



SCALEUP LANDING PAD HAMBURG



2024 We help international
scaleups grow



Scaleup Landing Pad Hamburg – the Concept



The Challenge:

Acquire green technologies to achieve a sustainable future for the City of Hamburg.



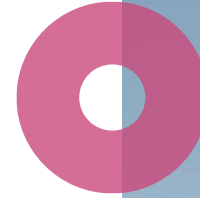
The Idea:

Bring high-potential GreenTech ideas and innovation to Hamburg and integrate them into established local businesses.



The Solution:

Establish a gateway for international scaleups entering the German market, guiding them with customized one-on-one support through the venture clienting process.





Navigating International Market Entry Challenges

80% of market entries fail (*)

Challenge 1:

How to connect with the right customers?

Challenge 2:

How to establish an international business?

Challenge 3:

How to build a successful business partnership with local companies?

Facilitating Scaleup Market Entry in Germany

The Landing Pad provides tailored **free of charge guidance and direct support** for scaleups.

Business Development

We have established a unique hands-on approach to match scaleups with established corporations in Hamburg. Discover the details on the next slide.

Location Consulting

Market research, legal advice for setting up in Hamburg and recruitment guidance.

Living & Workspace

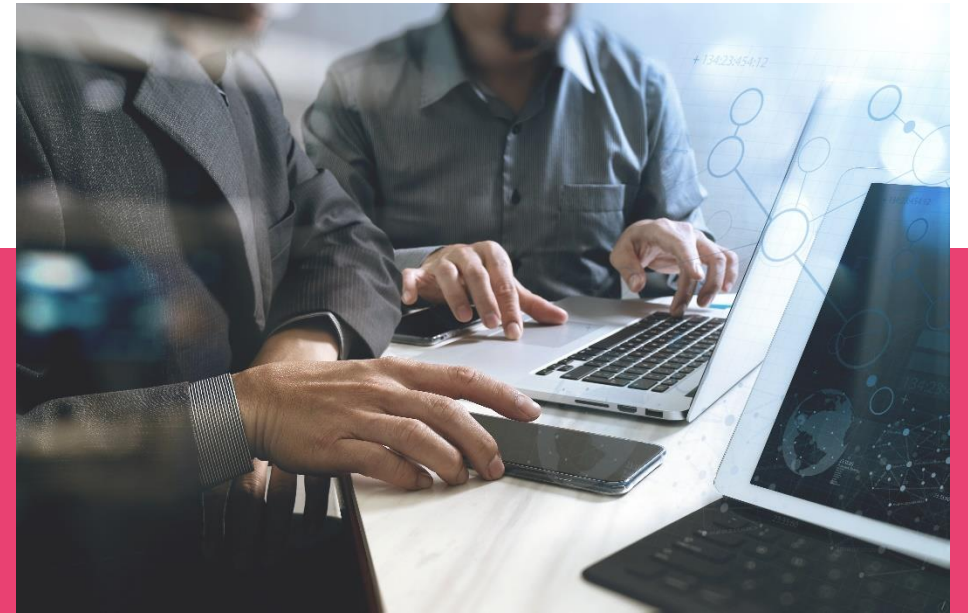
Offering up to 8 weeks of accommodation in a furnished apartment and co-working space in central Hamburg.

Business Service

Administrative support covering visas, taxes, registration, and insurance, advice on residency and work permits, and marketing and communication assistance.

Our 1:1 Business Development Service

- Local business development experts provide you with local market analysis.
- Identification of potential customers in Hamburg's ecosystem.
- We collaborate with established corporations in Hamburg to secure pilot projects for your venture.
- Venture clienting experts support you with preparing your pitch and can accompany you to business meetings.
- Our parent company, Hamburg Invest, provides ongoing support even after programme completion.



Our Goal:

We want scaleups and local companies to succeed together and establish a mutually beneficial business relationship.

Use Cases: Connecting Scaleups with Hamburg's Industry Leaders

The Scaleup Landing Pad Hamburg partners with top local corporations and venture client units to provide scaleups with unique opportunities for business development in Hamburg.

For example:



Venture building from Hamburg's port, fostering innovation in logistics.



Venture unit of the Otto Group, Germany's leading e-commerce brand.



Venture client unit of the City of Hamburg, bridging the gap between scaleups and Hamburg's governmental institutions.

What is it like to work with the Landing Pad and our Scaleups?

“One of the standout aspects was the seamless integration with scaleups that aligned perfectly with our requirements and themes. As a result, our conversations were straightforward and highly focused.”



