

STARTUP

UP 7.-11.

WEEK 9.

26 DUS

INFORMATION FOR ORGANIZERS

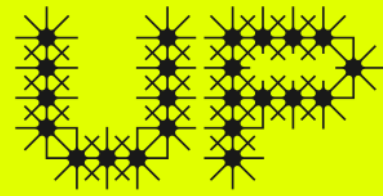
- \* [LINKEDIN.COM/COMPANY/STARTUPWEEK-DUS](https://www.linkedin.com/company/startupweek-dus)
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Landeshauptstadt Düsseldorf  
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## The Next Decade of Startup Week

In 2026, the eleventh Startup Week Düsseldorf will take place. Over the past 11 years, Düsseldorf's startup ecosystem has developed rapidly. Starting in 2014 with around 100 startups, the community has grown to more than 550 startups, despite the pandemic and economic challenges. Throughout these 11 years, Startup Week has been an integral part of Düsseldorf's startup ecosystem. Since its first edition, it has evolved into an annual meeting point for founders, innovators, and investors, reaching far beyond the city itself. It has become an institution that, for many founders, marked a decisive step toward starting their own business. This year, we will continue building on last year's success, including the new design and recent changes, and will keep improving the event continuously.

### Here is what is new in 2026:

#### ✘ **Startup Week becomes more international:**

What started as a regional startup week is evolving into an international Startup Week Düsseldorf. The long-term goal is to reach a global audience that brings together innovative ideas and business models from around the world.

#### ✘ **Future Tech Fest – bringing together what belongs together:**

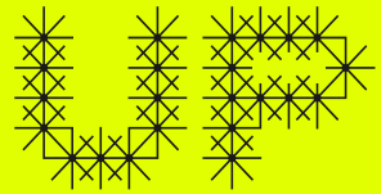
This year, Startup Week will once again take place alongside the Future Tech Fest, Germany's largest B2B startup conference. This combination creates a unique platform where innovators, startups, and companies can come together to discuss future technologies, disruptive trends, and leverage synergies.

#### ✘ **Reflection on the past and outlook for the future:**

As we celebrate the 10th anniversary of Startup Week, we look back on a decade filled with developments, innovations, and successes. At the same time, we are shaping the path for the future, creating space for new ideas that will define the years to come.

#### ✘ **Thematic focus and key impulses:**

This year's Startup Week places a special focus on current and forward-looking topics such as AI, GreenTech, HealthTech, and Female Entrepreneurship.



## Become part of Startup Week!

2026 not only marks the beginning of a new decade for Startup Week, but also its continued evolution and the shaping of its future as an established institution within the Düsseldorf and North Rhine-Westphalia startup ecosystem. Be part of Startup Week and actively contribute to Düsseldorf's leading startup event.

### Why you should participate:

✘ **Increased visibility and reach:**

Startup Week offers an ideal platform to position your company as a supporter of the startup ecosystem and innovation. Connect with some of the most innovative startups, increase your visibility, and reach a young, ambitious, and innovation-driven audience.

✘ **Actively shape the startup ecosystem:**

Immerse yourself in Düsseldorf's startup scene. Discover innovative technologies and solutions to your company's challenges. Play an active role in shaping the ecosystem and gain inspiration from companies that are building the future.

✘ **Networking and partnerships:**

Build valuable connections with startups, investors, and potential partners. Startup Week provides the opportunity to explore and develop collaborations in a dynamic and inspiring environment.

✘ **Düsseldorf as a hub for innovation:**

Together, we are transforming the city into a center for the exchange of knowledge and technology. During Startup Week, experts, entrepreneurs, and innovators come together to learn from one another, connect, and shape the future.

Be part of this year's Startup Week and celebrate innovation, progress, and entrepreneurship with us.

## Our target audience

Startup Week Düsseldorf is aimed at a diverse audience made up of various players in the innovation and startup scene.



