

SCALEUP HAMBURG – SOFT LANDING

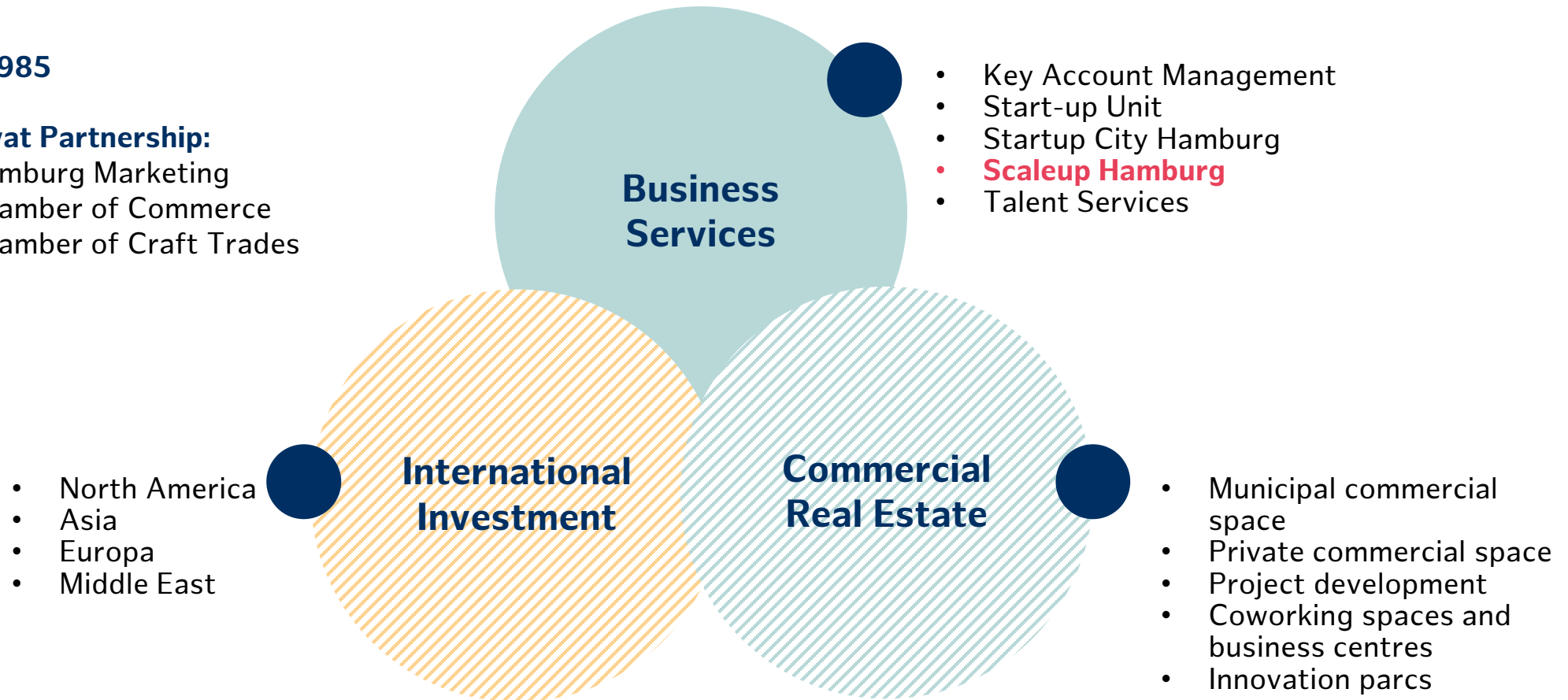
Your Support for
Scaling up in Germany

HAMBURG INVEST – ECONOMIC DEVELOPMENT

Founded 1985

Public-Privat Partnership:

- 51% Hamburg Marketing
- 35% Chamber of Commerce
- 14% Chamber of Craft Trades



OUR PROGRAMMES

SCALEUP HAMBURG

Venture Clienting Programme

Hamburg Invest's Venture Clienting Programme supports **established Hamburg-based medium-sized companies** in initiating and implementing innovative start-up solutions.

