



**NEW YORK INTERNATIONAL**

# **CONNECTING STARTUP & BUSINESS ECOSYSTEMS AROUND THE WORLD**

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**NEW YORK INTERNATIONAL**

# ENABLING CITIES, CORPORATES & STARTUPS



## ABOUT NEW YORK INTERNATIONAL

**By connecting startup and business ecosystems around the world we can enable sustainable innovation across fast-changing and emerging industries and capture growth opportunities for the benefit of society as a whole.**

**New York International is at the forefront of innovation management and economic development.** Founded in 2012 in New York, New York International has become the prime partner for startups, economic development agencies, and corporates for applied innovation management and business development.

New York International scouts, works with, or supports several hundred startups from NYC and around the world annually. At the same time, New York International collaborates with trade commissioners, cities, and countries from all over the world on strategic trade and business development and is equipped with a track record of **successfully implementing international projects in a strategic and sustainable framework.**

New York International has been New York City's official partner for the World to NYC - Global Industry Challenge, bringing the best startups in a competitive international process to NYC and therefore is an integral part of the NYC tech ecosystem. New York International understands the needs on both – the local and international - ends of the spectrum and is **capable of creating environments and opportunities for mutually beneficial collaboration and partnerships.**

New York International is a trusted voice in the NYC tech community; thus New York International is capable of **leveraging projects and initiatives for even greater impact** through its network and audience of influencers and decision makers.

**LET'S THINK BIGGER TOGETHER.**

# CORPORATE INNOVATION



## EXAMPLE: OUR WORK WITH METRO GROUP

New York International compiles industry and innovation updates core to the future of retail, e-commerce, F&B, and hospitality continuously feeding “Metro’s” internal think tank with emerging ideas, concepts, technologies, and trends relevant to the group’s strategic focal points. Specifically:

1. Ongoing startup scouting led to a strategic partnership with NY-based startup Culinary Agents
2. Initiation of a larger collaboration with Techstars Accelerator
3. Executive workshops and innovation tours in New York, San Francisco, and Silicon Valley as well as “Best of” trade show preparations for CES in Las Vegas and NRF, New York

### HOW WE WORK WITH CORPORATES

1. Scout and identifying relevant startups for collaboration, partnership, and investment opportunities (US and international)
2. Conduct executive innovation workshops and discovery sessions (US and international)
3. Testing/user reports and benchmarking of technologies
4. Identify partnership opportunities with networks / ecosystems / corporates and cities
5. Monthly industry reports and best practice overview for startups / innovation in - e.g. healthcare



### SPECIAL REPORT IN METRO GROUP'S 2015 ANNUAL REPORT



## Ideas for the think tank\_

Fascinating and diverse, incredibly fast-paced and ahead of the times, New York is one of the most popular locations in the world for start-ups. The city's leading minds and innovators generate important ideas, concepts and technologies – including for METRO GROUP's internal think tank.

"Here in New York, it's very easy to observe changes in consumer behaviour," says Stefanie Lemcke, whose company, New York International, focuses on innovation consultancy in the retail, food, "internet of things", mobile, media and e-commerce sectors. "As soon as trends emerge here, concepts are quickly developed – and I take a look at them immediately." Adopting a very practical approach, the consultant downloads the apps produced by start-ups onto her smartphone or tablet, tests them in shops, documents everything on video and shares information about the latest ideas from the start-up scene with Andreas Würfel on a regular basis.

...



DR STEFANIE LEMCKE  
THINK SCOUT AND CONSULTANT FOR INNOVATION AND TECHNOLOGY

"The interface between digital and bricks-and-mortar retail is much further developed here than in Europe – the US is up to two years ahead."



check to what extent the concepts are feasible in the sales lines. Here, customer benefit is a keyword, and it's also a key reason why we often end up with a shortlist of only three or four out of 100 start-ups," says Würfel. Some are such a good fit that the decision is easy. This was the case, for instance, with Culinary Agents, an American networking and job matching site. Its



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# PROJECTS



## CITIES & STARTUP ECOSYSTEMS [A SELECTION]



### STRATEGIC ADVISOR TO THE CITY OF NEW YORK

As the strategic and organizing partner of the NYCEDC, NY Intl developed recommendations for program design and implementation for the World to NYC (W2NYC) - Global Industry Challenge to invite the most innovative companies from around the world and bring "the world's opportunities to all New Yorkers."



### INTERNATIONAL WEEK

Driving International Aspirations: NY Intl organizes the International Week, an event series on rapid international expansion co-hosted by the Brooklyn Borough President. Together, we can enable companies to grow internationally, serve more people, listen, learn, educate, build and foster communities, make a difference for society as a whole.



### CANADIAN SOCIAL IMPACT SUMMIT

On behalf of the Canadian Economic Development Agency New York International organized a social impact summit, which brings Canadian social entrepreneur startups to New York City for a two-day event to meet with potential partners, mentors, and investors. In a previous project we brought together startups and opinion leaders in the ad tech space for a one-day showcase session.



### TRANSATLANTIC ENTREPRENEURSHIP CONFERENCE

Initiated by NY Intl and hosted together with the American Council on Germany and the German Consul General, the Transatlantic Entrepreneur Partnership (TEP) connects transatlantic entrepreneurs, investors, media, and policy makers culminating in a three-day event each year.



### THE CITY OF BERLIN: INTERNATIONAL PARTNERSHIPS

As part of a broader New York/Brooklyn – Berlin city collaboration initiated by New York International, NY Intl hosts annual delegations of city representatives, academia, media, and selected startups connecting them to NYC's investor, business and startup ecosystem and setting the stage for successful partnerships and potential expansion to New York/the U.S.



