



# **BITS & PRETZELS**

27 – 29 SEPTEMBER 2015 // MUNICH



**WATCH OUR LATEST HIGHLIGHT VIDEO**

A man with a beard and a microphone, wearing a checkered shirt and suspenders, is speaking at a conference. The background is a blue wall with a large arrow graphic.

**„Bits & Pretzels is extremely unique. The fact that they make me wear Lederhosen makes it stand out in my mind – more than any other conference in the whole year.“**

**PETER HAMILTON**

Co-Founder & CEO  
Hasoffers / Tune



## **BITS & PRETZELS**

You are an early stage startup that is ready for serious acceleration? You want to find venture capital, meet potential customers or learn from experienced founders.

Then apply for Bits & Pretzels and you will...

### **MEET INVESTORS**

Our three-day agenda offers plenty of opportunity to connect with investors.

### **LEARN FROM THE BEST**

Attend keynotes and workshops or even choose your favorite industry expert to join his/her table for an exclusive conversation.

### **FACE YOUR CUSTOMERS**

As a B2B company your target customers might already be here. Don't miss the chance to do serious business.

### **STAND OUT!**

Apply now for your exhibition booth to get the chance to make your company stand out!



## MUNICH

Munich is the place to be when it comes to venture capital. More than 53 venture capital firms and 350 investment managers are situated in Munich. This is nearly twice as much as in Berlin.\* Meet all these guys at Bits & Pretzels.

Munich is also home of the six DAX-listed companies Allianz, BMW, Linde, Munich Re, Siemens & Infineon Technologies.

But everybody who's been here before knows that these are not the only reasons to adore the city. Munich surprises you with its huge parks, cool cafes and restaurants and you will love the beer. Oktoberfest will offer plenty of possibilities to enjoy it.

Don't forget your Dirndl or Lederhosen! But also bring your surfboard for the famous Eisbach wave.



# Cloudera and Entrepreneurship

Bits and Pretzels, Munich 2015

Dr. Amr Awadallah, CTO/Cofounder

Twitter: @awadallah

**„Bits & Pretzels in Munich is an ideal opportunity and place to be, because there are a lots of companies that have big funds.“**

**AMR AWADALLAH, PH.D.**

Founder & CTO  
Cloudera



## WHO'S COMING?

A small selection of attendees :



**GIL PENCHINA**

Angel Investor



**HERBERT HAINER**

CEO  
Adidas Group



**BRENT HOBERTMAN**

Co-Founder  
Lastminute.com



**MIKKEL SVANE**

Co-Founder & CEO  
Zendesk



**NIKLAS OESTBERG**

Co-Founder & CEO  
Delivery Hero



**DR. ERIC ARCHAMBEAU**

General Partner  
Wellington Partners



**PHILIPP MOEHRING**

All things Europe  
AngelList



**MIKE BUTCHER**

Editor at Large  
TechCrunch



**PHIL LIBIN**

CEO  
Evernote



**CHRISTOPH JANZ**

Managing Partner  
Point Nine Capital

## PRESS

Not just big tech names attend. Here are some media companies that cover the event:



Süddeutsche Zeitung GRÜNDER SZENE





## STAND OUT!

You want to present your company to hundreds of VC's and influencers. The most awesome startups will be selected to pitch their companies in front of thousands on the main stage.

This is your chance to stand out!

„To pitch in front of some of the world's leading entrepreneurs awarded us more awareness and credibility than ever expected.“

**JÖRG BLUMTRITT**

Founder  
Datarella GmbH





## STARTUP EXHIBITION

Showcase your world innovation at our international startup exhibition. Exclusively for startups we are offering a personal exhibition stand. While larger companies pay at least 9.950€ for an exhibition booth you can apply to exhibit as soon as you have bought at least three tickets for Bits & Pretzels.