Maike Steding
Senior Manager
Corporate Venture
Building
at Jungheinrich

Oliver Risse
Investment Partner
at HHLA Next



“We were very interested to learn about the scaleup companies that come to Hamburg, how we can participate and how we can provide them a playing field for their innovations and their technologies to be part of our Hamburg port. ”

Local Partners on the Ground

- Expertise from Hamburg's innovation ecosystem.
- Customized services tailored to meet specific needs.
- Partners dedicated to providing practical, value-driven support.
- Comprehensive assistance from business registration, seeking an office location to organising meetings with potential customers.

Our local professional partners

PLUGANDPLAY



SMART
ments
business



HOOD
HOUSE
SERVICED APARTMENTS
& HOTEL

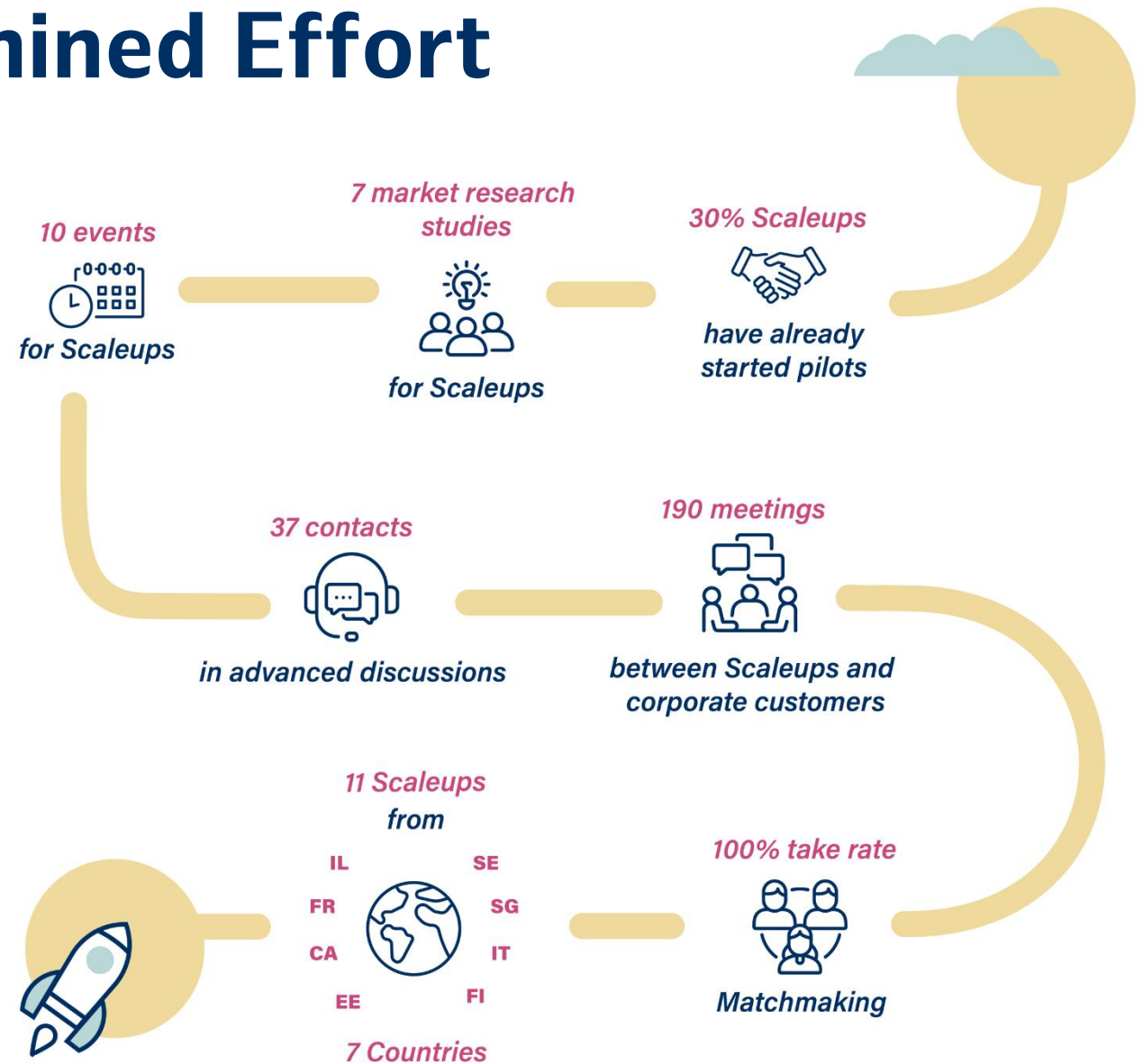
Join a Professional Business Network

- **Networking for your Business Development:**
Joining the Scaleup Landing Pad Hamburg immerses you in Hamburg's diverse ecosystems and business networks.
- **Personal Introductions:**
We'll personally guide you through these networks, establishing valuable connections for you.
- **Ongoing Support:**
As an alumnus, you'll continue to receive support from Hamburg Invest, ensuring long-term benefits from the programme.



