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#dmexco #2017 #startup

New competition at dmexco 2017: The dmexco and Procter&Gamble Start-up Hatch

20 founders, 4 pitches, 1 grand finale: THE DMEXCO AND PROCTER&GAMBLE START-UP HATCH — the new pitch format presented by Procter & Gamble at dmexco — will provide only the very best newcomers with the opportunity to present their innovations live on the big dmexco stage to top-notch jury members as well as investors, potential partners and new customers among the dmexco audience. The winner of this new dmexco competition can look forward to a cash boost from Procter & Gamble to the amount of 20,000 euros. Start-ups should submit their applications by August 31, 2017. For further information, visit <http://dmexco.com/the-start-up-hatch>

The stage is set for the international start-up competition at this year's dmexco. THE DMEXCO AND PROCTER&GAMBLE START-UP HATCH is a new pitch format, which will for the first time be bringing 20 selected start-ups to the dmexco stages for a live presentation. Four semi-final pitches at the dmexco Start-up Village and a single grand finale at the Debate Hall will determine which of the contestants will take home the 20,000 euros in prize money provided by the presentation partner Procter & Gamble as well as other attractive prizes from the jury members. The winners will be determined by the top-notch jury members of THE DMEXCO AND PROCTER&GAMBLE START-UP HATCH. At the grand finale on the second day of dmexco, the jury will consist of Sophie Blum (Procter & Gamble), Dr.



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District Court Cologne, HRB 952

Associated Federation



Florian Heinemann (Project A), Christoph Schuh (Lakestar) and Terence Kawaja (Luma Partners).

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The dmexco Start-up Village has become a format of its own, in which participating newcomers can benefit from matchmaking with other start-ups and around 50,000 potential customers at dmexco. On site at the event, company founders will have the opportunity to meet with renowned investors, companies and business angels, and present their business cases at the Start-up Village and on stage. The Start-up Village is growing as the result of tremendous demand from within Germany and especially from around the world. With around 150 newcomers, the number of participants will double in 2017 and half of them will be international start-ups.

Sophie Blum, Vice President Brand Europe, Procter & Gamble: "We are proud to partner with the dmexco Start-up Hatch since this unique platform will bring together the most innovative early-stage Start-ups. We are looking forward to engaging with the brightest minds to shape the future of brand building and accelerate growth through an open innovation Eco-system."

Christian Muche and Frank Schneider, dmexco: "We will be welcoming 150 innovative founders, which is twice as many as in 2016, and half of them are from all over the world. At this year's dmexco Start-up Village, we will be presenting an international overview of the trends shaping the digital (marketing) transformation! Thematically, the Village will be as diverse as the entire international start-up scene and it will have a hall of its own for the first time in 2017. We will also be launching the new pitch format THE DMEXCO AND PROCTER&GAMBLE START-UP HATCH this year. As a meeting point for founders, investors, potential partners and new customers, the dmexco Start-up Village serves as an incubator for new ideas. It's all about real business!"

Interested founders, who are presenting their innovations as part of the dmexco Start-up Village, can apply from now until 31 August 2017 for THE DMEXCO AND PROCTER&GAMBLE START-UP HATCH:

<http://dmexco.com/the-start-up-hatch>



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About #dmexco

dmexco is the global business and innovation platform of the digital economy. It sets the digital agenda and acts as the driver of ideas and growth for national and international business through direct business deals, valuable new contacts, inspiring insights, and the evaluation of business ideas. dmexco stands for “Pure Business,” brings together the key market participants from all over the world, and presents the most promising strategies, solutions, and trends from the field of marketing communications and technology. dmexco — the world’s leading exposition and conference of the digital economy.

The Bundesverband Digitale Wirtschaft (German Association for the Digital Economy — BVDW) is the owner of the dmexco brand. With special assistance from the Circle of Online Marketers (OVK), the BVDW is also the conceptual and professional sponsor of the Exposition and Conference.

dmexco is organized by Koelnmesse.

dmexco 2017 will be held in Cologne on September 13 & 14, 2017. You can find all the information about dmexco 2016, as well as photos, videos, and original audio material, at www.dmexco.com, www.facebook.com/dmexco, <http://twitter.com/dmexco>, and www.youtube.com/dmexcovideo.