### Before Bits & Pretzels:

- > Company logo and link on event website and exhibitor listings
- > Targeted email announcement to all attendees
- > Exhibitor attendee list - 2 weeks before the event

### During Bits & Pretzels:

- > Personal exhibition counter with storage space
- > High speed wifi and electricity provided
- > Printed company logo
- > Brand inclusion in event programme and exhibitor listings
- > Preferred right to choose a Table Captain
- > Your business plan in a secure database that can only be accessed by investors
- > Invitation to launch party

Apply now!





## EXHIBITION

Our standard booth for non-startups includes:

### Before Bits & Pretzels:


- > Company logo and link on event website and exhibitor listings
- > Targeted email announcement to all attendees (3,600)
- > Exhibitor attendee list - 2 weeks before the event

### During Bits & Pretzels:

- > 2x2m exhibition space
- > High speed wifi and electricity provided
- > Printed company logo
- > Brand inclusion in event programme and exhibitor listings
- > 3 full corporate festival passes including Oktoberfest
- > 2 booth staff passes
- > Preferred right to choose a Table Captain
- > Invitation to launch party

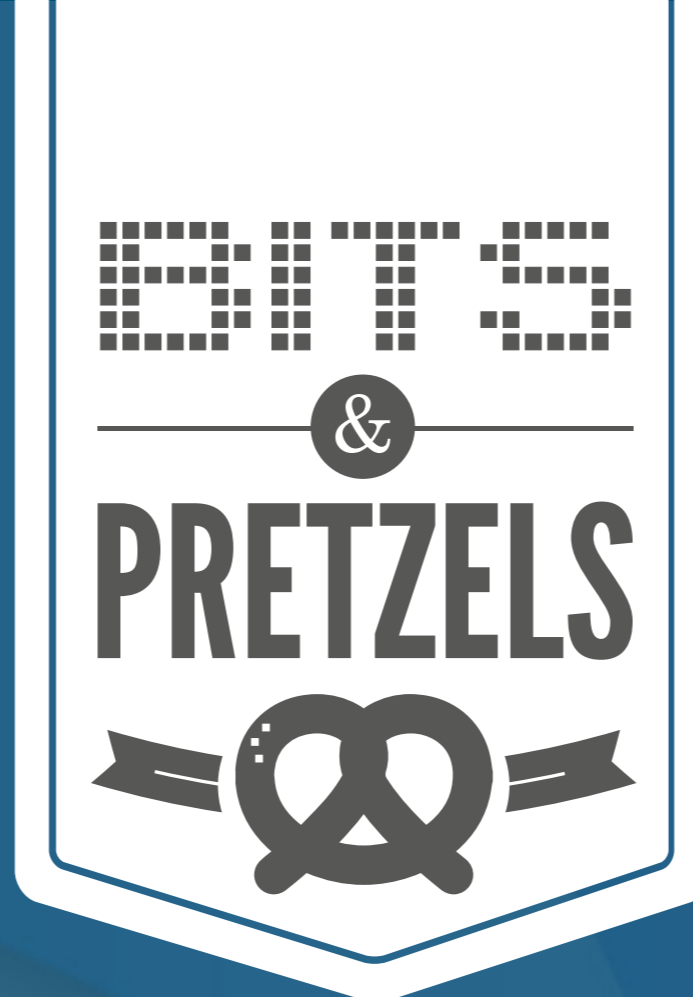
**Price: 9.950€ Net**  
Book now!



A man in a green checkered shirt and suspenders is speaking at a podium. He is wearing a microphone and has his hands raised in a gesture. The background is a blue wall with a large, stylized graphic of a person's head and shoulders.

**„Bits & Pretzels is a fantastic event. I would have expected that it takes 10 years to get where it is right now. I dare to imagine what it will be like in 10 years. It has a huge potential.“**

**PHILIP INGHELBRECHT**  
Co-Founder  
Shazam



Dr. Bernd Storm van 's Gravesande  
Co-Founder  
Bits & Pretzels



Christian Lohmeier  
Senior Event Manager  
Bits & Pretzels

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