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New Start-up Academy; Eurobike launches Start-up Pitch Award

Eurobike offers start-ups a big stage

Friedrichshafen, Germany - For every industry, young companies mean more than just a breath of fresh air: With their unbiased and sometimes radical thinking, start-ups are also quite often important impulse providers and drivers of innovation for the bicycle market. However, gaining access to the market is not always easy for newcomers. With the Eurobike Start-up Academy and a new concept for young companies at the Eurobike Awards, Eurobike is offering an independent format to support market entry of young market participants for the first time.

Even before Eurobike opens its doors to some 1300 exhibitors and more than 40,000 trade visitors on July 8, the focus will be on start-ups at the leading international trade fair for the bicycle industry for the first time this year. Following the launch of a separate category for start-ups at the Eurobike Awards last year, Messe Friedrichshafen is going one step further with a new format this year: On the day before the trade fair starts, that is, on Saturday, July 7, the finalists in the shimtart-up category of the Eurobike Awards will present their companies and their products live in a pitch event to industry participants and a

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specialist jury, which will also give the young companies feedback on their ideas. Immediately after the pitch event, the award winners will be announced in the Start-up category.

On the first day of the fair on Sunday, July 8, it will be time for the young market participants to increase their expertise in the new Start-up Academy: Successful as well as failed start-ups from the bicycle scene will be used to explain how to prevail on the bicycle marketplace and even what mistakes it is essential to avoid. The seminars and workshops also provide information on financing forms, networking, and opportunities for collaboration.

Messe Friedrichshafen will be receiving competent support in planning and executing the new activities for start-ups from Berlin-based agency Velokonzept, which has already proven its expertise in this area with the organization of the highly regarded Start-up Cycling Conference in November 2017.

"For each industry, regular renewal and new momentum from young companies are invaluable to remaining forward-looking and innovative. In this respect, we see the new activities for start-ups as much more than just enrichment of the supporting program but rather as another component within the framework of a comprehensive Eurobike industry platform," says Stefan Reisinger, business area head of the Eurobike and member of the Management Board of Messe Friedrichshafen.

The 27th Eurobike will be open from 8:30 am to 6:30 pm from Sunday, July 8, to Tuesday, July 10, 2018, and is only

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**27th International
Bicycle Trade Exhibition
July 8 – 10, 2018
Friedrichshafen, Germany**



**27. Internationale
Fahrradmesse
8. – 10. Juli 2018
Friedrichshafen, Bodensee**

accessible to trade visitors and accredited journalists. For more information, visit: www.eurobike-show.com and www.facebook.com/eurobike.tradeshow.

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In case of further questions please contact our press department. They will be glad to help you.

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