

# FRENCH-BAVARIAN accelerator



*This is a program to support **French and Bavarian start-ups** in their internationalization. The aim is to help companies open up markets, form partnerships, and set up production or sales structures.*

## OBJECTIVES OF THE ACCELERATOR PROGRAM

- Encouraging commercial development and business location in France
- Strengthening industrial and entrepreneurial cooperations
- Immerse managers in a program with a solid multicultural dimension
- Create business opportunities
- Develop new sales contacts
- Discover available funding opportunities

## WHO IS THIS PROGRAM AIMED AT?

Industrial start-ups with the ambition to enter the french market.

Focus of business:

- Solutions for manufacturing companies
- Robotics
- Automation
- Supply chain

## APPLICATION



The program is limited to 10 participants.

To apply, send the following documents to [accelerator@baystartup.de](mailto:accelerator@baystartup.de) by **07.02.2025**.

- **2 Pager**
- **Read Deck, describing your planned market entry in France**

You will receive feedback within 4 weeks about whether you qualify for the program and the next steps.

**Participation fee: €3,000 incl. VAT**

## MANDATORY CONDITIONS

- Existing international sales strategy for France /Bavaria
- Turnover targets of at least €500,000 or completed financing rounds of €2,000,000
- Product-market fit
- Intention of establishing in France
- A team of at least ten people
- A dedicated international lead in your Team (e.g., CMO, sales manager, CEO, co-founder) for at least 12 months
- English professional/business proficiency

## OPTIONAL

- Existing financing for international expansion
- Existing sales cooperations in France

# THE PROGRAM AT A GLANCE:

12 months, launching on 29 April 2025

### TRAININGS

On-site and online training on the fundamentals for your international development

### SITE-VISITS

Visits to industrial sites and companies to observe successful models and best practices.

### B2B MEETINGS

Networking events with key industry players, potential clients, and industrial partners.

### INDIVIDUAL SUPPORT

A member of staff dedicated to your success will support you throughout the course

### COMMUNITY

Become part of a community of like-minded leaders who support and inspire each other during the program and beyond.

**29 & 30 April**

**1<sup>st</sup> training session**

Strategy for international development

2 days in Bavaria:

**Opening event with the partners**

The whole group

**IN FRANCE**

**9 & 10 July**

**2<sup>nd</sup> training session**

Commercial and operational performance in an international context

**1<sup>st</sup> session of BtoB meetings**

The whole group

**IN BAVARIA**

**4 & 5 November**

**3<sup>rd</sup> training session**

Talent retention, HR & CSR

**1<sup>st</sup> session of BtoB meetings**

The whole group

**IN FRANCE**

**2025**

**2026**

**13 & 14 January**

**Factory's visit & workshop**

**2<sup>nd</sup> session of BtoB meetings**

Bavarian companies

**Connexion day - Forum with stakeholders**

Bavarian companies

**IN FRANCE**

**3 & 4 March**

**Factory's visit & workshop**

The whole group

**2<sup>nd</sup> session of BtoB meetings**

The whole group

**IN BAVARIA**

**28 & 29 April**

**4<sup>th</sup> training session**

Innovation as a mindset for growth

**Closing event**

The whole group

**IN BAVARIA**

**Partners**

The Franco-Bavarian accelerator is a joint program of



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Bayerisches Staatsministerium für  
Wirtschaft, Landesentwicklung und Energie

Info Webinar

**28.Jan. 2025**

Register here:

