


# Press Kit xdeck


## What is the xdeck?


- Germany's first accelerator by founders for founders
- Founded in October 2019, located at THE SHIP in Cologne-Ehrenfeld
- USPs: the first accelerator 'from founders for founders', experienced founders as mentors, strong partner companies, individualized offering for each startup, no equity handover
- Mission: to offer ambitious founding teams a platform to accelerate their growth and thus transform revolutionary ideas into successful business models
- Vision: to be the leading accelerator for early-stage startups in Germany and Europe, thus contributing to the future of society

## Target group:

The xdeck is aimed at technology startups that target business customers (B2B) in particular with their offerings. The focus is on the following missions:

 Enabling digital transformation

 Unleashing organisational performance

 Solving sustainability challenges

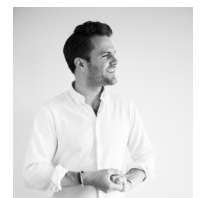
## Who's behind the xdeck?

Founder: Florian Michajlezko, Sven-Oliver Pink und Dr. Oliver Steinki (Founder Fond Of)

- Managing directors:



**Dr. Markus Gick**  
**- Vita**



**Dr. Nils Eiteneyer**  
**- Vita**

## Offering for startups

During the three-month acceleration phase, the startups receive support with product market fit, the initiation of a financing round, and preparation for scaling through:

### Access to the xdeck network:

Mentoring by experienced founders, personal contact to partner companies and investors, e.g. for pilot projects and financing

### Knowledge transfer:

Acceleration package tailored to the needs of the founding teams including sparring sessions with the xdeck team, workshops, lectures and expert consultations

### Providing resources:

Free office space in THE SHIP, Germany's most digital office building in Cologne-Ehrenfeld, access to "Tech Credits" worth up to 100,000 euros

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## Partners

**Corporates:** Cassini Consulting AG, Deutsche Bank, Heuking Kühn Lüer Wojtek, Kienbaum Consultants International, KölnBusiness Wirtschaftsförderung, McKinsey & Company, nexum, NRW.Global Business, Techniker Krankenkasse, Volksbank Köln Bonn

**Investors:** Capnamic Ventures, Cherry Ventures, High-Tech Gründerfond

**Community:** GS1 Germany, PIRATEX, Startupjoblist.com, TechLabs, Wissensfabrik

**Universities:** RWTH Aachen und RWTH Innovation, Universität zu Köln und ihr Startup-Center Gateway, WHU – Otto Beisheim School of Management

## Facts & Figures

**34 digital-/ tech-startups**

were selected from  
550+ applications

**300+ employees**

working for the xdeck  
startups today

**35+ m Euro invested**

so far in our  
startups

**150% avg. Monthly  
revenue growth**

achieved by our  
startups since their  
start at xdeck

## Outlook 2022

- **Network:** Enlargement of the partner network, planning of pilot projects, creation of a regional network in the Rhineland
- **Social commitment:** promotion of entrepreneurial education through cooperation with schools, strengthening diversity in entrepreneurship
- **Financing:** Ensuring the economic potential through operational and financial support of startups

## Contact

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