

NL Delegation to the Bits & Pretzels Founders Festival 2024 in Munich

29th September – 1st of October 2024

For the first time, the Netherlands will be visiting [Bits & Pretzels](#) with a Startup delegation. Bits & Pretzels Founders Festival is a prestigious **annual festival connecting 5,000 global startup leaders**, held around Munich Oktoberfest from 29 September - 1 October 2024.

Launched in 2014, the event has rapidly gained international recognition, **featuring renowned speakers** like Sir Richard Branson and Barack Obama. Bits & Pretzels aims to equip founders with the necessary tools, knowledge, and networks to foster world-class innovation and societal progress. The festival includes **speakers, matchmaking, Oktoberfest celebrations, exhibition space, and other side events**. The conference takes place in Munich, Germany, at the [International Congress Center Messe](#), also known as ICM.

Don't miss this exceptional opportunity to connect, learn, and grow at one of the world's most prestigious startup festivals!



We will be participating in the festival as a visiting delegation (without a collective pavilion). Instead, **psps has curated a unique learning experience that provides our delegation of startups with exclusive group experiences, such as a matchmaking tour and our own exclusive panel discussion. These experiences cannot be booked by individual visitors.** This gives you greater flexibility to attend the speaker sessions and other events freely throughout the conference days without having to worry about leaving a stand unattended. The strength of Bits & Pretzels lies in the networking – which we are setting out to do!

Your participation includes:

- ✓ 1 Startup Ticket – These tickets are highly sought after and currently on a waiting list. However, all participants in the delegation are guaranteed their tickets.
 - ✓ Gives 1 person access to the 2 days of the Festival and 1 day of Oktoberfest*
- ✓ 1 Group Matchmaking Tour, incl. face-to-face introductions with 4 relevant key decision-makers within the Bits & Pretzels community
- ✓ 40-minute panel discussion on the biggest tech trends in the Netherlands, featuring a 3-minute pitch by each participating company and a moderator + Q&A. (Incl. Badge scanning of audience)
- ✓ Access to the exclusive Bits & Pretzels network via the matchmaking tool

* You can request extra tickets for 499EUR each

Additionally, you will receive:

- ✓ Reminders for important deadlines and action points
- ✓ Access to our preparation program (see below for more detailed info) to get you ready to go for Bits & Pretzels
 - ✓ Leads2Business Introduction
 - ✓ Startup Ecosystem in Germany
 - ✓ Digital tour Werk1
- ✓ On-site assistance and support by the team of psp
- ✓ Your company will be featured in the NL @ Bits & Pretzels mission booklet
- ✓ A program booklet provided by psp highlighting important side-events, network events and more.

It is good to note that the Netherlands Delegation is a private participation, meaning that the delegation is not funded by the NL government, but by psp business abroad (financial risk). However, part of your participation fee (up to €1.500) can be covered by making use of the RVO Collective Activity subsidy.

Program Concept Bits & Pretzels 2024 (incl. prep-program):

July-August/Date T.B.C: Startup Pitch Competition Application

- ✓ Apply for the pitch competition
- ✓ 10 Startups will be selected to compete for the Golden Pretzel Pitch Award. They will have the chance to:
 - ✓ Get in front of 1,500+ leading angels and VCs. Over the last years, the winner of the Bits & Pretzels pitch competition got approached by over 30 venture capital firms.
 - ✓ Receive massive media coverage in front of hundreds of journalists when reaching the finale.
 - ✓ Shine bright at the Center Stage of Bits & Pretzels Founders Festival in front of 5,000 people and the highest profile jury.

September/Date T.B.C.: Startup Ecosystem in Germany

by the Embassy of the Kingdom of the Netherlands in Germany/ Netherlands consulate-general in Munich (tbd)

- ✓ Are there differences in doing business within the different parts of Germany for start- /scaleups?
- ✓ German venture capitalists: how do they tick? What are they looking for?
- ✓ Learnings of a start-up with a German VC
- ✓ Tips & tricks from a German VC

September/Date T.B.C.: Digital Tour Werk1

by Dr. Robert Richter, CEO of Werk1

- ✓ Werk1 serves as the heartbeat of the digital startup scene in Munich and Bavaria, guiding entrepreneurs from concept to execution with tailored programs and industry expertise. Its vibrant ecosystem offers coworking spaces, co-living options, and personalized coaching to empower founders.

September/Date T.B.C.: Leads2Business Introduction

by Jeroen van Baren

- ✓ Find the right decision makers (and their contact details) in a matter of minutes
- ✓ Introducing Leads2Business, a new methodology and service we have developed at psps, which prioritizes authentic relationship-building and drives tangible results for international sales efforts through the smart use of personal messaging on LinkedIn.
- ✓ This works extraordinarily well for the preparation of foreign trade shows and conferences such as Bits & pretzels.

29 & 30 September: Conference Days

- ✓ Check out all speakers for Bits & Pretzels [here](#)
- ✓ 1 Group Matchmaking Tour, incl. face-to-face introductions with 4 relevant key decision-makers within the Bits & Pretzels community
 - ✓ Organized by psp and the Bits & Pretzels team, considering the group's preferences
- ✓ 40-minute panel discussion on the biggest tech trends in the Netherlands, featuring a 3-minute pitch by each participating company and a moderator + Q&A. (Incl. Badge scanning of audience)
- ✓ Pitch Competition Final & Award
- ✓ [CXO SUMMIT - 2024 Theme: AI in Action](#)

1 October: Oktoberfest & Afterparty at Werksviertel

- ✓ For the third day of the conference, all attendees of Bits & Pretzels get the chance to join Oktoberfest. Bits & Pretzels has an exclusive tent at Theresienwiese, with 250 experts hosting tables as Table Captains. You will have the unique opportunity to join two different tables. This allows you to engage deeply with industry leaders, pitch your ideas, seek advice, and expand your network. You can check out the table captains [here](#).

*Food and beverages at the Oktoberfest must be for paid by yourself

- ✓ The official After Party at Werksviertel is meant to be a gathering of the ecosystem. Situated near the bustling East Railway Station, this area is witnessing a dynamic cultural renaissance. They've transformed them into galleries, eateries, and innovative workspaces, and the vibe distinctly shifts when the sun goes down.