

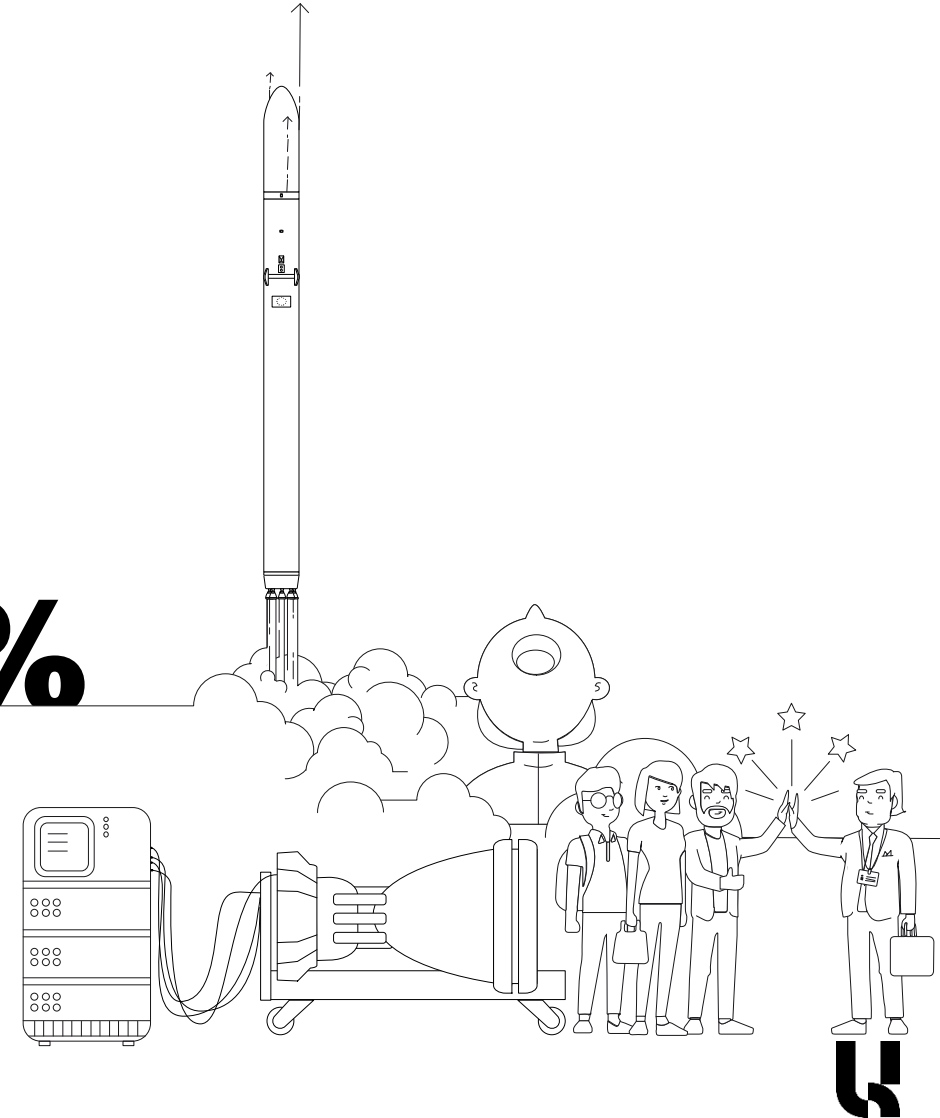
Christian Mohr and Susanna Mur
UnternehmerTUM Business Creators

IN CONVERSATION WITH

Alexander Wottrich
CEO of Truma Group and
Truma Gerätetechnik GmbH & Co. KG

UNLOCKING THE POWER OF THE 99%

How to collaborate with German Mittelstand



SIEGENIA®

WAGNER

 **truma**



HÖRMANN
Gruppe

EVER HEARD ABOUT THESE COMPANIES?

...You missed out on great potential collaboration partners!



99%

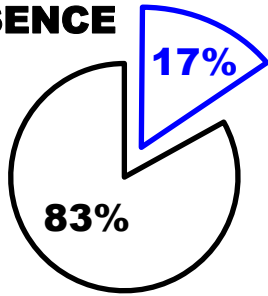
**OF COMPANIES IN GERMANY
BELONG TO MITTELSTAND**

...but most of them are not visible – especially for startups!



MEDIA PRESENCE

- Corporates
- SMEs



WHY DON'T YOU KNOW ABOUT THEM?



Less media presence



Less employees per company



Not located in hotspots



No dedicated startup structures





Excellence & strong R&D



Large supplier & partner network



Close to the customers and their problems



International presence

**WHY SHOULD YOU (WANT TO)
WORK WITH THEM?**

WHAT IS THE DNA **OF** GERMAN MITTELSTAND?





Entrepreneurial



Short way to the management



Fast decision-making



Long-term focus and loyalty

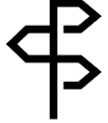
**MITTELSTAND = UNITY OF
OWNERSHIP & MANAGEMENT**



Entrepreneurial >>**CHECK**<<



Short way to the management >>**CHECK**<<



Fast decision-making >>**CHECK**<<

MITTELSTAND ENTREPRENEURSHIP & MANAGEMENT **STARTUPS** UNITY OF OWNERSHIP & MANAGEMENT

...cultural match is essential!



HOW CAN STARTUPS FIND MITTELSTAND COMPANIES?

HOW CAN THEY BE APPROACHED AND CONVINCED?

HOW TO SUCCESSFULLY COLLABORATE WITH THEM?



LET'S ASK THE EXPERT!





Alexander Wottrich

Alexander Wottrich is CEO and part of the owner family of the Truma Group and Truma Gerätetechnik GmbH & Co. KG, one of Europe's leading manufacturers of leisure products for caravans and motorhomes.



ARE YOU ACTIVELY
LOOKING **FOR STARTUPS?**
WHERE DO YOU FIND THEM?



HOW CAN STARTUPS FIND TRUMA?

**HOW CAN STARTUPS FIND THE RIGHT CONTACT
WITHIN TRUMA AND HOW CAN THEY GET TOGETHER?**



**HOW CAN A STARTUP
CONVINCE YOU TO
COLLABORATE?**



WHAT ARE YOUR

EXPERIENCES

COLLABORATING WITH

STARTUPS?

WHAT VERY GOOD EXPERIENCES?

WHAT COULD HAVE GONE BETTER?



**WHAT CONSTITUTES AN
IDEAL COLLABORATION
WITH STARTUPS FOR YOU?**

HOW SHOULD THE STARTUP ACT?

**HOW CAN STARTUPS MAKE IT EASY
FOR YOU TO WORK TOGETHER?**



**WHAT TIPS WOULD YOU GIVE
TO A STARTUP THAT WANTS
TO COLLABORATE WITH A
MITTELSTAND COMPANY?**



FOR A SUMMARY OF THIS SESSION PLEASE EMAIL TO:



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