



europaean
startup
association

European Startup Association



**A community for open
minded, amazing and
supportive human beings**



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The European Startup Association is a growing community devoted to **explore innovative approaches** to entrepreneurship as a way of life. We know that a successful start-up is not only dependent on investment but on your network, knowledge and your team. This is why we are creating a European community that is based on 3Cs (**culture, collaboration and creativity**) – **involving all stakeholders**: start-ups, investors, public and private agencies, cities, accelerators, incubators, co-working spaces, universities and more.



European Startup Association

Our **mission** is to create a functional, border less, collaborative European Startup. Being investors and entrepreneurs ourselves, we created something of value for us that we want you to benefit from as well.

We have created a network **of international and high-level Investors** that are interested in expanding their investment opportunities into different cities across Europe.

European Startup Association

We are constantly **expanding** our investor network and will have a conversation with you to see which other ones are needed in **your start-up ecosystem to boost it**. We are **trusted** advisors to our investor's and start-ups network and are building a collaborative European Start-up Ecosystem for all stakeholders involved. With our network of **open minded, amazing and supportive human beings**, we take care about you and your business.

Our values are:

Culture > Collaboration > Creativity > Entrepreneurship > Sustainability > Kindness > Inspiration > Happiness > Tolerance > Transparency > Honesty > Authenticity > Integrity > Making a difference > Passion > Commitment > Professionalism > Fun



Benefits of becoming a member

- Be part of a growing European-wide **community**
- Expand your **network** on a **European** level with all stakeholders of a start-up ecosystem
- Get access to hand-picked **investors**
- Go through our **tailor-made 1:1 incubation** to be ready to meet the investors
- Attend our **events** with a **10% members discount** (all events are held in English)
- Get **visibility** in our network on a European level
- Find new **team** members
- Use our **logo** on your website



How to become a member

- Becoming a member as a start-up is **free**
- Start-up definition: You have to have at least an **MVP** (Minimum Viable product), your company has **not** been legally established **more than five years** ago.
- Taking part in the 1:1 Incubation to meet our hand-picked investors to get investment, we will either take a stake in your company or get a commission fee from the investment made into your company. This will be agreed on an individual basis with the investors and start-ups.
- Just fill in this application form: <https://bit.ly/startupeusa>



Our celebration event: European Startup Festival

The European Startup Festival is the **celebration of our community**, a **joyful and human-centered** 2-day event that will take place once a year in different countries across Europe.

With our **Matchmaking** we help start-ups to meet investors throughout the year to build their network. With our **round table discussions** we connect the different stakeholders to learn from each other how to collaborate to grow, creating new European projects and face new challenges.



European Startup Festival 2018

“We are very pleased with the organization of the festival itself and look forward to explore the network we were able to make during the festival days. For us at AIKO we believed that the European Startup Festival was an important event in our 2018 plans, and we are honoured to have been selected as winners of the start-up stage competition. We are sure this reward will further consolidate our uniqueness in the scenario of space engineering startups.” Lorenzo Feruglio, AIKO, one of **our pitching start-ups**

“Having the chance to attend this event was a bit of a dream come true, in the early days of a start-up such an experience and such exposure offer so much in terms of us learning and growing, we are so grateful. The networking potential was incredible and I gained so much valuable knowledge from the masterclasses it was really worth it. The location was out of this world amazing and a treat in itself. I feel like I have met a new external family of utterly wonderful people and I am so grateful for the opportunity to pitch again and keep learning how to improve our message and skills. The food, entertainment and premises were really great too!” **Participant 2018**

“I liked the event as it brought ‘European fresh air’ to the Italian mood.” **Participant 2018**

“Good networking opportunity” **Participant 2018**



European Startup Festival 2018

“The moment I stepped in the networking area, I had the feeling that everyone was really welcoming and that this event was not only about business but also about personal growth: in fact I met Mr.Harris, one of the speakers, a life coach from UK, just before I delivered my pitch, who reminded me of the importance of ‘listening’, in a broad sense. This type of venues are a great influence for getting EU citizens closer, making Europe once again great again!” Alan Gallichio,
Founder Ecomate, one of our **pitching start-ups**

“I wanna thanks for those who help to create such a cool event. It was really fantastic, especially the speaker and magician girl in crowdfunding session where I really enjoyed. Mentors, volunteers were amazing. I can’t wait to participate in the 2nd European Startup Festival. Thanks for all.”

Participant 2018

European Startup Festival 2019

“Fantastic event for meeting a huge range of entrepreneurs, investors, support organisations and anyone interested in entrepreneurship!” Russell Copley, **speaker**

“It is one of the most inspiring events that I have attained until now as a volunteer. It is encouraging and inclusive. The approach of organizers made me feel that I became the part of a community even though it was only a 2 day event.” Sevgi, **Volunteer**

“Thank You for the nice event - great to see so many motivated people from all around Europe in Malmö and representing many different players in the startup and innovation system together!! Very Very Well Done!!” Jakob Nielsen, **round table participant**

“I’m really really happy to be part of this, and I want to thank you a lot for this lovely time! I found the event absolutely fantastic, with lots of glorious details that made it even better. “ Isabella, **Photographer**



European Startup Festival 2019

“It was a great experience for us, thank you for your passion for organizing such a great event. Everything was great, speakers, people, the environment. We enjoyed our stay at Malmo a lot. “

Alexander, **start-up**

“Thank you European Startup Association, great to be with you! European Startup Festival did an amazing job in offering thoughtful and current topics on sustainability, teams and culture!” Jenny

Ruth, **Investor**

“A long overdue, human approach to a business festival. Full of interesting people and great ideas. “ Peter Saeer, **Participant**

Other events

To continue relationships with previous hosting cities of the European Startup Festival, we are planning to have European Startup Days in those cities that include, investors/start-up meetings, round table discussions with all stakeholders and a panel.

The European Privacy Summit is bringing the topic of data protection to you in a different, entertaining and very practical way.

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