitch Session- Cologne

Sept: Retail Tech Round Table

30 sept: FT Germany Awards - Munich

Ongoing program

Monthly Meetup
**Le Frühstück &
Apéro Tech**

The year in review in Düsseldorf

March 2023
Euroshop Launch
of La French
Tech Düsseldorf



April 2023
With Japan External
Trade Organization at
Fortuna Düsseldorf



April 2023
French Ambassador &
Düsseldorf Mayor



May 2023
Forum
Franco-Allemand
Senat, Paris



May 2023
OMR Hamburg
FT Germany
Delegation



June 2023
Le Frühstück #1 at
OVH Cloud in Köln



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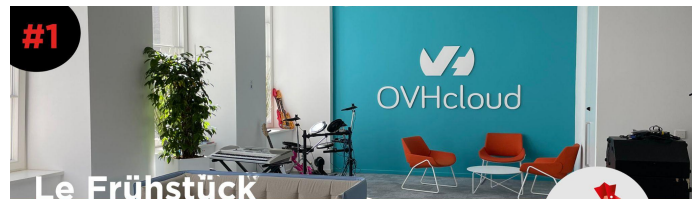
Düsseldorf: Le Frühstück French Tech

Le Frühstück is a series of monthly events. They take the form of networking breakfasts where startups, major corporations, incubators, investors and local public players meet.

Each breakfast is hosted by a local partner, providing a welcoming setting and the opportunity to benefit from the expertise and support of these committed local players. Startups have the opportunity to pitch their activities and speak on topics of attention in the local ecosystem.

Our objectives are to :

- Promote French startups to local principals
- Put French companies in touch with potential customers or partners in Germany
- Encourage German startups to invest in France
- Introduce the French Tech mission to RNW's entrepreneurial ecosystem



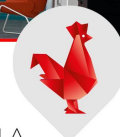
#1 Le Frühstück French Tech

Let's meet at OVHcloud Startup Program with votbase

Tuesday June 6th, 2023

9:00 to 11:00

Christophstraße 19, Köln



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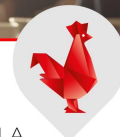
#2 French Tech Community Frühstück

Let's meet at orrick

Tuesday July 4th, 2023

8:30 to 10:30

Heinrich-Heine-Allee 12,40213 Düsseldorf



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Road map in Munich

Q4-23 Sustainability & Ecological Transition

Q1-24 Talent, Parity & Diversity

Q2-24 DeepTech Sovereignty

Each quarter will see the possibility to host:

- ❑ A **Community Networking** including targeted activities during a trade show (e.g., Bits & Pretzels, ChangeNOW, OMR)
- ❑ A **Community Event** (i.e. hosted by La French Tech Munich) gathering the local ecosystem on a specific thematic (e.g., HR / Country Directors dinner, Impact for Breakfast)
- ❑ Our **Webinar "France is waiting for you"** – with one laureate of the Mission French Tech programs and one French Tech hub (Capital or International)
- ❑ Our **Podcast Servus Scaleup** – in partnership with a local partner / stakeholder and a French Tech scaleup (FT120 / Next40)

Q2-24 will also exclusively organize our **Ecosystem Event**: “**SERVUS ScaleUp: the Franco-Bavarian Startup Festival**” on one of our key thematics

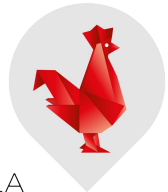
30.09.24 Germany's French Tech Award : “Rewarding **the 5 best Franco German Tech Companies**” Night



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The year in review in Munich

September 2022 Bits & Pretzels



March 2023 SERVUS Diversity In Tech



June 2023 SERVUS Scaleup: The Franco-Bavarian Startup Festival



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France, Bits & Pretzels 2022 Guest Country


ENTREPRENEURS
FROM EUROPE AND AROUND THE WORLD

BONJOUR



FACE TO FACE
WITH THE
FRENCH
ECOSYSTEM

#lafrenchtechmunich

Our staff is proudly dressed by  **LE SLIP FRANÇAIS**



Bits & Pretzels: France was guest country in Germany in 2022



As part of the partnership with Bits&Pretzels, the French Pavilion - an area dedicated to the French startup ecosystem - stretched over 600 m2 and contained an exhibition area and its very own stage. The exhibitors included top-tier startups and scaleups, but also corporate companies with a strong French-German DNA, NGOs and governmental organizations.

🎉 A video campaign with **25,000 video impressions**



🎉 From 0 to **2,000 followers on LinkedIn**

🎉 **75 speakers**, i.e. CEOs & founders, country managers, investors, policy-makers, and key stakeholders of the French-German innovation ecosystem



🎉 **28 keynotes and panel discussions** over two days, covering thematic across hypergrowth, gotomarket strategy, future of work, impact investing, scaling responsibly, growth financing, climate transition or EU sovereignty

🎉 **30+ exhibitors** of which Qonto, Malt, Lemonway, Payfit, Treezor, Playplay, Younited, Spendesk, Swan, Platform.sh, Sendinblue



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Why sponsor La French Tech in Germany

Meet

Make **enriching contacts with Startups & Scale ups** in Berlin, Bavaria & NRW region, and others German regions where we will attend.

Visibility

Increase **Your Visibility** on all our communication supports, events and digital presence with media as well.

Innovate

Find the most innovative French & German **Startups & Scale up** in Germany

Collaborate

Accelerate your innovation & business with the most innovative French & German **Startups & Scale up** in Germany



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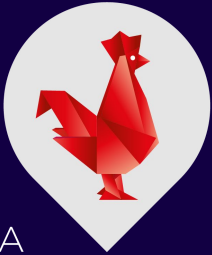


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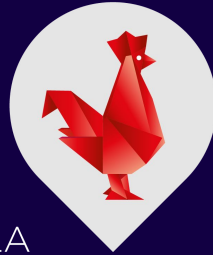
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