GRÜNDUNGS-  
INTERESSIERTE



STARTUPS &  
GRÜNDER



BUSINESS ANGELS &  
VENTURE CAPITALISTS



MITTELSTAND &  
CORPORATES



EXPERTEN &  
FORSCHER

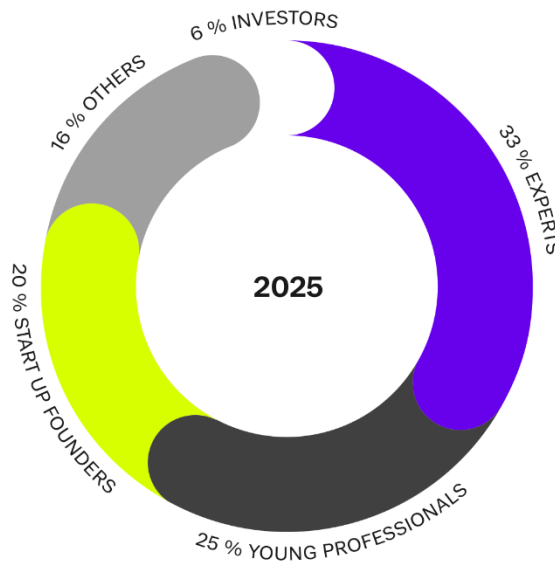


**9.000**

BESUCHER  
START UP WEEK  
2025

**5.000**

BESUCHER  
FUTURE TECH FEST



**50 %**

STAMMEN AUS  
DÜSSELDORF

**45 %**

AUS NRW

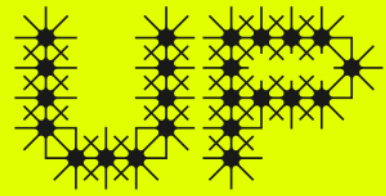
**5 %**

INTERNATIONAL



**50 %**

DER BESUCHER  
WAREN ZWISCHEN  
25 UND 34 JAHREN



## Our advertising campaign

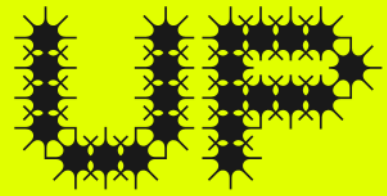
The state capital Düsseldorf supports Startup Week Düsseldorf with a comprehensive and impactful advertising campaign. The entire city of Düsseldorf will be bathed in Startup Week yellow, and the event will be promoted regionally, nationally, and internationally through an extensive online campaign.

### The campaign includes:

- ✘ **Outdoor advertising in Düsseldorf and the Rhein-Ruhr region:**
  - **Large-format billboards and triangle signs:** Distribution of large-format posters throughout the city and surrounding areas.
  - **Roadside Screens and Info screens:** Digital advertising spaces at high-traffic locations such as subway stations, major transportation hubs, and pedestrian zones.
  - **Flag banners:** Presence in the form of flags in the heart of the city to generate maximum attention.
  
- ✘ **Online presence:**
  - **Website:** <https://startupweek-dus.com/>
  - **Social Media:** Intensive promotion on LinkedIn and Instagram, including posts, videos, and stories to increase reach.
  - **Adwords:** Advertising campaign and search engine optimization.



The campaign will start on July 20, 2026, with the publication of the program and will run from August 31, 2026, until the end of Startup Week to ensure maximum visibility and reach.



## General information for organizers

Startup Week aims to create a high-quality program focused on startups, innovation, and future technologies. We provide a platform for startups, small, medium-sized, and large companies, as well as innovators, to exchange knowledge, network, and collaborate. To achieve this, we focus on continuously improving quality and aligning our offerings more closely with specific target groups.

### ✘ **Internationality of Startup Week:**

Düsseldorf has a strong international community, not least due to the many international companies based in the city. We therefore aim to make Startup Week even more accessible to an international audience. For this reason, we ask all organizers to offer their events in English or bilingually where possible. At the same time, you are free to adapt your event to your target audience.

### ✘ **Handling Fees and Pricing Policy:**

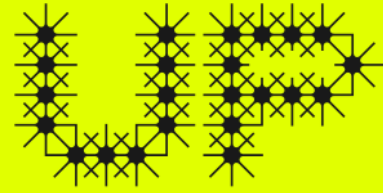
Each organizer is free to set their own ticket prices. There is no mandatory service fee. However, we recommend charging a small fee of €3 to help reduce no-show rates. You may keep this fee or donate it at your discretion.

### ✘ **Ticketing and Event Setup:**

Ticketing will be handled by our partner Rausgegangen this year. Your event will be created for you on the Rausgegangen website. To ensure a successful application, you must submit all required information via the online form within the specified deadline. After approval by the Office of Economic Development, your event will be included in the official program.

### ✘ **Promotion of your event:**

Your event will be promoted regionally and nationally as part of the overall Startup Week program. However, you are responsible for promoting your event individually. After your application is accepted, you will receive an online media kit to support your promotion on social media. Additionally, you can book an offline media package during the application process, which includes materials such as flyers and posters.



## Requirements for Event Organizers

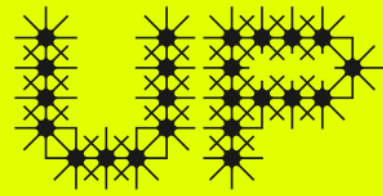
By submitting your application, you confirm that you have read and accepted the requirements for participating as an event organizer, including the timeline. The Office of Economic Development reserves the right to remove individual events from the program at a later stage if these requirements are not met.

### ✂ Event requirements:

- Your event is limited to a maximum of two of the following target groups: aspiring founders, pre-seed/seed startups, scale-ups, SMEs/corporates, business angels/investors.
- Your event topic must be related to innovation and/or startups.
- Your event must provide valuable content related to startups and/or innovation. It must not focus primarily or exclusively on self-promotion or the sale of your own products or services.
- You are responsible for covering all costs of your event.
- Your event must take place within the city of Düsseldorf or online (in-person events are preferred).
- Your event can be held in English and/or German (English-language events are preferred).
- One-on-one consulting sessions will not be included in the program.
- You are responsible for creating the content of your event.
- The Startup Week organization reserves the right to make changes to your submitted text or display image to ensure consistency within the program. This also includes translation into English.
- Display images containing Startup Week graphics or logos are not permitted.
- You must already have an account with Rausgegangen: <https://zentrale.events/>
- If you plan to monetize your event, you will need a Stripe account, which can be set up during registration with Rausgegangen.
- Your event must meet all requirements for inclusion in the official Startup Week program.

