

# Nordic Startup Challenge

Your smart access to Hamburg's industry  
24. – 26. March 2025



# WE REVIVE THE HANSEATIC LEAGUE

Following a great start in 2023 the second seasons starts now:

With the aim of promoting exchange, innovation and settlement in Hamburg, we invite selected startups from Northern Europe to a three-day startup event.

This Year within  
**Circular Economy & New Materials**



# THE CHALLENGE

## 10 COUNTRIES

Start-ups from Northern European countries are invited to apply for the challenge: Belgium, Netherlands, Denmark, Iceland, Ireland, United Kingdom, Norway, Sweden, Finland, Estonia, Latvia, Lithuania, Poland

## 10 STARTUPS

10 Startups, each from a different country, will be selected by the Hamburg Chamber of Commerce to visit Hamburg and participate in the program.

## 3 DAYS

... full of Workshops, a pitch event in front of investors and corporates, insights into the local innovation ecosystem & networking

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# WHAT WE OFFER

- Pitch your business to your next strategic partners.
  - Gain insight into Hamburg's business ecosystem.
  - Network with local industry and technology leaders.
  - Benefit from the expert knowledge in settlement issues and financing.
  - Gain access to international innovation.
- 
- Experience Hamburg!

**The event itself is free of charge.**

**We pay a travel and accommodation allowance of €500 per startup.**

**Catering will partially be covered.**

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# WHO CAN PARTICIPATE?

## Startups und Scaleups

- Up to 7 years after founding
- Market-ready product or completed prototype
- First reference customers
- Looking for strategic partners
- Focus on internationalisation

## in Circular Economy & New Materials such as

- Manufacturing and raw materials
- Waste management and recycling
- Building and construction
- Consumer goods
- Packaging
- Chemical industry



# HOW TO PARTICIPATE?

By submitting the form, you will be included in the selection process for the Nordic Startup Challenge



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The documents will be considered as an application for a place at the event.

During December 2024 you will be informed if your application has been successful and you have been selected to participate in the event.



# WHAT'S IN FOR YOU?



## Internationalisation

Seize business opportunities in Northern Europe



## Network

Create connections in the Northern European innovation network



## Innovation

Find out about the innovations and opportunities in Hamburg



## Marketing

Present your company to business partners and investors

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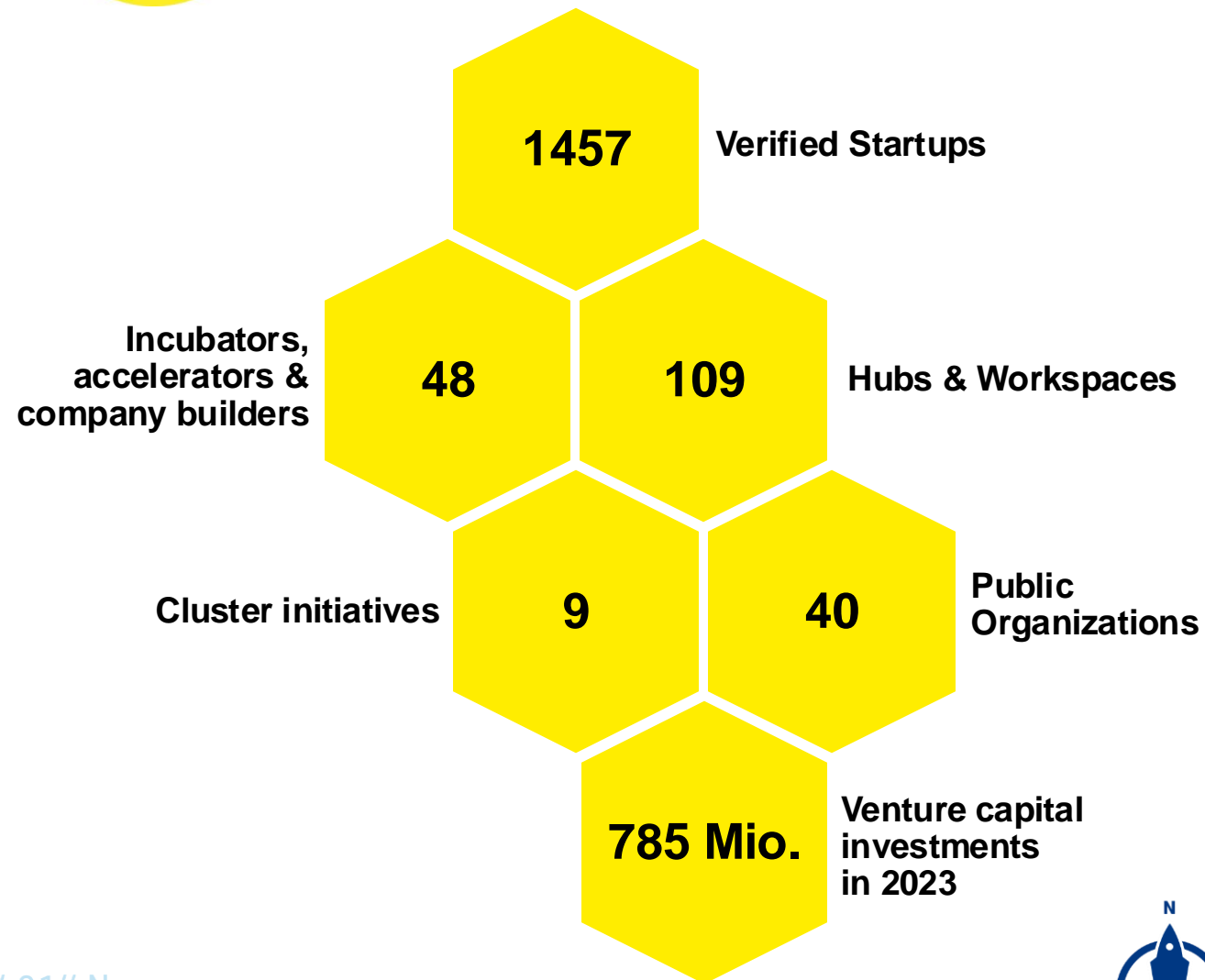
# WHY HAMBURG?

