



METROPOLE
RUHR
BUSINESS

BOCHUM | BOTTROP | DORTMUND | DUISBURG | ENNEPE-RUHR-KREIS
ESSEN | GELSENKIRCHEN | HAGEN | HAMM | HERNE | KREIS RECKLINGHAUSEN
KREIS UNNA | KREIS WESEL | MÜLHEIM AN DER RUHR | OBERHAUSEN

Business Metropole Ruhr GmbH

25.11.2020, Connective Cities Event, Frank Speer, HUB Manager Internationalisation

5

Europe's 3rd biggest metropolitan area with more than 5 Million inhabitants



European Logistic hub, world's biggest inland harbour and seaport directly to China



More than 160.000 Unternehmen



60 Mio. people within a three hours drive



Germany's brainpool with 300.000 Students in 22 Universities



130 R&D Centres and over 30 Incubators and Innovation Centers

RUHR METROPOLIS

GERMANY'S BIGGEST CITY



Matchmaker.RUHR

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Matchmaker RUHR - Get connected!



Später ans...



Teilen



1/2



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REGIONAL BENEFIT



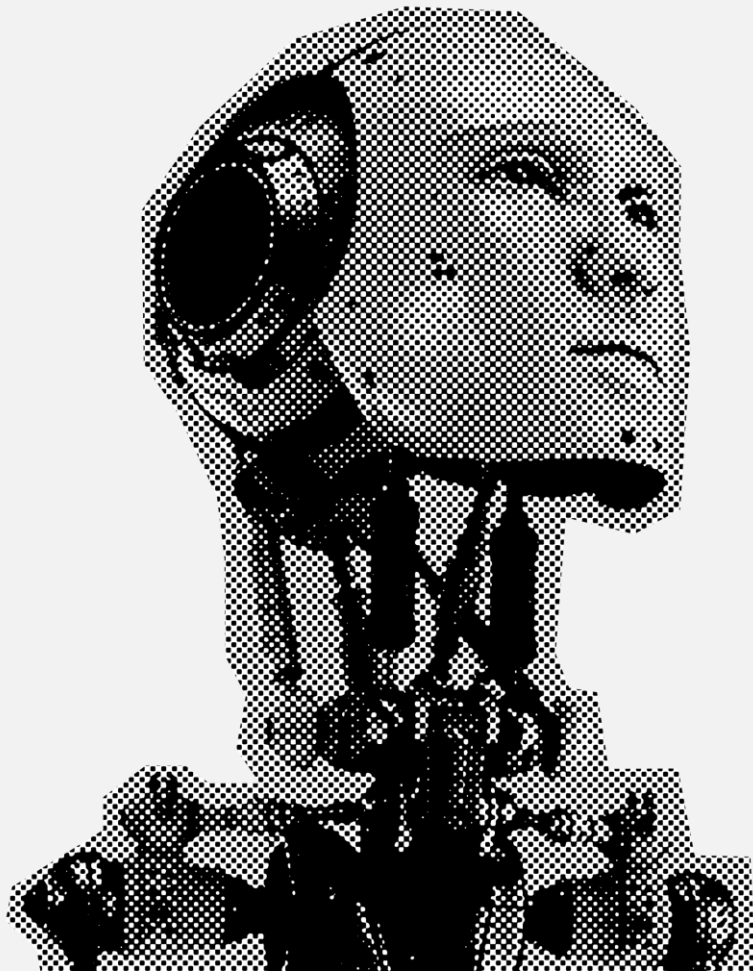
MATCHMAKER
RUHR

International matching platform that markets your region as an innovation location and based on AI connects regional companies and startups internationally

- Startups get direct access to decision-makers in the company
- Regional companies find the right startup to accelerate their innovation processes
- Bundling the diverse regional innovation and startup activities increases the international effectiveness and brings more visibility to each individual project

INNOVATIVE FORMAT

MATCHMAKING



Linking the latest technological possibilities with social media elements creates an active networking tool

