

GENERAL OVERVIEW



1

Open Sesame!

Event acceleration for startups

The connections among European digital ecosystems enable startups to push beyond their limits, accelerate their growth and prosper by developing powerful international networks.

Startup Sesame is the first acceleration program that focuses on these connections and gives the most promising entrepreneurs premium access to some of the most coveted Tech events in Europe and a strong network of mentors from around the world.

Startup Sesame contributes to the development of the digital single market in Europe.

The winning equation

An **acceleration
program** for startups



A **network of Tech
events** in Europe



**ECOSYSTEM
CONNECTOR**

It's all very simple, but also extremely valuable in my opinion, as (especially first-time) entrepreneurs don't always know which event will provide the best bangs for their (limited) bucks.

Robin Wauters – Tech.eu

#webrazzi15

22 Ekim 2015 | Wyndham Grand Istanbul

web2day

PIRATE
SUMMIT

tech
openair

FRANCE
DIGITALE

PIONEERS
FESTIVAL

4YFN
CONNECTING STARTUPS

CHALLENGERS

webrazzi
SUMMIT

Our partner events



Helsinki, November

[Slush](#) brings together entrepreneurs and digital talents from Eurasia and facilitates meetings with investors, media and international decision-makers.

15000 participants.



Vienna, May

[Pioneers Festival](#) is the main European conference dedicated to the ideas of tomorrow, gathering startups, corporates, media and investors.

2500 participants.



Berlin, July

[TOA](#)'s mission is to connect, grow and inspire the human spirit through collaboration and sharing of interdisciplinary knowledge.

7500 participants.

Our partner events



Helsinki, June

[Arctic15](#) is a conference dedicated to matchmaking between startups and investors that provide the tools to make this connection happen.

1500 participants.



Barcelona, June

[Challengers](#) is a new conference that connects startups, investors and corporates in an intimate setting of festivities.

1000 participants.



Istanbul, October

[Webrazzi Summit](#) is the most influent Internet conference in Turkey with an important participation of local investors.

2000 participants.

Our partner events



Barcelona, February

[4YFN](#) [4 Years From Now] is the home of the growing global tech startup community. 4YFN is a programme of Mobile World Capital Barcelona (MWCBC), an initiative to make Barcelona a benchmark for mobile tech transformation.

12000 participants.



Nantes, June

[Web2day Festival](#) offers an amazing array of the latest trends and best practices in innovation: conferences, workshops, exhibits, international start-up competition, networking parties and more.

3500 participants.

Our partner events



Paris, September

[France Digitale Day](#) brings together entrepreneurs, investors, and thought leaders from across the globe to discuss the latest digital trends and plot future innovations.

3000 participants.



Cologne, September

Meet founders, VCs and business angels in Cologne, together with our selected participants and speakers, creates the very special atmosphere the [Pirate Summit](#) is known for.

1500 participants.

Our benefits for startups

- 2 tickets per team and event
- Free or discounted booth
- Direct access to startup competitions
- Opportunities to speak or pitch
- Networking opportunities
- Access to a pool of international mentors
- Visibility on the event's social media accounts and press coverage

Team



Benjamin Costantini

Founder @Connectors
Curator @Symposium Stockholm



Joanna Kirk

PR Strategist @NUMAParis
MD @GirlsInTech



Monica Badulescu

Founder @MintiAgency
Event Strategist

Our goals

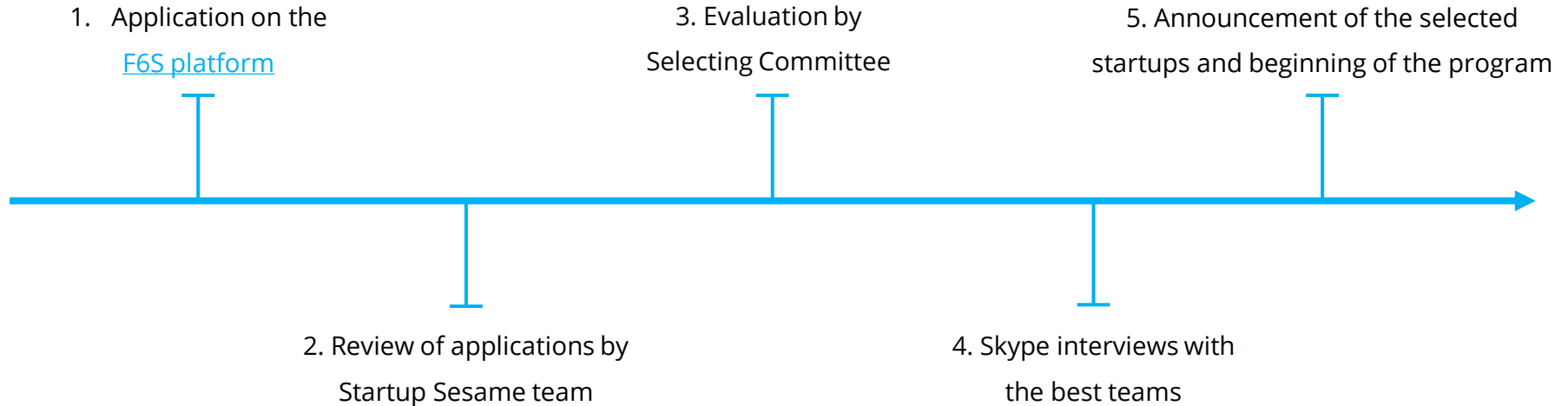
- ✓ Build an ambitious project dedicated to startups
- ✓ Develop synergies with established companies implementing open innovation
- ✓ Consolidate the visibility of Startup Sesame as the best program of its kind
 - ✓ Increase the number of startups accelerated and partner events

