

Internationalisation Bootcamp

Start: 27th of October 2021



**PROFUND
INNOVATION**

Freie Universität Berlin

**JEAN-BAPTISTE SAY
INSTITUTE**
THE EUROPEAN REFERENCE FOR ENTREPRENEURSHIP

**BLUE
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Website: <https://www.blue-factory.eu/internationalisation-school>

LinkedIn: <https://www.linkedin.com/company/bluefactoryescp/>

Who are we?

The Blue Factory is the incubator of ESCP Business School. With campuses in six different European countries we offer excellent conditions for start-ups wishing to internationalise. Our objective is to leverage our unique position and support start-ups with our local expertise. The Internationalisation School supports startups in assessing internationalisation as an option to expand their business.

Internationalisation School | Overview

! The (virtual) Internationalisation Bootcamp supports startups to assess internationalisation as an option

Phase I

Workshops

- Intensive general and country-specific workshops and expert talks
- Topics: market entry, legal regulation, tax system, culture

27. - 28. Oct 2021

Phase II

Pitching at (online) Event

- Participants pitch their internationalisation strategy to ESCP members
- Audience selects most promising startups for a trip to the target (European) country

28. Oct 2021

Phase III

Trip to targeted Country

- The winning team is invited to a trip to the targeted country to meet relevant actors of the local ecosystem

Feb 2022

Target participants

- Between 10-15 seed stage startups

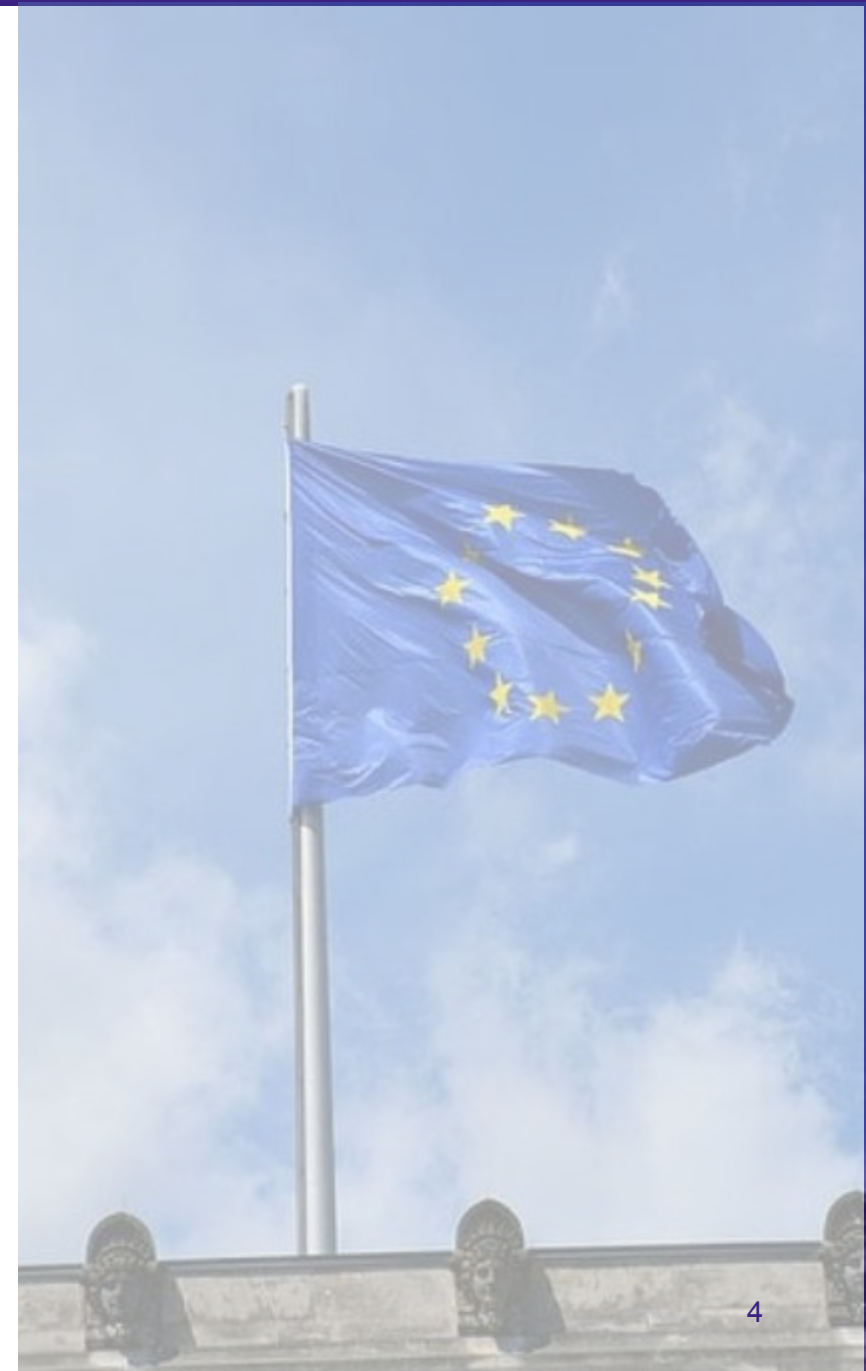
Costs

- Participation fee waiver for the first year

Internationalisation School | Workshops

! **Develop competences** for doing business in other European countries

- Get ready for general workshops on internationalisation within Europe (e.g. on: when is my startup ready to internationalise), country-specific workshops and expert talks, networking with industry professionals and learn from other startups' mistakes and success stories
- To ensure your culinary well-being, ESCP's award winning food and beverage startups will join us for an exciting evening program (at home tasting)
- Our two day workshop program on **the 27th and the 28th of October 2021** will prepare you for the final pitching competition



Internationalisation School | Pitching Competition

! Pitch your internationalisation strategy in front of an internal ESCP audience

- Apply what you learned during the workshops and pitch your internationalisation strategy to an internal audience on the **the 28th of October 2021**
- The audience votes for the most promising idea
- The winning team will be selected to participate in a networking trip to the country they wish to internationalise to (choice of France, Germany, Italy, Poland, Spain and the UK)



Internationalisation School | Networking Trip

! The winners of the pitching competition will join a **networking trip** to the country they wish to internationalise to

- We financially support a networking trip of the winning team to the European country they wish to internationalise to (France, Germany, Italy, Poland, Spain or the UK)
- The startup will meet actors of the local ecosystem that can provide support
- The next networking trip is expected to take place in 2022



Do you have any questions regarding the Internationalisation School?

Contact

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Apply here if you are a
startup and wish to
participate

[Apply here](#)