- Individual news feed provides relevant information
- AI automatically sends potential business partners directly to the smartphone
- A chatbot quickly answers questions about how it works
- Virtual speed dating tool creates real networking opportunities for virtual and hybrid events

STARTUPS

OPPORTUNITIES



Efficient tool for generating potential B2B customers

- Direct access to contacts in the "Community"
- "Get Connected" matching proposal makes cold calls easier
- Posting news is an additional possibility to generate leads
- Access to cooperation projects with universities and accelerators
- Access to investors through "funding requests"

COMPANIES

OPPORTUNITIES



Regional companies efficiently find the right startups to accelerate their innovation processes

- With the "Open Innovation Approach" the company opens up to external competencies
- Posting a request is free of charge, e.g. steel trader is looking for providers of e-commerce applications
- Through targeted challenges, there is the possibility of attracting qualified startups even more specifically and integrating them into internal processes and innovation projects. Costs 500 EUR / net monthly. Advice from ruhr: HUB and "Matchmaker"
- Posting products and finding customers

MATCHMAKER.RUHR

LOCAL SUPPORT



A team of trained colleagues of Economic Development Agencies organizes workshops and supports personally ...

- to instruct on open innovation methods
- to choose the right the innovation format for companies on Matchmaker Ruhr, like Challenge, hackathon event or others
- to accompany both Startups and corporates throughout the entire innovation process and to ensure reciprocal success

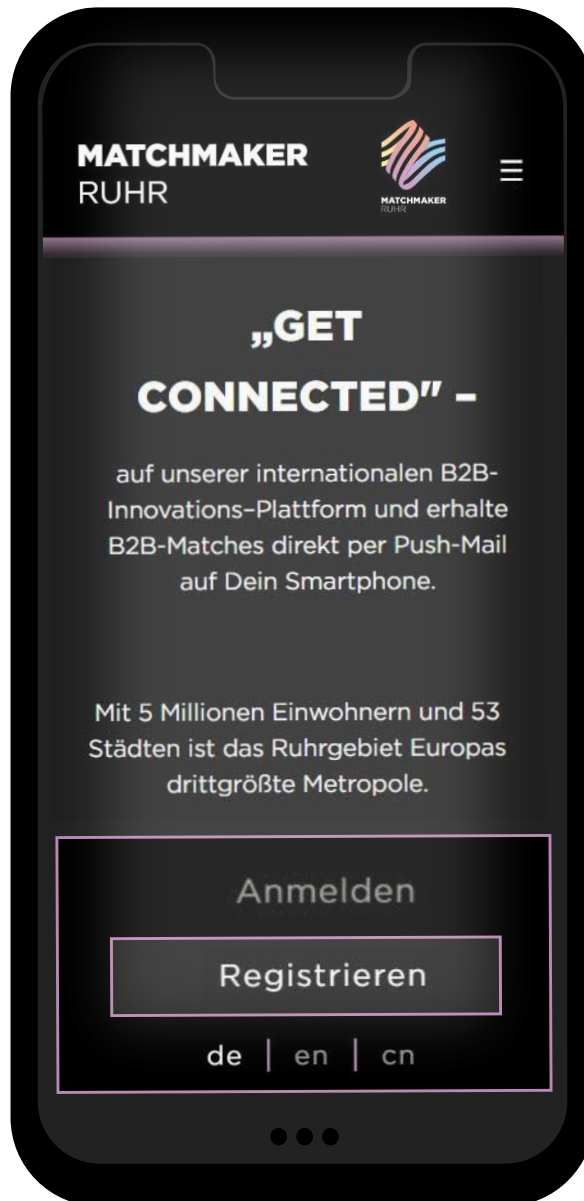
REGIONAL ECONOMIC DEVELOPMENT AGENCIES

BECOME A PARTNER OF MATCHMAKER RUHR



Connecting your regional startups ecosystem with Germany's leading B2B hotspot

- Become a partner at Matchmaker.RUHR
- Communicate via newsletters, social media etc.
- Organise bilateral Matchmaker.RUHR events with your regions



GET CONNECTED ON:
<https://matchmaker.ruhr>

Thank you!



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