

Experiences › Europe › 3 days › Berlin

## EXPERIENCE

# Buying innovation instead of building it

Three days on a question that touches both sides of the table: why a large company prefers to buy a startup rather than build the same thing in-house, and what a startup weighs when it decides whether to sell.

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## Fact sheet

01

DAYS

3

CITY

Berlin

RECOMMENDED  
SEASON

all year, January included

GROUP

12 to 15 participants

LANGUAGE OF THE  
VISITS

German and English at the campus; English in the startup format

SCHENGEN DAYS USED

3 out of 90, counting the day of entry and the day of exit

PRICE

Quotation on request

→ **Request a quotation · Download the itinerary in PDF**

In the quotation we write which sites are confirmed and which are being confirmed, one by one.

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## Itinerary day by day

02

### Day 1 — Arrival and preparation

In the afternoon, a two-hour opening session. An assessment matrix is handed out: what the buyer looks at, what the seller looks at, and what the person who works in the acquired startup and decides nothing looks at.

### Day 2 — The campus

In the morning, EUREF-Campus: more than one hundred and fifty companies, institutions and startups in a single area, all of them around energy, mobility and sustainability. The visit lasts one or two hours and is done as a closed group of up to fifteen people.

**A large part of the walk is outdoors**, and we say so first: in January, two hours outdoors in Berlin are prepared for with the right clothing. It is the campus visitor service itself that recommends checking the weather, and we repeat it in the material we hand the group before departure.

In the afternoon, a three-hour working session.

### Day 3 — The startups

A day in Startup SAFARI format: three to five startups chosen according to the subjects the group states when requesting a quotation, with a real conversation at each one. The format declares an ideal size of between six and fifteen people, and above that number the conversation part is lost: it is the reason this experience has the lowest capacity in the whole European catalog.

Closing with eight-minute presentations.

## What you visit

03

| Place                          | What it is                                                                                                                                                                | Status     |
|--------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------|
| <b>EUREF-Campus,</b><br>Berlin | Campus with more than 150 companies, institutions and startups in energy, mobility and sustainability; 1-2 hour visit for groups of up to 15 people, in German or English | Bookable   |
| <b>Startup SAFARI</b>          | A day with 3-5 startups chosen according to the group's subjects, ideal size 6 to 15 people, quoted after a preparatory meeting                                           | On request |

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## What this experience does not include today, and we write it ourselves

04

Berlin has dozens of accelerators, incubators and corporate venture programs, and one local operator lists eleven of them as possible stops on its own tour. **None of those eleven organizations has confirmed a visit to us**, so we do not name them and we do not promise them. This experience, today, is built on two real sites with a real channel, and that is better than a list of names that do not answer when the time comes to book.

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## What is included and what is not

05

Included: the visits to the confirmed sites, the booking and coordination with whoever receives the group, including the preparatory meeting that defines the startups' subjects, the guided working sessions totalling five hours, the materials, one person from the Istituto with the group throughout the experience and the certificate of participation in the experience.

Not included: flight, transfers to and from the airport, lodging, meals, urban transport, personal travel insurance.

## The season, and why

06

It is sold **all year, January included**: Berlin is a city that works in winter, and with tourism at a standstill the people you want to talk to are more available.

The only warning is the one about the campus day, which takes place largely outdoors, and it is written above because it is something the group should know before packing, not on arrival.

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## Logistics and capacity

07

Both sites are inside Berlin and reached on urban transport.

The capacity is **15 people**, and it is also the breaking point: it is set both by the capacity of the campus visit and by the ideal size of the startup format. **It is the lowest capacity in the European catalog**, and in this experience we treat it not as a limit but as the reason it works. The recommended group is **15 people**: it is the size that reaches the group rates without going over the access limits of the visits, which at these sites stop at 15. Above 15 the itinerary splits into two slots, the day gets longer and the cost per person does not go down, and in the startup format you also lose the conversation, which is the content.

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## Cover

08

The program includes an accident and public liability policy for the whole stay. The sums insured, the insurer and the policy number are published once it is taken out and are attached to the contract; until then they can be requested in writing, with an answer within two working days.

**Do you want it to count as training, with a certificate?** This experience can be built into an Istituto program, with classroom hours, a piece of work to deliver and a certificate of attendance. → **For groups**

→ **Request a quotation**

## Related experiences

09

The assembly line and its theme park (3 days, Wolfsburg) · A thousand startups in one building (3 days, Paris) · Five countries, one city in each (15 days)

|                                                                                                            |             |                      |
|------------------------------------------------------------------------------------------------------------|-------------|----------------------|
|  <b>Istituto Belmonte</b> | <b>MAIN</b> | <b>INSTITUTIONAL</b> |
| BHBlasted S.r.l. Società Benefit                                                                           | Programs    | The Institute        |
| P.IVA 08466861211 · REA NA 960178                                                                          | Experiences | Transparency         |
| PEC (Italian certified email) not yet published                                                            | For groups  | The certificate      |
| Nola (NA), via Boscofangone zona ASI lotto C8                                                              | Admissions  | The method           |
| Caserta (CE), via Paul Harris 63                                                                           | Visas       | Who teaches          |
| Monday to Friday 9–18 CET                                                                                  |             | Locations            |
|                                                                                                            |             | For groups           |
|                                                                                                            |             | Contact              |

**This program does not lead to a qualification with official value.**

Istituto Belmonte is a private Italian training institute. Its programs do not award qualifications with official value in Italy or Mexico and do not carry university credits. A certificate of attendance is issued.