



Start-ups on Air

The project's target groups and why they should participate

What's in it for you as a young entrepreneur / businessman / businesswoman

- Improve your business knowledge and marketing skills: take part in workshops and profit from the knowledge of our experienced experts and trainers*
- Enlarge your network: get to know other young businessmen and -women, meet likeminded people; you might even find your next business partner
- Meet investors and learn about their perspectives and priorities
- Take the opportunity to showcase your idea and receive feedback from peers and experts, refine your idea and marketing concept with the help of our trainers
- Reach out to media professionals and journalists, tell them your story and get advice for your marketing strategy and storytelling in return
- Take part in IdeaLabs together with media professionals and contribute to the development of media formats that really meet the interests of young entrepreneurs like you
- Get the chance to take part in a coaching program in 2022: get trained in self-marketing and storytelling by experienced DW Akademie Trainers**

*i.e. workshops on pitching, social media and whatever you are interested in. Don't hesitate to tell us which skills you would like to improve!

**on the condition of having participated in the IdeaLabs during the conference in November 2021

What's in it for you as a journalist / media manager / media institution

- Strengthen your expertise in business reporting
- Develop new innovative formats for young entrepreneurs with the support of our experts and trainers

→ Get inspired for your next story: learn about young entrepreneurs' success stories and obstacles in the business environments of the region

→ Get to know your target groups : meet young entrepreneurs and investors and learn about their interests and information needs

→ Improve your outreach among the target group of 20 – 35 year olds by knowing and meeting their interests

Competition and Prizes:

→ Submit your format idea and take part in a competition with a top-class jury

→ The main winners will receive a production support of 15.000,- € to realize their idea in 2022; 4 more winners will receive a prize money of 1500 €

→ All winners are invited to take part in a coaching program in 2022 to realize their format ideas

What's in for you as an investor

→ Take part in the conference and get insights into the regional start-up scene in one compact event

→ Broaden your network of ambitious young entrepreneurs

→ Get in touch with media professionals and contribute to the development of new formats that consider your interests and keep you up-to-date with latest business developments and interesting newcomers on the market

→ Share your expertise and strengthen emerging businesses and start-ups in Lebanon, Tunisia, Jordan and Algeria

→ Get the opportunity to invest in promising new projects and innovative businesses