### ✂ Application Process Overview:

- **June 5, 2026** – Submit your application by June 5 at: <https://startupweek-dus.com/en/signup-for-organizers/>
- **June 12, 2026** – You will receive feedback by June 12 regarding whether your event has been accepted into the official program.



## Application Information

To successfully submit your application, you need to provide several details. The required information is listed below. The information you provide will also be shared with the Startup Week 2026 ticketing partner.

### ✘ **Event title**

The title of your event may not exceed 50 characters. If it is too long, it may not be displayed in full in the program overview.

### ✘ **Start and end time**

Provide the start time, end time, and date of your event.

### ✘ **Event location**

Specify the location where your event will take place.

### ✘ **Preview image**

Provide a preview image. This image will be used on Rausgegangen as well as in the official program. You must hold the rights to the image and provide the copyright information. The image must not contain any Startup Week graphics or logos.

### ✘ **Description text**

Provide a description of your event. This text will be published on Rausgegangen and in the official program. It should encourage potential visitors to attend your event. The text will be reviewed and may be edited before publication. It must be at least 1,000 and no more than 2,500 characters long.

### ✘ **Ticket type**

You must choose a ticket type. In general, you can choose between a free event and a paid event. For free events, no Stripe account is required. For paid events, Rausgegangen charges a fee of 6% + €0.60 per ticket sold. These fees are included in the ticket price.

### ✘ **Ticket allocation**

Define how many tickets you want to offer and at what price. You may create multiple ticket types.

## Rausgegangen Guide for Event Organizers

Here you will find a simple guide on how to set up your Rausgegangen account and provide all required information for your application as an event organizer for this year's Startup Week.

### 1. Create an account and log in

Register in the organizer tool "Zentrale":  
<https://zentrale.events/signup/>

You can log in at any time using your account:  
<https://zentrale.events/login/>

### 2. Create an organization and a team

#### Organisation

The organization represents your company or the legal entity under which you host your events.

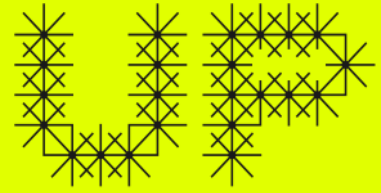
#### Team

After entering all required information about your organization, you will be asked to create a team. Your events are always assigned to a team and an organization. Teams are used to group events and collaborate with other users.

### 3. Set up a Stripe sub-account

To sell paid tickets via Rausgegangen, you must create a Stripe sub-account. This step is integrated into the registration process in the Zentrale. If you already have an organization and a team but no Stripe account, follow these steps:

Click on your username in the top right corner and open "Organization settings". (If you do not see this option, contact the person who created the organization.) Select "Accounting" in the menu and then "Account". Click on "Create Stripe account".



## 4. Share your team token with Startup Week

Each team in the Zentrale has a unique token.  
You can find it in the team settings:

Click on your profile icon in the top right corner.  
Select "Team settings".  
Under "General", you will find your team token.

The token is required so that the Startup Week team can invite you to your event. This allows you to manage ticket sales and handle communication with participants.

## Additional information

### Billing and payout

Ticket sales are settled on the Tuesday after your event.  
The amount will then be transferred to your registered bank account.

### Entry management

Entry is managed using the free ticket scanner app. It is compatible with Android and Apple devices and also works offline.

A step-by-step guide can be found in the "Entry" section once your ticket sales are set up.

If you use alternative scanning devices, you can download the QR codes of purchased tickets from the buyer list in the backend and import them into your system.

### Online events

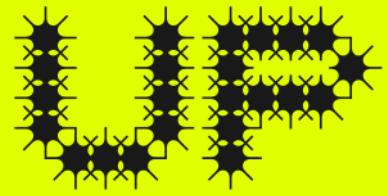
If your event takes place online and requires a participation link, you can set this up in the "Information emails" section after creating your ticketing.

You can either schedule the email for a specific time or send it automatically after ticket purchase.

### General organizer support

<https://rausgegangen-assist.freshdesk.com/support/home>

If you cannot find a suitable answer there, you can submit a support ticket to Rausgegangen. For technical questions or issues, please contact Rausgegangen support first.



## Your contact person

We look forward to welcoming you as a partner of **Startup Week Düsseldorf 2026**. Our team is happy to assist you with any questions. Feel free to reach out to us to optimize your participation and ensure your presence at the event is promoted in the best possible way.

### **Christian Schachmann**

Startup Unit – Office of Economic Development Düsseldorf

Phone: 0211 89-93813

[christian.schachmann@duesseldorf.de](mailto:christian.schachmann@duesseldorf.de)