

INDUSTRY 4.0 INNOVATION PROGRAM

START-UP
NATION
CENTRAL



Bavarian Ministry of Economic Affairs,
Regional Development and Energy

Family-owned Mittelstand companies across Germany are considered the backbone of the German economy, often becoming world leaders for very specific, niche markets that have been around for decades. The Bavaria region is the largest state for Mittelstand companies, with hundreds of Mittelstand companies in the chemicals and automotive industry. On the other side of the pond, Israeli Industry 4.0 startups are some of the most innovative and ground-breaking out there, creating solutions and technologies that are shaping the future of the digitized world. The synergy and collaboration opportunities between these two markets can surely disrupt the global market.

For this reason, Start-Up Nation Central and the Bavarian Ministry of Economic Affairs, Energy, and Technology are proud to launch the Industry 4.0 Innovation Program, an intimate series of events targeting Mittelstand and Industry 4.0 startup executives to find opportunities for cross-collaboration.



ULTIMATE GOAL:

The partners are implementing this program to create a ground for cooperation and exchange between Bavarian Mittelstand and Israeli startups in the field of Industry 4.0. The intent is to foster pilots between participants that are ready for it, but also exchange information and best practices between participants and build trust.



SCOPE OF PROGRAM:

The Industry 4.0 Innovation Program is a fully digital program consisting of webinars and a final event in Bavaria (if applicable vis a vis Coronavirus).

The event is digital in order to create value in these times of no international travel.



PARTICIPANTS:

5-10 Mittelstand Hidden Champions who can:

1. Attend the sessions
2. Share production digitization challenges
3. Engage with Israeli Industry 4.0 startups
4. Host Industry 4.0 startups at their plant (when restrictions allow)
5. Plan to pilot an Industry 4.0 solution



PARTNERS:



Bavarian Ministry of
Economic Affairs,
Regional Development
and Energy



INDUSTRY PARTNERS:



ALPHAZIRKEL
International

The digital workshop program will be split into 6 short, webinar-style meetings that will range from 1-2 hours. Topics of discussion include:

Understanding the Industry 4.0 and underlying forces

- Greetings by the partners
- Introduction to the Industry 4.0
- Workshop session by Henrik von Scheel, Fourth Industrial Revolution Originator
- Group exercise
- Meet some delegates: Mittelstand presentations and Startup pitches

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Challenges of Industry 4.0 in Mittelstand

- Workshop session by Henrik von Scheel: How to take advantage of a crisis: COVID-19 implications
- Presentation of Mittelstand Industry 4.0 Challenges
- Q&A and Meet some delegates: Mittelstand presentations & Startup pitches

Startup Case studies and insights

- by Startup delegates
- Spin B2B meetings

German-Israeli Industry 4.0 Case Studies

- Workshop session by Henrik von Scheel, "How to apply the Industry 4.0"
- Senior managers of German industrial companies
- Meet some delegates: Mittelstand presentations and Startup pitches

Presentation of Mittelstand Industry 4.0 Challenges

- Mittelstand Delegates
- Meet some delegates: Mittelstand presentation & Startup pitch (the rest of the delegates)

Piloting with Startup Solutions

- Yariv Lotan: How to Pilot Successfully
- Jonathan Glick: Government Incentives and Programs

One month later: Pilot Day Event to present pilots between German Mittelstand and Startups