Soft Landing Programme

Hamburg Invest's soft landing programme supports **international GreenTech scale-ups** entering the German market.

Let us help you succeed in the German market!

Challenge 1:

How to connect with the right customers?

Challenge 2:

How to establish an international business in Germany?

Challenge 3:

How to market your USP to local companies successfully?

Credit: Mediaserver Hamburg / Roberto Hegeler

01

The Concept

We help international scaleups grow!

Facilitating Scaleup Market Entry in Germany since 2022

- Scaleup Hamburg's Landing Pad provides tailored **free of charge guidance and direct support** for greentech scaleups.
- Our programme aims at bringing high-potential greentech innovation to Hamburg and integrating them into established local businesses.
- Since the programme started, we've supported 27 scaleups from 18 countries and initiated 26 pilot projects with Hamburg corporates.

Scaleup Hamburg 2022-2024



Credits: Storymaker

WE HELP INTERNATIONAL SCALEUPS GROW!

Scaleup Landing Pad

This programme is a fit for you if...

- Your product or service contributes to a more sustainable world
- You are a B2B scaleup operating for at least 3 years but less than 10 years
- You have a solid client base in your home market
- You recorded at least 20% annual growth in revenue or workforce over the past 2 years
- You are interested in exploring the German market and commit to come to Hamburg at least twice in 2025, including during the Scaleup Week in June-July 2025

The programme is not a fit for you if...

- You are already registered in Germany
- You have received more than 200.000 EUR in de-minimis state aid over the last three years – not sure what this means? Get in touch with us!
- You do not have the financial and human resources to support a product launch in Germany, including at least two trips to Hamburg.
- You are afraid of rain 😊

02

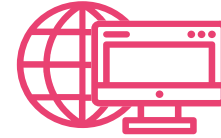
Why Hamburg?

Advantages of Starting out in Germany



Leading Economy

Germany is the largest economy in Europe



Modern Infrastructure

Advanced infrastructure from high-speed internet to a comprehensive e-mobility network



Business Environment

Home to numerous successful family-owned medium-sized companies, hidden champions and global leaders



Sustainability Leader

At the forefront of transitioning to a sustainable economy, from hydrogen to renewable energy



Skilled Workforce

Access to a highly qualified workforce



Research Excellence

A hub for innovation with universities and institutions like the Fraunhofer and Max-Planck Society



Strategic Location

Central within Europe, ideal for a European HQ

Why Hamburg is Your Ideal Location

Strategic Importance

Hamburg, Germany's second biggest city, boasts the country's biggest harbour and is home to global corporations like Otto Group and Airbus.

Business Ecosystem

A thriving centre for expanding businesses, with active networks and large corporations.

Awards and Recognition

Four times winner of the Smart City index in Germany, winner of the Startup Ecosystem Stars Award in 2023 and 2024.

Innovation Hub

A strong innovation hub with clusters in e.g. logistics, sustainable energy and aviation.

Research Ecosystem

Hamburg is home to 29 universities and 8 Max-Planck and Fraunhofer institutes.

Gateway to Growth

Hamburg serves as a springboard into the German and wider European markets.

03

Our Programme

What you get from our Programme

The Landing Pad provides tailored **free of charge guidance and direct support** for scaleups.



Business Development

We have established a unique hands-on approach to match scaleups with established corporations in Hamburg. Discover the details on the next slide.



Location Consulting

Market research, marketing audit, legal advice for setting up in Hamburg and recruitment guidance.



Living & Workspace

Offering up to 8 weeks of accommodation in a furnished apartment and co-working space in central Hamburg.



Business Service

Administrative support covering visas, taxes, registration, and insurance, advice on residency and work permits, and marketing and communication assistance.

