



CASHWALK  
Exclusive Pitch Event

The Business  
Promotion Agency  
of the State  
of Bavaria



invest  
in  
bavaria

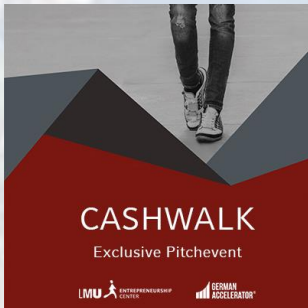
# MUNICH STARTUP Week 2018

in Partnership with Invest in Bavaria



## WHAT IT IS ALL ABOUT

The MUNICH STARTUP WEEK combines two major startup events in Munich: The **Cashwalk** and the **MUST Summit**. At the Cashwalk the startups can pitch their ideas to leading VC firms (e.g. Coparion, Holtzbrinck Ventures, Target Partners) whereas the MUST Summit brings together cutting edge technology startups with German based industry leaders and technology companies (e.g. BMW, EOS, Intel, VW Datalab).



### 1. Who should apply for Cashwalk

Startups seeking

- Seed funding
- Series A+ funding

Important decision criteria include

- Market potential,
- Team
- Proof of concept
- Scalability

### 2. Who should apply for MUST

Tech startups with focus on

- IoT
- Advanced Manufacturing
- Smart Mobility
- AgTech & FoodTech
- Cyber Security

And have

- **Series-A + funding**
- a business model
- **a product in place**
- capable to engage with major industry partners

### 3. Value for international startups

The startups will have the chance to meet with and pitch to leading VCs and industry partners and technology companies and become part of the Munich startup ecosystem. The selected start-ups gain **free admission** for one person to the event and **travel expenses up to 1,000 EUR** will be covered.

### 4. How to apply

You can apply for one or both events - please name the event in your email subject - for pitch slots, free admission and a travel package by sending your **pitch deck (2 pager or max. 5 slides)** in English to [startup@invest-in-bavaria.com](mailto:startup@invest-in-bavaria.com).

### Application deadline:

**MUST: Thursday, Dec 14th, 2017**

**Cashwalk: Monday, Jan 15th 2018**

For more information please visit:

<http://must-munich.com/>

<http://cashwalk.de/>