Goals: 10 startups in 2016, 100 startups accelerated by 2020

2

Acceleration

Selection process



Eligibility



European startups



With existing revenues



Appropriately staffed



Looking for international
growth

or



Looking to raise funds

Selection criteria



Opportunity/Market



Industry knowledge and
customer focus



Competitive advantage



Capacity to leverage our partner events



Availability to attend events



Previous experience at events

International mentors



Robert Scoble

Rackspace



Martin Ferro-Thomsen

Conferize



Renaud Visage

Eventbrite



Shari Doherty

Atomico



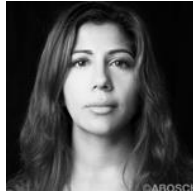
Tatiana Issaeva

Fluent Digital



Pierre-Eric Leibovici

Daphni



Bindi Karia

Startup Advisor



Mike Bradshaw

Startup Sauna



Marta Skundric Sjogren

Northzone



Rodrigo Barros

HandsOn.TV

As well as the startup experts of our partner events.

Selecting Committee



Tim Röhrich

Pioneers Festival



Jan Ameri

Arctic Startup



Niko Woischnik

Tech Open Air Berlin



Riku Mäkelä

Slush



Dmtri Sarle

Arctic Startup



Kayvan Nikjou

Challengers



Arda Kutsal

Webrazzi



Benjamin Costantini

Startup Sesame



Joanna Kirk

Startup Sesame



Monica Badulescu

Startup Sesame



Results of S1 - 2015

80 candidates *from* 28 countries

Austria Belgium Bulgaria Denmark Estonia Finland France Germany
Hungary India Ireland Israel Italy Kosovo Latvia Macedonia
Netherlands Nigeria Norway Pakistan Portugal Serbia Spain
Sweden Switzerland Turkey United Kingdom United States

Profile of applicants

28 %

Mobile Applications

13 %

Social media/networks

3M€

Average valuation

11 %

Education

10 %

Cloud Computing/Data

600 000€

Average funding

10 %

B2B/SaaS

9 %

e-Health/Sports

Two winners

ingenious

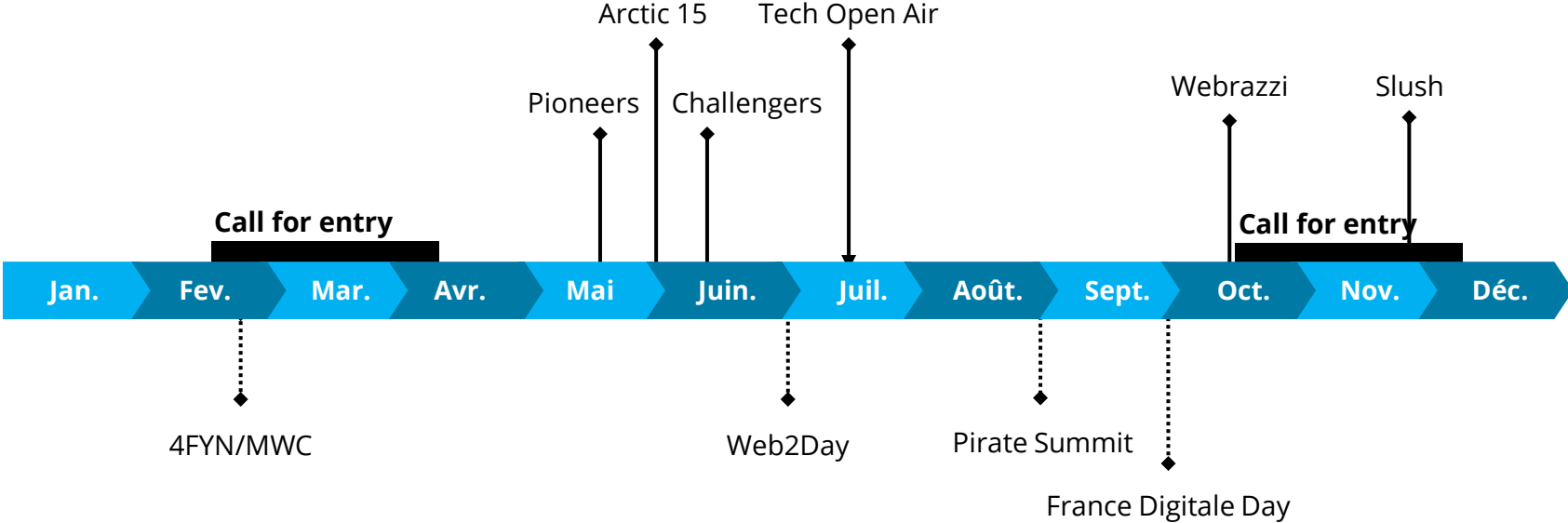
Innovation for the connected home: plug & play system that enables electronic equipment through smartphones.



 zettabox.

Content storage solution for companies under European data legislation.

Calendar in 2016





Let's talk!

info@startupsesame.com

+33616657495

www.startupsesame.com

[@startupsesame](https://www.instagram.com/startupsesame)