Present:

2020 B2B SAAS

DK-IL Boot Camp

Innovation Centre Denmark Tel Aviv
& Talent Garden

Enabling Innovation Partnerships for the SDG Goals
Danish B2B tech start-ups are in a unique position to become major globally operating technology companies in the decade to come.

In order to do so, they require the knowledge and resources of the start-ups that have done it before them. As one of the main B2B start-up hubs, Israel’s tech ecosystem can give Danish founders unique insights into how to grow billion dollar global companies.

The Boot Camp crystallizes these lessons into a hyper practical, concise 4 day innovation camp for the top Danish start-up founders within B2B SaaS enterprise.

Through case studies, in-depth sessions with leaders from tech scale ups, venture capital and corporate venture along with guided deliverables, you will learn:

- How to transform your start-ups’ 10 year vision into an executable reality
- Crucial lessons on what works from dozens of national and international scale-ups
- How to scale your start-up across key dimensions: HR, Finance, Marketing & Sales, Product
- Do’s and don’ts when pitching to an international audience

The boot camp will take place over 4 days in person in Copenhagen with leading executives joining in person and digitally. In addition a preparation and follow up phase will be conducted digitally.
From humble beginnings, Israeli B2B tech companies have taken a major position in this vertical. In the boot camp, you will get to know the people behind this meteoric rise of B2B tech startups and learn how to take your own start-up to the next level with proven playbooks.

> 3’500 B2B startups

Annual exports of several billion USD

World leading Academic research in key tech areas

100’000 B2B tech professionals

> $5 BILLION RAISED IN 2018

Products used worldwide by all Fortune 100

3rd most IPO’ed companies on NASDAQ (after US & China)

47 Multinationals operating cyber Centers
**B2B SaaS Enterprise Boot Camp Outline**

**IN-DEPTH WORKING SESSIONS FOR START-UPS:**
1. **Pitch & Sales Deck Training:** Optimizing your decks with experienced, professional start-up coaches. We will also work on your presentation skills so you have what it takes to win over investors.
2. **Critical review of international go to market & fundraising strategies**
3. **1:1 meetings to adapt the program to your exact needs and coach your start-up individually.**

**TUESDAY**
- **December 1st**
  - **Enterprise Boot Camp**
    - Introduction to goals & deliverables for the camp
  - **Pitch Session**
    - Group review: Get to know your fellow start-ups in-depth via their pitch & give feedback
  - **B2B Enterprise Start-ups: Scaling Success Factors**
    - Crucial scaling success factors shared by Tel Aviv enterprise tech leaders
  - **Enterprise Tech Invite Only Dinner**
    - Leaders from Danish enterprise tech Scale Ups like Templafy, Pleo, Planday and Peakon will share their learnings

**WEDNESDAY**
- **December 2nd**
  - **Go to Market in B2B SaaS**
    - Design Thinking session on key milestones on the road to selling to enterprise
  - **Global Product Management**
    - Understand how to work with international customers and finetune your business processes
  - **Scaling People Ops Internationally**
    - Do's and Don'ts on your journey from a local start-up to a diverse international team across cities
  - **Venture Pitch**
    - Pitch & networking reception with leading corporate venture managers and investors

**THURSDAY**
- **December 3rd**
  - **Financing Your Start-ups' Journey**
    - In-depth review of soft & hard funding, public (national and EU) and private opportunities across stages. Each start-up updates their plans.
  - **Investor Fireside Panel**
    - Former enterprise start-up operators turned investors share their how to's
  - **Group Reflection**
    - Take home learnings. Discussion on potential collaboration w/ stakeholders
  - **Internal Networking Dinner**
    - Processing the lessons learnt and key take home messages

**FRIDAY**
- **December 4th**
  - **Session 10: Match-Making**
    - Individual business meetings with potential partners as per 1:1 meetings

**PREPARATION PHASE**
- **Nov – Dec**
  - **MORNING**
    - **Program**
  - **AFTERNOON**
    - **Individually tailored program**
  - **EVENING**
    - Potential follow-up meetings with start-ups interested in partnerships and working globally 1:1

**ACTION PHASE**
- **Dec 1-4**
  - **MORNING**
    - **Program**
  - **AFTERNOON**
    - **Individually tailored program**
  - **EVENING**
    - Potential follow-up meetings with start-ups interested in partnerships and working globally 1:1

**FOLLOW UP**
- **Dec – Jan**
  - **MORNING**
    - **Program**
  - **AFTERNOON**
    - **Individually tailored program**
  - **EVENING**
    - Potential follow-up meetings with start-ups interested in partnerships and working globally 1:1
Samuel Scheer, M.A.

Innovation centre Denmark TEL AVIV

- 3x Start-up Founder: 30 staff
- 10+ years high tech work experience in Silicon Valley, Switzerland, Israel
- B.A. & M.A. Business Management
- Graduate of Singularity University
- In charge of deep-tech accelerators at:
We deliver:

• international cross-sectional and cross-organisational partnerships based on proven concepts;

• strategic advice based on deep insights and a decade of experience in supporting innovation collaboration;

• exceptional networks, globally and locally, allowing us to tap into international knowledge flows, talent pools and innovation environments;

• improved framework conditions for international research and innovation partnerships;

• access to public and private decision-makers abroad;

• access to funding opportunities at home and abroad;

helping our customers and partners develop, mature and commercialise their ideas and innovations!
HOW YOU CAN PARTICIPATE

OPERATIONAL DETAILS OF THE BOOT CAMP

The Terms
• Up to 2 founders may participate
• Price: DKK 2’500
• Apply at: https://israel.um.dk/en/innovation-centre/articles-and-publications/

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October

Oct. 30: Start-up Application deadline

November

Nov. 4: Start-ups selected by Jury

1:1 Meetings

Online workshops

December

Dec. 1-4: CPH based Boot Camp!

January

Individual & Group Follow Up