INNOVATION CENTRE DENMARK

SUBSCRIPTION ACCELERATOR 2022

Skalering gennem Digitalisering og Internationalisering
COPENHAGEN BUSINESS HUB - ERHVERVSHUS HOVEDSTADEN

SILICON VALLEY, USA

ARE YOU READY TO SCALE YOUR SAAS BUSINESS?

ARE YOU A STARTUP OR SCALE-UP TECH FOUNDER WITH A SUBSCRIPTION OR SAAS BUSINESS, AND WITH AMBITIONS TO SCALE YOUR COMPANY GLOBALLY?

JOIN US IN SILICON VALLEY AND PARTICIPATE IN SUBCRIPTION ACCELERATOR 2022 TO EXPAND YOUR KNOWLEDGE WITHIN SUBSCRIPTION MODELS, LEARN ABOUT EXPANDING THROUGH THE U.S. MARKET, AND GET THE OPPORTUNITY TO MEET RELEVANT EXPERTS AND INVESTORS.

BESIDES GETTING VALUABALE INSIGHTS FROM EXPERTS, STARTUPS AND OTHER RELEVANT STAKEHOLDERS, PARTICIPATING IN SUBSCRIPTION ACCELERATOR 2022 FURTHER GIVES YOU ACCESS TO THE WORLDS LEADING SUBSCRIPTION CONFERENCE SAASTR. AT SAASTR YOU WILL MEET THE MOST RELEVANT PEOPLE AND SAAS COMPANIES AS WELL AS GET INSIGHTS INTO THE LATEST DEVELOPMENTS IN THE FIELD.

LASTLY, YOU WILL GET THE OPPORTUNITY TO PITCH YOUR OWN COMPANY IN FRONT OF A BROAD RANGE OF RELEVANT STAKEHOLDERS, INVESTORS AND COMPANIES FROM THE SILICON VALLEY ECOSYSTEM.

PRICE: DKK 12.000*

- Price per company for two participating founders (includes one SaaStr ticket)
- Must have a Danish CVR number to participate and be classified as a Danish SME
- The price does not include, flight, accommodation, certain meals and local transportation

ARE YOU INTERESTED IN JOINING THE PROGRAM?
Contact: Malou Ringtved Jensen (ICDK) at malrje@um.dk

MONDAY SEPTEMBER 12TH 2022	TUESDAY SEPTEMBER 13TH 2022	WEDNESDAY SEPTEMBER 14TH 2022	THURSDAY SEPTEMBER 15TH 2022	FRIDAY SEPTEMBER 16TH 2022
DECODING SILICON VALLEY PRESENTATION & Q&A @ SAN FRANCISCO / PALO ALTO — Why are companies in Silicon Valley so successful and what is Silicon Valley all about?				**MAKING IT IN SILICON VALLEY** PRESENTATION & Q&A — Learn from a Danish SaaS startup located in Silicon Valley's and hear their perspectives and tips

SaaStr ANNUAL 2020
CONFERENCE
SAAS CONFERENCE @ SAN FRANCISCO

SaaStr is one of the most important events for startups, tech leaders, and big brands within the SaaS industry

At SaaStr 10,000 Cloud and SaaS Founders, VC, and Execs meet for 3 full days to:

- Attend 1000 + networking sessions
- Meet 750+ VC's and investors
- Listen to 250+ speakers from the world's leading SaaS companies
- Learn from 150+ deep dives, workshops and classes

Past speakers from:

Google Cloud · zoom · HubSpot · vimeo · box · zendesk · stripe · slack · Y Combinator

A NEW AREA: THE SUBSCRIPTION ECONOMY
EXPERT PRESENTATION @ SILICON VALLEY

Learn about subscription models, do's and dont's and much more from one of the successful SaaS companies.

FINDING THE GOLDEN SUBSCRIPTION MODEL
COMPANY VISIT @ PALO ALTO

Visit a Silicon Valley startup who has excelled the subscription model.

U.S. MARKET ENTRY
VISIT @ U.S. LAW FIRM

Understand the different options you as an international founder have to start scaling in the U.S.

DEBRIEF & KEY TAKEAWAYS
DIALOUGE @ INNOVATION CENTRE DENMARK

Gathering learnings and perspectives from the week

| **WELCOME DINNER** NETWORKING @ SAN FRANCISCO / PALO ALTO | **SAASTR TAKEAWAYS** NETWORK & DINNER @ SAN FRANCISCO | **SAASTR TAKEAWAYS** NETWORK & DINNER @ SAN FRANCISCO | **FINAL PITCH FOR VC PANEL** EVENT & NETWORKING @ SILICON VALLEY | |

Note: the program is preliminary & subject to changes