## Hamburg ...

- is the second-largest city in the world's third-largest economy
- is the largest metropolitan region in Northern Europe
- has the highest concentration of value creation in the raw materials industry in Europe

**With more than 20 universities, 130.000 students and 12.000 researchers Hamburg develops into a hotspot for future technologies!**

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# INNOVATION IN HAMBURG

## Circular Economy & New Materials as focal points of innovation in Hamburg:

In Hamburg, a strong research infrastructure with USPs such as DESY meets a broad entrepreneurial community. Here you can push your R&D to the next level by cooperating with excellent research institutions like:

Hamburg University of Technology (TUHH)

University of Hamburg (UHH)

German Electron Synchrotron (DESY)

Helmholtz Centre Hereon

Fraunhofer Research Institution for Additive Production Technologies IAPT

Max Planck Institute for the Structure and Dynamics of Matter (MPSD)

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# WHAT TO EXPECT IN 2025?

3 days starting from noon to noon

Two Part Pitch-Training on storytelling and performance

Part I: online February/March  
Part II: on site on March 24<sup>th</sup>

Workshops on insights into the Hamburg Startup Ecosystem and Legal requirements

Pitch-Event with award ceremony

Networking with strategic partners

Fieldtrip to DESY

Program preview (more to come):

	24.03.25	25.03.25	26.03.25
Morning		9 am <b>Growing in Hamburg</b> • Getting insight into the ecosystem of the Hamburg economy! (Hamburg Invest) • Legal requirements: Starting business activities in Germany, establishing a branch or company in Germany. (Taylor Wessing)	10 to 12 am <b>Breakfast with local companies, startups and investors!</b>
Midday		11.30 am <b>Field trip to DESY</b> and Lunch	
Afternoon	2 to 6 pm <b>Pitch-Training</b>		
Evening	7 pm <b>Registration, Welcome-Dinner &amp; Networking</b>	5.30 pm <b>Pitch-Event, award ceremony and networking.</b>	

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# PITCH TRAINING

**Part I: February/March via MS-Teams**

**Part II: 24. March, 2 p.m. - 6 p.m., Hamburg Chamber of Commerce**

## Storytelling

- Key messages: develop, formulate and express
- Head cinema: pictorial and emotional language and presentation
- Finding synonyms: how to anchor with emotions and pictures
- Positive formulations and benefits
- Guiding with questions to get a conclusion

## Pitch performance

- Inspire: How do I appear even more charismatic?
- Presentation skills: How do I use my voice and gestures and how do I improve them?
- Limiting Beliefs: What is stopping me and how will I get rid of negative beliefs?
- Influence: How do I anchor myself with the different reception types?



Lars Hartenstein

[www.cultural-engineer.de](http://www.cultural-engineer.de)



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# INTRODUCING DESY

## PARTICLE ACCELERATOR

DESY is one of the world's largest centers for research on and with particle accelerators. Using the large-scale devices and detection instruments, researchers explore the interactions of the smallest elementary particles and the behavior of novel nanomaterials.

Each year, DESY hosts over 3,000 researchers from 40+ countries, with global companies engaging in application research.

Science City Hamburg Bahrenfeld, one of Hamburg's most ambitious future projects is being created at DESY – a knowledge-based urban space for innovation.

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# IMPRESSIONS OF 2023

Recap on last year's event: [Nordic Startup Challenge 2023](#)

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# MORE INFORMATION? PLEASE CONTACT US!

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