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## We love start-ups - We love Berlin!

- German Startups Group as mentor and investor at Startup Boot Camp
- Focus on Berlin with an eye to the world: commitment to “Silicon Allee” and growth of Berlin’s international start-up scene
- €100,000 investment to go to one SBC graduate

**Berlin, August 10, 2012:** The newly founded, Berlin-based German Startups Group has commenced its support of the Startup Boot Camp (SBC) in Berlin. For the first time, the extremely successful SBC is being shifted from Copenhagen, Barcelona and Dublin to Berlin. The two German Startups Group founders, Christoph Gerlinger and Alexander Kölpin, are stepping into the role of mentors and members of the jury. As an investor in the series of events, the German Startups Group will acquire a stake in those start-ups that succeed during the selection process and continue through the boot camp’s training program. The Startup Boot Camp is one of the first international accelerator programs to reach Berlin. German Startups Group is the first Berlin-based VC to be engaged with the SBC.

“This event is perfect for start-ups. They have the ability to concentrate on the development of their respective business models and receive an incredible boost over a period of three months. The combination of experience, money and infrastructure provides them with a great opportunity. Focusing on Berlin is an integral part of our commitment. Having largely international start-up teams establish themselves is also great for Berlin. It therefore makes sense logically and economically to take part in the Startup Boot Camp, and it also should prove to be great fun,” says Alexander Kölpin about his personal motivation.



He is well-acquainted with the Berlin scene, and brings his contacts, know-how, sound advice and experience to the role. He says, “I have gained a lot of experience during my time in Berlin, saw successes and failures. It is therefore my aim to convey a bit of composure to young entrepreneurs. Staying optimistic makes things much easier and goes a long way in tackling the odd obstacle.”

Alexander Kölpin also knows that, along with good intentions, entrepreneurial talent, grit and a scalable, innovative business idea are decisive factors. His business partner, Christoph Gerlinger, himself formerly a start-up entrepreneur who saw two of his companies go public, is excited that the collaboration with the Startup Boot Camp is set to extend over three months and Berlin’s boundaries. “We’re anticipating very attractive investment opportunities among our international boot camp graduates in all three upcoming semesters - opportunities that we would like to support over longer periods of time. That will hopefully be the case starting now, and will certainly be the case by the end of the collaboration in 18 months. We’re offering to support the best of ten SBC graduates, to be selected by the German Startup Group, with an investment of €100,000 to guarantee an immediate kick-start.”

The first of three Berlin Startup Boot Camp semesters has already recently begun. Out of over 300 received applications, Alexander Kölpin and the other mentors and members of the jury will be closely evaluating the 20 best applicants in order to select the 10 most promising start-ups in the next two days. The truly exciting part for the top 10 begins with the actual ‘acceleration program’, running from early September until the end of November, during which time the teams will be instructed by the SBC mentors. At the end of the camp, the teams will present their business ideas to a large group of established, international investors on November 27. At the same time, the teams will be competing to secure the German Startups Group’s award. “Naturally, we hope to spot exciting investment opportunities. Thanks to the preceding three boot camp months of intense collaboration with the start-ups, we will have gained keener insights than the other investors,” says Alexander Kölpin smiling.



# GERMAN STARTUPS | GROUP

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## German Startups Group - We love start-ups!

German Startups Group Berlin AG is a seed venture capital investor in Berlin. The German Startups Group provides young enterprises the opportunity of receiving quick first financing. The group consists of seasoned entrepreneurs and fills the gap between business angel and traditional VC investments. In accordance with the statement “smart, fast, and friendly money”, the group’s focus is on Berlin’s digital economy. However, other locations, added value creation or business models are not excluded. In the initial phase the German Startups Group backs start-ups with a €50,000 to €250,000 investment in minority shareholding, where it also welcomes the co-operation of other investors. Fundamental investment criteria include disruptive innovations for products or business models, high scalability and entrepreneurial talent. In addition to capital, the German Startups Group offers entrepreneurs the opportunity of receiving practical advice and active support covering any questions during all stages of the start-up phase.

Internet: [www.german-startups.com](http://www.german-startups.com)