



## Backgrounder

### **Bits & Pretzels: The Founders Festival in Munich**

**Bits & Pretzels is an application-only, three-day festival that connects 5,000 founders, investors, startup enthusiasts, and all other decision-makers of the startup ecosystem. The festival takes place in a unique setting around the Oktoberfest in Munich from September 30th - October 2nd, 2018. The most successful founders from all around the world, as well as young aspiring entrepreneurs, will meet at the event for inspiration, learning, and matchmaking.**

The history of Bits & Pretzels started in September 2014: At that time, Andreas Bruckschlögl and Dr. Bernd Storm van's Gravesande initiated a cozy Bavarian founders breakfast at the „Löwenbräukeller“ with the goal to give the Munich startup ecosystem a platform to network. In September 2015, Felix Haas joined as third host and together the three hosts then established a totally new event concept: Bits & Pretzels became an annual three-day founders festival loaded with keynote speakers, discussions, and an epic finale at the Oktoberfest. In just a few years, the festival gained international attention with high-class speakers such as Richard Branson, Kevin Spacey, many top CEOs, as well as founders of Airbnb, Delivery Hero, Zendesk, and many more successful startups. Innovative formats like the “Startup Academy” make for the ideal transfer of knowledge, and the “Table Captains” the perfect networking at the Oktoberfest.

For this year, Bits & Pretzels' confirmed speakers already include: Tarana Burke (founder #MeToo movement), Hannes Ametsreiter (CEO Vodafone Germany), Marc Samwer (serial entrepreneur and investor) and many more international founders, investors, and well known role models.

### **The history of Bits & Pretzels**

Bits & Pretzels started as a small founders breakfast and turned out to be Germany's biggest startup event

### **Day 1&2: Keynotes, Workshops, Startup Pitch & Academy**

Bits & Pretzels will start off with two days of inspiring speakers and presentations from successful and influential founders from the digital world. Exciting workshops and panel discussions complete the program. Especially startups will be offered a well-balanced program through the Bits & Pretzels “Startup Academy” with specific lectures for founders in the initial stage. In addition, one hundred selected startups compete on the Pitch Stage on the first day of the event. The winner will be chosen at the Center Stage during the big pitch finale at the end of the second day. Young founders can showcase their product to 5,000 attendees, investors, and the media at their very own booth at the Startup Exhibition. In 2017, Bits & Pretzels introduced two new stages with tailored content: The Investors Dealmaking and Corporate Innovation Stage. To facilitate the exchange between the participants, various networking opportunities are offered, e.g. an improved networking app to schedule appointments prior to the event or various out-of-the-box formats. On the second night, the Startup Night will take place all over Munich: Bits & Pretzels’ vision is to bring the whole city together and to inspire thousands of people for the startup and founders spirit.

### **Day 3: Networking at the Oktoberfest**

The third day of Bits & Pretzels 2018 will again take place at the Oktoberfest using the well-tried networking concept: attendees can choose a “Table Captain” they want to sit with. The Table Captains are renowned experts from the global startup ecosystem, who will share their experience, ideas, and advice with the attendees. Next to that, there will be so-called “Topic Tables”, where people can discuss a certain topic they are all passionate about.

### **High-class national and international speakers**

Last year’s line-up already showed an impressive combination of inspiration, know-how and advice from well-known and successful entrepreneurs from around the world. Bits & Pretzels 2018 will build on this achievement and will again bring together the most famous speakers in Munich.

### **Bits & Pretzels 2018**

Inspiring keynotes, various stages, and the Startup Night

### **Finale at the Oktoberfest**

Bits & Pretzels will end with its well-tried networking concept at the Oktoberfest

### **Interesting and inspiring stories**

from the top-speakers of the startup industry

## Contact

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