

# EY Start-up Academy

How far can you go?

Aim high, accelerate fast and make  
your vision come true.

Grow with the EY Start-up Academy!



In cooperation with:



DEUTSCHE BÖRSE  
GROUP

TQ



Bundesverband  
Deutsche  
Startups e.V.



BUSINESS  
ANGELS  
FRANKFURT  
RHEIN-MAIN  
DAS FORUM FÜR PRIVATINVESTOREN,  
WACHSTUMSUNTERNEHMEN  
UND GRÜNDER



EY

Building a better  
working world

## What is the EY Start-up Academy?

6 weeks

The EY Start-up Academy is a 6-week program in which selected start-ups are given the unique opportunity to improve their business model and its main components through structured help and advice from EY experts and its cooperation partners Deutsche Börse, TechQuartier, Bundesverband Deutsche Start-ups and Business Angels FrankfurtRheinMain. The program runs from September until November 2019. Participation is free of charge.

The program is aimed at Tech or FinTech start-ups that have already completed the alpha phase, have a Minimum Viable Product or a Proof of Concept and are looking for financing within the next 12 months. In 2017, we selected seven start-ups from four countries and in 2018, further five start-ups joined - one of them from India.

5-7 start-ups

>30 workshops

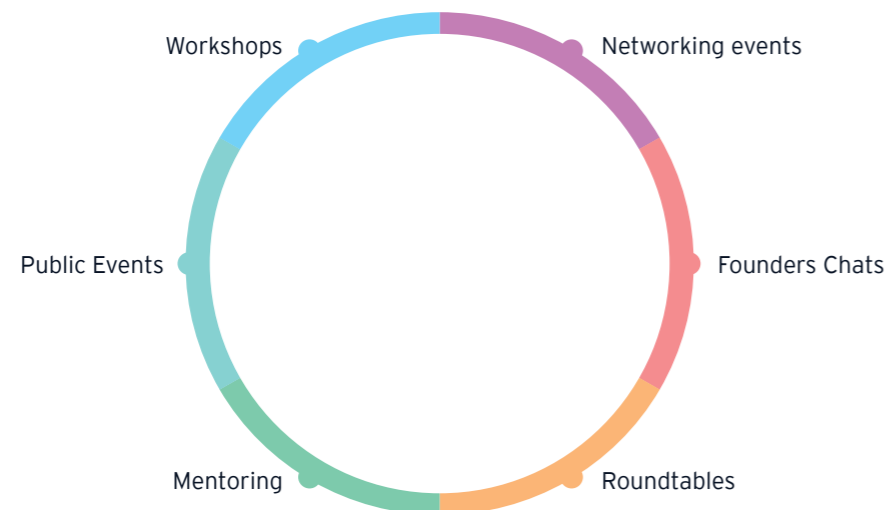
The EY Start-up Academy consists of a series of workshops and training events offered by EY. In addition, fireside chats with investors and selected corporates as well as Founders Chats with already successful founders are held to exchange experiences. In total, the program consists of over 30 events.

The EY Start-up Academy represents our commitment to support the ecosystem for start-ups and the founders in their journey "from idea to exit". With this program, EY helps start-ups to solve difficult tax, audit and finance/assessment issues. We question the business plan, scalability of organization and IT as well as legal and regulatory frameworks so that start-ups can focus on their core business activities and achieve investor readiness as quickly as possible. We thereby contribute to the sustainable growth of the ecosystem for start-ups in Europe - our interpretation of building a better working world.

EY

## What's in for start-ups?

In 2018, 70 experts prepared in over 25 events selected start-ups for their upcoming financing round



## The EY Start-up Academy attracts founders from all over the world

### Selected participants



Stockholm, Sweden

#### Asteria AB

Software for invoice handling and „smart“ cash flow management



Zurich, Switzerland

#### F ECTIVE AG

Online workforce platform supporting the staffing of professionals



Zurich, Switzerland

#### FLEXVELOP

Digital B2B leasing for SMEs and founders in the hospitality equipment sector



Bengaluru, India

#### KruZR

AI-powered smartphone app that identifies and reduces accident risks



Casablanca, Morocco

#### MES & DAK Corp.

FinTech offering an ecosystem of financial services to SMEs



Frankfurt am Main, Germany

#### node.energy

Provider of a micro grid management software-as-a-Service

### What is the added value for you as a participant of the EY Start-up Academy?

- ▶ Long-term support by EY in strategic and operational issues, also in later stages of corporate development - free of charge
- ▶ Access to the EY ecosystem for start-ups: Academy Alumni Club, Entrepreneur of the Year, access to EY Global and Regional Events
- ▶ Numerous opportunities for networking with investors, corporates, successful founders and other start-ups
- ▶ Free access to the TechQuartier ecosystem with two workstations each for the duration of the program
- ▶ Prize money and the EY Start-up Academy Seal, which you can use to advertise for your company

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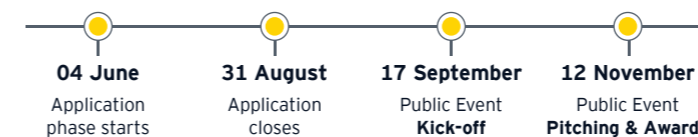
We welcomed our first customers, we got our software ready and now things really start rolling.

#### Dr. Hans-Christian Stockfisch

CEO and founder Flexvelop, participant of the EY Start-up Academy in 2018.

## What to expect from the EY Start-up Academy 2019

### Apply now!



- ▶ Applications can be uploaded to the EY Start-up Academy website from **04 June** until **31 August 2019**: <https://start-up-initiative.ey.com/academy/how-far-can-you-go>
- ▶ A pre-selection of the applications will be made at the beginning of September. The nominated founders will take part in a pitch event on **17 September** in Frankfurt, which will be supervised by a jury consisting of investors and experts from EY, Deutsche Börse, TechQuartier, Bundesverband Deutsche Startups and Business Angels FrankfurtRheinMain. The start-ups who qualify for the final round will be part of the EY Start-up Academy program from **October 8** until **November 12**.
- ▶ Each participant will be assigned a mentor from EY's advisory circle for the duration of the program, tailored to its specific industry and business plans.

- ▶ On 12 November, the most ambitious and convincing team of founders will be rewarded with the "Academy Award". In addition to a cash bonus, EY will also provide strategic and operational support for the winning start-up in later stages of the company's development.



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