



German American
Chambers of Commerce
Deutsch-Amerikanische
Handelskammern

STEP NYC

GACC Startup and Entrepreneur Program
May 31 – June 5, 2015

Brought to you by:
The German American Chamber of Commerce, New York



*Silicon Alley –
The place to be for growing startups*

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The Schedule**

Sunday, May 31st

07:00pm – 09:00pm **Welcome Reception**

Monday, June 1st

10:00am – 11:00am **Welcome Breakfast & Kick-Off Session**

Intro Round and Program Overview

11:00am – 12:30pm **GACC Workshop: Intercultural Differences**

U.S. Networking and Communication Skills

Doing successful Business with U.S. Customers

01:00pm – 02:00pm **Lunch Break**

02:00pm – 04:00pm **Strategy Session: PR, Branding & Marketing**

Gain Expert Insights on U.S. Marketing Strategies

04:00pm – 06:00 pm **Strategy Session: Pitch Evaluation & Training**

Learn how to adapt your Pitch for U.S. Investors and
get individual Feedback on your individual Questions

06:00pm – 08:00pm **Networking Event: Mix and Mingle Night**

Meet our Network, Mentors and valuable Multipliers

** The agenda is a preliminary draft of the week's outline.

The program will start daily at 10am to allow participants to bridge the time difference with Germany.



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The Schedule**

Tuesday, June 2nd

10:00am – 11:30am

Strategy Session: Legal

Founding a Company in the U.S.

Immigration: How to obtain a U.S. Work Visa

12:00am – 01:00pm

Start-Up Company Insight: Visit a NYC Start-Up

01:30pm – 03:00pm

Strategy Lunch Session: Accounting

Understanding the US Tax System

03:30pm – 04:30pm

Strategy Session: Raising Capital in the U.S. (Cap Intro)

Overview of U.S. VC Landscape and Classification of your
Financing Needs

05:00pm – 06:00pm

Start-Up Case Study

Meet a successfully established German Start-Up in

New York and learn from their Go-to-Market Experiences

07:00pm – 10:00pm

NY Tech Meetup Event

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The Schedule**

Wednesday, June 3rd

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|--------------------------|--|
| 10:00am – 11:00am | NYC Economic Development Corporation
Get an Overview of NYC Start-Up Landscape
Learn about the City's Support Programs for
International Start-Ups |
| 11:30am – 12.30pm | Incubators and Short-term Programs in NY
Introduction to NYU Poly Network and
the German Accelerator in New York |
| 12:30pm – 01:00pm | Lunch Break |
| 01:00pm – 02:00pm | Start-Up Company Insight: Visit a NYC Start-Up |
| 04:30pm – 06:30pm | Investor Round Robin |
| 06:30pm – 09:00pm | Demo Night |

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The Schedule**

Thursday, June 4th

- 10:00am – 01:00pm** **“Go to Market” - Workshop:**
Develop a Go-to-Market Strategy for your own Business
Example Workshops:
- Product Design and Adaptation to U.S. needs
 - Product Manager: *The importance of the mini-CEO*
 - Client Acquisition and Networking
- 01:00pm – 06:00pm** **Individual Client Meetings & Follow Up**
Schedule meetings within the GACC Member Network –
we introduce you to potential partners or clients
- 07:00pm – 09:00pm** **GACC Investors Event** – meet GACC member investors

Friday, June 5th

- 10:00am – 12:00pm** **Follow-Up and Feedback Round**
- 12:00pm – 05:00pm** **Individual Client Meetings & Follow Up**
Schedule meetings within the GACC Member Network –
we introduce you to potential partners or clients

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