



**GERMAN  
SILICON VALLEY  
ACCELERATOR**

Supported by:



on the basis of a decision  
by the German Bundestag



Munich, January 2012

## ABOUT THE PROGRAMM

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**The German Silicon Valley Accelerator (GSVA)** supports German start-ups in the information and communications industry to spend three months exploring the U.S. market and its opportunities for growth.

**Every quarter, up to four companies** have the opportunity to participate in the GSVA Program and gain a foothold in Silicon Valley, California.

Based on sufficient success and proven market opportunities, the stay may be extended up to six months.

## VISION & MISSION

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The German Silicon Valley Accelerator enables **selected German start-ups** to gain **access to the U.S. market** and/ or to make contact with successful companies in the U.S. market without giving up their headquarters in Germany.

The young companies have the opportunity to focus on business development, marketing, and sales in the world's biggest technology market, with the **support of local experts**.

As an **incubator in Silicon Valley**, the GSVA provides optimal conditions for German start-ups.

It has already laid the necessary groundwork, with an excellent infrastructure and an extensive local network.





### CONQUER U.S. MARKETS NOW

Apply by February 13, 2012

#### BENEFITS

- Direct access to the U.S. business environment in Silicon Valley
- Understand and apply U.S. market requirements and parameters
- Get market feedback from potential pilot customers in the U.S. market
- Review and adjust your business plan
- Learn to understand the U.S. fundraising process
- Successful networking and pitching
- Benchmarking of the management team

#### ELIGIBILITY

- Start-ups with business activities in the information and communications industry
- Start-ups founded in Germany, and no more than 3 years old
- Start-ups whose business plans promise a high potential for growth and international expansion, with a focus on the U.S.

## SERVICES FOR PARTICIPANTS



### OFFICE SPACE

- Semi-open office space for up to two founders per company within one of the leading incubators in Silicon Valley
- Access to a conference room and high speed Internet

### MENTORING

- Support from a network of selected and experienced mentors

### KICK-START WORKSHOP

- 3 day training camp

### NETWORKING EVENTS

- Access to local networking events & opportunity to present their company to members of the Silicon Valley startup community

### GSVA OFFICE HOURS

- Ongoing dialogue, consultation and discussion with the GSVA team

### VISA SERVICES

- Support in obtaining appropriate US visa through established local immigration law firms
- Legal costs are covered by the program for up to USD 800 per program participant

# SUCCESSFUL LAUNCH OF THE PROGRAM



## MANAGEMENT TEAM

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**Dirk Kanngiesser – CEO GSVA Inc.**

- Entrepreneur and venture capitalist
- Has been involved in the founding of many German and international start-ups
- Principal founder and a Managing Partner of PolyTechnos



**Prof. Dietmar Harhoff, Ph.D. – Chairman**

- Professor of business administration at the Ludwig-Maximilians-Universität München
- Chairs the Institute for Innovation Research, Technology Management and Entrepreneurship (INNO-tec)
- Director of the Entrepreneurship Center at the LMU München



**Andy Goldstein, Member of the Steering Committee**

- Executive Director, LMU Entrepreneurship Center
- Board of Directors, Avanquest Software
- Entrepreneur and founder of MediaGold GmbH & MediaGold Inc.



**Oliver Hanisch – Vice President Business Development & Operations**

- Entrepreneur, business developer, and consultant based in the San Francisco Bay Area
- Builds trans-Atlantic bridges and supports international start-ups in tapping into the US market opportunity

# SUPPORTERS, SPONSORS & PARTNERS

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## SUPPORTERS

- Program Mentors, coaching the participating entrepreneurs and companies
- Steering Committee, in charge of selecting program participants
- Advisory Council, connecting San Francisco Bay Area

## SPONSORS

- BMWI – Federal Ministry for Economics and Technology
- Plan 2012: Integrate companies as sponsors of the GSVVA Program

## PARTNERS

- EXIST – University-based business start-ups
- German American Business Association (GABA)
- German American Chamber of Commerce (AHK) – Office of the Western US
- Germany Trade and Invest (GTAI)
- Host of the GSVVA Program in Germany: **German Entrepreneurship GmbH**

## CONTACT



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