2023: A Year of Determined Effort and Achievements

- **Global reach:**
11 scaleups were selected for the 2023 cohort, which came from 7 countries and 3 continents.
- **190 business meetings:**
Our partners and scaleups had 190 meetings with potential corporate customers.
- **One-third have started pilot projects:**
30% of our scaleups have already started a pilot project with an established corporation in Hamburg.



Scaling for Success in Hamburg



Product Demos:
Demonstrating products at key Hamburg events.



Test Projects:
Engaging in test projects with leading Hamburg corporations.



Press Coverage:
Gaining visibility in international and German media.



Office Establishment:
Setting up sales offices in Hamburg

What do Scaleup Participants say?

“The Scaleup Landing programme has been helping us a lot in getting in touch with governments and key decision-makers in the institutions, which was a core target of our business model.”



Gaetano Lapenta
Co-Founder and
CEO at Fybra

Tulika Raj
Co-Founder and
CEO of
SunGreenH2



“The Landing Pad’s scheme offered us the perfect opportunity to bring our technology and solution to Europe and the German market.”

„The Scaleup Landing Pad really helped us, took our hands and made contacts to the right people that we are targeting and that we want to have synergies with.”



Gray Alton
Vice President of Project
Development at Terrapin
Geothermics

Scaleups Benefiting from our Programme

2 years

24 companies

14 countries

e.g.: Italy, Singapore,
Canada, Brazil, Estonia

4 continents

Asia, Europe, North
America, South America



Advantages of Starting out in Germany



Leading Economy

Germany is the largest economy in Europe



Modern Infrastructure

Advanced infrastructure from high-speed internet to a comprehensive e-mobility network



Business Environment

Home to numerous successful family-owned medium-sized companies, hidden champions and global leaders



Sustainability Leader

At the forefront of transitioning to a sustainable economy, from hydrogen to renewable energy



Skilled Workforce

Access to a highly qualified workforce



Research Excellence

A hub for innovation with universities and institutions like the Fraunhofer and Max-Planck Society



Strategic Location

Central within Europe, ideal for a European HQ

Why Hamburg is Your Ideal Location

Strategic Importance

Hamburg, Germany's second biggest city, boasts the country's biggest harbour and is home to global corporations like Otto Group and Airbus.

Awards and Recognition

Four times winner of the Smart City index in Germany and 2023 winner of the Startup Ecosystem Stars Award.

Research Ecosystem

Hamburg is home to 29 universities and 8 Max-Planck and Fraunhofer institutes.

Business Ecosystem

A thriving centre for expanding businesses, with active networks and large corporations.

Innovation Hub

A strong innovation hub with clusters in e.g. logistics, sustainable energy and aviation.

Gateway to Growth

Hamburg serves as a springboard into the German and wider European markets.

Timeline for 2024



Eligibility Criteria for Application

GreenTech scaleups in mobility, logistics, energy, construction or advanced materials seeking to apply should meet the following criteria:



Market Fit:

Demonstrate product-market fit in their home market.



Growth Trajectory:

At least 20% annual growth in revenue or workforce in the past two years.



Market Expansion:

Not yet present in Hamburg but ready to enter the German market.



Readiness to Scale:

Have the dedicated resources to expand within Hamburg's ecosystem in 2024, with initial proof of interest.

Upon acceptance, scaleups are expected to come to Hamburg in 2024, engage actively and utilise at least one incentive within the first three months of the programme.

Meet our dedicated team

The Scaleup Landing Pad Hamburg, initiated by Hamburg Invest on behalf of Hamburg's Ministry of Economy and Innovation, is driven by our committed team.

Our team is passionate about supporting scaleups' growth in Hamburg, facilitated by a strong network of professional service partners.



**Matthias
Hansen**
Incentives
& Services

**Caroline
Berg**
Communications
& Services

**Sascha
Jacobi**
Director
Landing Pad

**Johannes
Budkiewitz**
Communications
& Network

Scaleup Landing Pad Hamburg

Contact us for more information



<https://landingpad.future.hamburg>



<https://www.linkedin.com/showcase/scaleup-landing-pad-hamburg/>



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