### EUROPEAN INVESTMENT & BUSINESS CONFERENCE

Consulting the Austrian Trade Commission on best practices for international collaboration between New York City and Vienna as well as program planning and support for events such as the annual investor and business conference, the annual Vienna study trip, and regular events in New York City around the topic of international investment in Austria.

# UPCOMING HIGHLIGHTS



## WORLD INNOVATION TOURS

### Doing Business In The Innovative Markets Of Asia



**World Innovation Tour ASIA is a unique opportunity for startups and ideas to expand further and faster** and establish access points in the innovative markets of Tokyo, Seoul, Taipei, Hong Kong.

In a combined trip, World Innovation Tour ASIA introduces New York/U.S. based and international startups and corporates to **the region's diverse business and startup ecosystems to facilitate collaboration, and establish strategic partnerships.**

Together with its partners and supported by the Brooklyn Borough President, World Innovation Tour ASIA provides growing startups, cities and innovative corporates with valuable introductions and insights as well as local support and exposure needed before investing in Asia.

Innovation Tours  
2016/17

Q3 2016  
EUROPE & MIDDLE EAST

**Q4 2016**  
**ASIA**

Q1 2017  
LATIN AMERICA

Q2 2017  
MIDDLE EAST/ASIA

Q3 2017  
NORTH AMERICA

INTERNATIONAL WEEK 2016 IN NEW YORK



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# UPCOMING HIGHLIGHTS II



## INTERNATIONAL WEEK 2016

### A - AWARENESS B - BUSINESS C - COLLABORATION

An immersive three-day program for international startups, cities, and corporate innovators at the heart of New York City's business and startup ecosystem **around the challenges and opportunities of strategic international collaboration and expansion.**

Packed with industry-specific company/site visits, roundtable discussions, workshops, pitch sessions, and social events, the decentralized program provides a unique platform and experience for international startups looking to expand to New York City, the U.S., and beyond.

## 6<sup>th</sup> Annual International Week October 10-12, 2016, New York City

### DAY 1 | Monday, October 10

- Pitch workshops with investor feedback
- Followed by kick-off party together with local startup community

### DAY 2 | Tuesday, October 11

- Doing Business in NYC/U.S.
- Expanding Worldwide sessions with trade commissioners
- Industry-specific roundtable sessions
- Keynotes, panel discussions, best-practices, showcases, startup pitches
- Followed by evening event and night cap

### DAY 3 | Wednesday, October 12

- VC's breakfast sessions
- Industry-specific site visits including partner lunch session
- Followed by closing keynote and networking party



CYBER SECURITY PLATFORM



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# UPCOMING HIGHLIGHTS III



## CYBER SECURITY PLATFORM “CY-PHER”

Cy-pher

Cyber-security challenges and response at the intersection of law, business, and finance

### CY-PHER CONFERENCE May 5, 2016 | New York City

Bringing together major **thought leaders, journalists** and **experts** across multiple sectors (law, policy, finance, regulatory bodies, and academia) on the issue of cyber-security.

#### Overview (draft):

- Assessing The Cyber Threat
- Crafting A Regulatory Framework For Cyber-security
- Special Duties - How Professional Service Firms Can Address Threats To Themselves & Clients
- International Cooperation, Cyber-security & The Digital Age
- FAILURE, Life After A Catastrophic Cyber-Breach

### CY-PHER DIGITAL A News Resource On Cyber-Security & Regulation

Cy-pher Digital is an **integrated, web-based publication, community** and **platform** that offers **long-form journalism** with **video** and **podcasts** aiming to become a beacon in cyber-security and its regulation.

#### Key aspects:

- Providing cutting edge news, opinion, commentary and analysis daily
- Creating content which partners can leverage on Cy-pher and other media channels, e.g. interviewing and featuring partners online on panels, webinars, chat shows and articles
- Facilitate the distribution of partner content over the web
- Identifying and positioning leaders to work with, as well as influencers to partner with

PARTNERS & PROJECTS

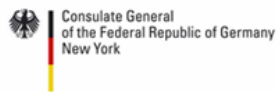


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# PARTNERS & EDITORIAL



## PARTNERS [A SELECTION]



## ONGOING EDITORIAL PROJECTS [A SELECTION]

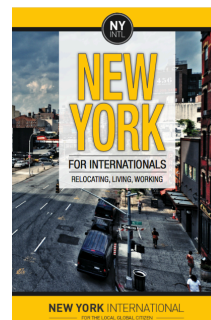
### RESOURCES, PORTRAITS, INDUSTRY REPORTS



### INNOVATION UPDATES & REPORTS



### STARTING UP GUIDES & INSIGHTS





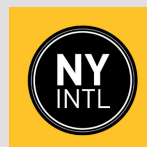
# HOW TO WORK WITH US



## CAPTURE GROWTH OPPORTUNITIES BY:



- Conducting studies & workshops on trends, innovation, and international expansion
- Conducting corporate and international delegation tours
- Scouting trends and innovations as well as nurturing cross-pollination across industries
- Planning and organizing international conferences, expert roundtables, and exclusive events
- Facilitating collaborative strategy development & implementation
- Positioning and promoting city initiatives on innovation and expansion
- Providing introductions and access to corporate innovators, VCs, media, local industry experts and partners
- Compiling industry updates, strategy and policy recommendations
- Supporting NYC/U.S. business development for international companies and organizations
- Providing strategic relocation support & guides for international startups and professionals



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