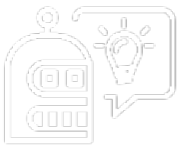


Automatica Start-Up Arena

Introducing the new start-up arena showcasing 23 selected startups to exhibit their products, connect with investors and pitch on stage to over 40,000 visitors attending automatica.

19-22 June 2018, Munich



833
Exhibitors



43,000+
Visitors



100+
Countries



66,000sqm
Venue

MEET THE STARTUPS EXHIBITING



MEET SOME OF THE INVESTORS

pauaventures

pauaventures

An early-stage VC firm providing capital to startups with strong technologies. More >
[\(http://www.pauaventures.com/\)](http://www.pauaventures.com/)



Oxford Global Ventures

Bringing together entrepreneurs, investors and service providers. More >
[\(https://www.oxfordglobalventures.com/\)](https://www.oxfordglobalventures.com/)

WHAT IS automatica?

automatica brings together the world's largest range of industrial and service robotics. **Assembly solutions, machine vision systems, and components.** All key technologies are at a single location. It depicts the market in its entirety and features a number of events that provide **transparency** and **orientation**—especially in the age of digitalization.

For the first time, Mobile World Capital Barcelona will bring 30 selected startups to the startup Arena, the innovation area of the automatic fair, the leading exhibition for smart automation and robotics.

MORE INFO ([HTTPS://AUTOMATICA-MUNICH.COM/SUPPORTING-PROGRAM/START-UP-ARENA/INDEX.HTML](https://automatica-munich.com/supporting-program/start-up-arena/index.html))

automatica START-UP ARENA PROGRAMME

Over the duration of automatica there will be a variety of activities taking place such as Startup Pitches and Competitions, Acceleration Opportunities, Keynotes, Investors Networking, Info Sessions and many highlights on how to progress as a startup in the robotics and automation industry.

TUESDAY 19 JUNE

Talk: How to succeed in the Robotics sector

10:15 – 11:00 | STARTUP
ARENA STAGE



equity-free funding opportunities and business services offered to startups and SMEs in the Robotics sector.

This workshop is powered by ROBOTUNION – the first European Acceleration programme focused on startups and SMEs in the Robotics sector.

EXHIBITING STARTUPS PITCHES (SESSION 1)

11:00 – 12:30 | STARTUP
ARENA STAGE

WEDNESDAY 20 JUNE

EXHIBITING STARTUPS PITCHES (SESSION 2)

11:00 – 12:30 | STARTUP ARENA
STAGE

The startups of the automatic Startup Arena will showcase their services and products to the corporations, investors and general audience. Come to discover the most innovative emerging companies, ask questions and connect with them!

Topics: IT2Industry, IoT, Software, AI, Smart Maintenance

Startups: Gerotor, rise technologies, Actyx, LICENS3D, Scortex, smapOne, Awen Collective, WITRAC, InnoRoute, Juconn, TEEPTRAK, Newsight Imaging

INVESTORS' DAY: FINANCE MEETS ROBOTICS AND AUTOMATION

THURSDAY 21 JUNE

Talk: How to accelerate your startup with equity free funding and VCs

10:15 – 11:00 | STARTUP
ARENA STAGE

The RobotUnion call for startups is currently open inviting applications from robotics & drones startups. The selected startups will get up to €223K equity free funding, along with business acceleration, technical support, mentorship and insights from industry leaders.

Attend this workshop to discover keys for entering the RobotUnion acceleration programs and get advice from our mentors! The workshop

The startups of the automatica Startup Arena will showcase their services and products to the corporations, investors and general audience. Come to discover the most innovative emerging companies, ask questions and connect with them!

Topics: Robotics and Smart Automation, Industrial image processing and Computer Vision

Startups: RoVi Robot Vision, Skyx, Faromatics, Eiratech Robotics, TruPhysics, Toposens, RobotikUm, SARKKIS Robotics

VDMA ROBOTICS AND AUTOMATION AND DIRA

15:00 – 16:30 | STARTUP ARENA STAGE

12:30 – 14:30 | STARTUP ARENA STAGE

The Investors' Day "Finance Meets Robotics and Automation", an event by EUnited Robotics (European Robotics Association), is aimed at international investors, financial analysts, and equity investment companies who are looking to step up their activities in this market.

More information here (<https://automatica-munich.com/supporting-program/forums/investors-day/index.html>)

EuRoC AWARDS CEREMONY

16:00 – 17:30 | STARTUP ARENA STAGE

Award Ceremony of the EuRoC Winner with the presence of Juha Heikkila, Head of the Robotics Unit in DG-Connect and Bernd Liepert, Chief Innovation Officer of KUKA and President of the European Robotics Association.

<http://www.euroc-project.eu>
(<http://www.euroc-project.eu>)

will be led by experts from FundingBox and Mobile World Capital.

STARTUP COMPETITION FINAL

11:00 – 12:00 | STARTUP ARENA STAGE

The best 5 startups of the automatica Startup Arena will compete to become the best startup of the event. They will pitch for 5 minutes in front of the jury who will select the winners after a deliberation. Prizes includes a startup booth in 4YFN Barcelona 2019 and a fasttrack to RobotUnion acceleration programme (for the startup who is eligible). During the deliberation of the jury, there will be a guest speech by Christian Umbach, CEO of XapiX.

ROBOTUNION NETWORKING RECEPTION

MEET THE SPEAKERS AND JURY



Alastair Trueger
Creative Ventures



Ali Muhammad
VTT



Bastian Faulhaber
Redstone



Christian Umbach
XapiX



Daria Saharova
Vito One



Francisco Luque
CI3 - Ferrovial



Georg Stockinger
Paua Ventures



Herbert Mangesius
Vito Ventures



Kate Kholodilina
Pricef(x) AG



Kira Schilling
lifestyle-astronaut



Mohamad Murywed
ABB



Noaa Barak
Mobile World Capital



Roi Rodríguez
RobotUnion