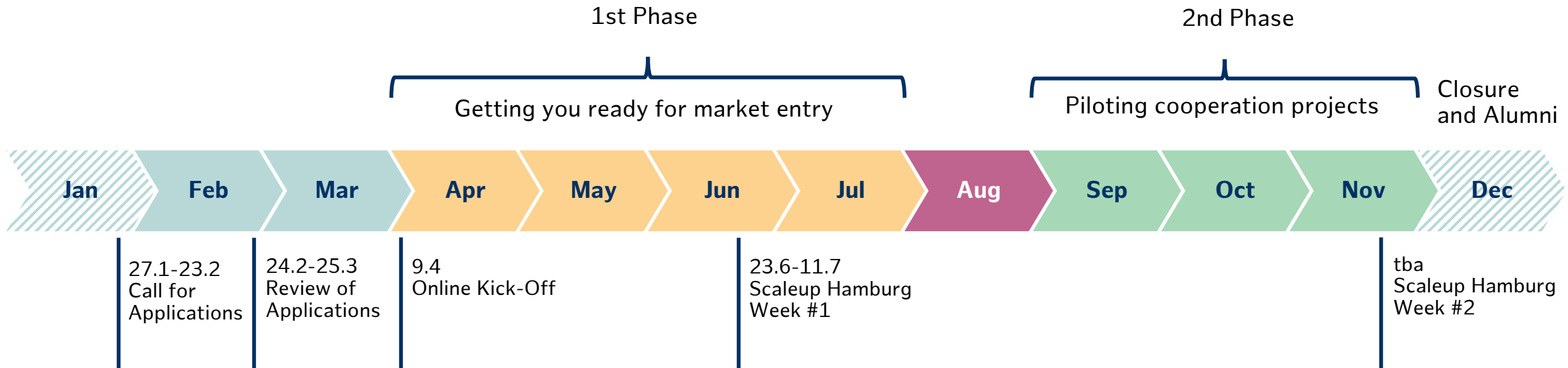
Our Business Development Methodology

- We help you **identify potential partners** in Hamburg's vibrant ecosystem with a local market analysis
- We conduct a **marketing audit** to make sure your communication materials speak to your German partners
- We collaborate with established corporations in Hamburg to **secure use cases** for your venture
- We support your deepdive into Hamburg's ecosystem during the **mandatory Scaleup Weeks** in June-July and November-December 2025
- We **connect** you with the right ecosystem partners thanks to our hands-on **matchmaking, helping you prepare your business meetings**
- We provide **free accommodation and office space in Hamburg** for you to hit the ground running

Credit: Scaleup Hamburg



Timeline



Focus Services for each Phase

1st PHASE

Market Research



Marketing Audit



2nd PHASE

Legal Support*



Client Meetings



CONTINUOUS SUPPORT

Matchmaking



Accommodation



Events



Deepdive into local innovation ecosystem



* Has to be approved individually

The Scaleup Weeks

Experience Hamburg's Vibrant Ecosystem!

- The Scaleup Weeks take place **twice a year** and offer a valuable opportunity to **deepdive into Hamburg's ecosystem**.
- We offer **curated workshops** to prepare your market entry: German business etiquette, pitching workshop, legal requirements, etc.
- We create **networking opportunities** through match-making and during events (e.g. Sustainability Summit 2025 or Hamburg Innovation Summit 2025).
- We provide **free accommodation and free office** space to your scaleup while you are in Hamburg.
- 1st Scaleup Weeks scheduled between **23th of June and 11th of July 2025**, 2nd Scaleup Weeks will take place in **November/December**.

Our Hamburg Network

Some of our Use Case Partners



Local Professional Partners



What do Former Participants Say?

“The Scaleup Hamburg team is competent, flexible, insightful, supportive. Overall, a great experience that paved the way for our future expansion to Germany/Hamburg.”



Thomas Nann
CEO at Allegro
Energy Pty Ltd

Hiromi Suda
Marketing Business
Development at
Tsubame BHB



“Literally flexible and appropriate support with deep understanding on the scaleups’ business stage. Fully satisfied with their hands on services.”

“The programme supported me to achieve more knowledge and understanding of the Hamburg ecosystem. In addition, I received valuable support during my stay in Hamburg.”



Guy Varon
VP Business
Development &
Sustainability at
Polymertal

04

How to Apply?

Eligibility Criteria

GreenTech scaleups seeking to apply should meet the following criteria:

**Market Fit:**

Demonstrate product-market fit in their home market.

**Growth Trajectory:**

At least 20% annual growth in revenue or workforce in the past two years.

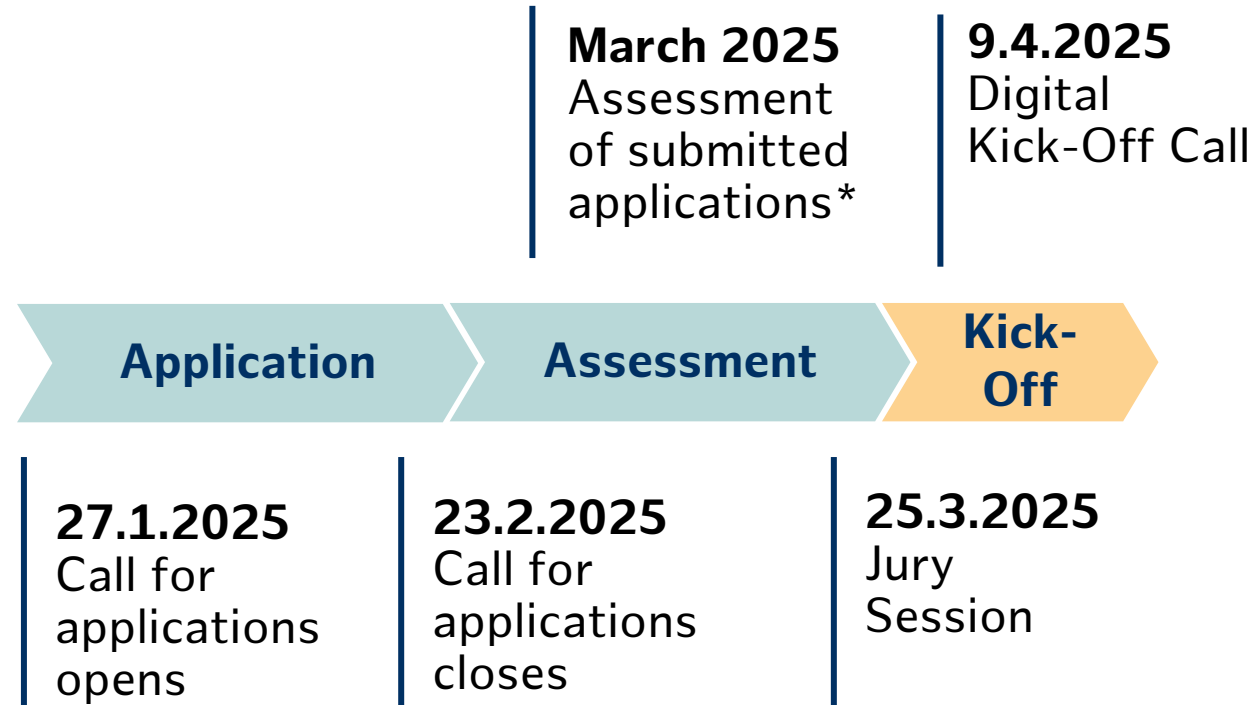
**Market Expansion:**

Not yet present in Hamburg but ready to enter the German market.

**Readiness to Scale:**

Have the dedicated human and material resources to expand within Hamburg's ecosystem in 2025. Upon acceptance, scaleups are expected to come to Hamburg in 2025 at least twice, engage actively with our team and partners.

Application Timeline



***We may conduct video calls with some applicants to clarify open questions**

05

Meet the Team

Our Team – Ready to Support!

Scaleup Hamburg was initiated by Hamburg Invest on behalf of Hamburg's Ministry of Economy and Innovation.

Our team is passionate about facilitating scaleup corporate collaboration in Hamburg, with the support of our strong industry networks.

 <https://scale-up.hamburg>

 <https://www.linkedin.com/showcase/scaleup-hamburg/>

 landingpad@hamburg-invest.com

Credit: GRWN UPS



The slide features several large red geometric shapes: a vertical rectangle in the top left, a large circle on the left side, and a large chevron pointing right on the right side.

See you soon in Hamburg!

A red decorative bar with a diagonal cut on the right side, located at the bottom left of the slide.

SEE YOU SOON IN HAMBURG!