Munich Creative Business Week 2018
MCBW START-UP – let’s move business!

+++ The platform for creative start-ups specialising in design plus 19 events on
design, innovation and the founding of companies
+++ March 6: CREATIVE DEMO NIGHT – Showcase your business! at
Muffathalle including award ceremony for the three most innovative start-ups

Munich, February 20, 2018 | MCBW START UP is an event for founders held during Germany’s
biggest design week in Munich. 40 start-ups, presented at CREATIVE DEMO NIGHT, and 19 associated
events illustrate the importance of this platform for both founders and designers. Organised by
bayern design, organiser of MCBW, the various events promote an exchange of ideas of design-
based start-ups, young and experienced designers and business experts, in addition to which it aims
giving new ideas a successful and professional start.

This year’s highlight will be CREATIVE DEMO NIGHT, the showcase for start-ups. As of March 6, 40 start-ups,
chosen from over 100 highly qualified applicants, will present their innovations, ranging from physical
products and digital services to exceptionally creative ideas for starting a business. All exhibiting start-ups
stand out from their competitors as they put a premium on design and their
projects include design as a key element. Which is why this event is markedly different from other events for start-ups in Germany.

CREATIVE DEMO NIGHT will present current trends and surprising designs from a broad range of fields
including new technologies, mobility and digital media as well as lifestyle, fashion and healthcare and
introduce solutions for solving social conflicts. One of the projects presented is “Vienna Start Up Moonshot
– from idea to start-up in just 72 hours: https://vimeo.com/245036300/aa809a18f

As part of this year’s CREATIVE DEMO NIGHT and for the very first time, the three best start-ups will be
chosen by a panel of independent, expert jurors from the worlds of design, industry and finance. On the
very same night, the winners will come on stage to present their ideas in the categories “Product Design”,
“Digital Design” and “Concept”. They will be awarded tailor-made coaching packages to suit their
individual needs.

Following the award ceremony, visitors of CREATIVE DEMO NIGHT are invited to discover and discuss the
presented ideas with experts and creative professionals.

Alongside CREATIVE DEMO NIGHT workshops will be presented as the second pillar of MCBW START UP. For
the duration of MCBW, the event’s partner companies will be offering workshops for founders, coaching
sessions and lectures to offer individual advice to founders.

MCBW START UP is supported by many design and strategy agencies, founder’s institutions and initiatives
as well as a broad range of experts from the communication industry and private enterprises including
BayStartUp, designaffairs, different, more than metrics, N+P Industrial Design, Fluid Design, SMAL. design, Silicon Valley, Startnext Crowdfunding, Strascheg Center for Entrepreneurship, UnternehmerTUM, WERK1, Women Speaker Foundation, World Food Programme Innovation Accelerator and XPRENEURS Start-Up Incubator.

All events by MCBW START UP will be offered free of charge and are supported by the Bavarian Ministry of Economic Affairs and Media, Energy and Technology.

**MCBW CREATIVE DEMO NIGHT**
March 6, 5 pm to 9 pm, Muffathalle

**Preview of selected start-ups and their projects:**

+++ REVOLVE – foldable bicycle / design: Andrea Macellin: https://vimeo.com/242374901
+++ HEYQNUT – nut mill / design: Amelie and Tino Sperber: http://www.heyqnut.com
+++ conflictfood – fair and direct trade with cooperatives of small farmers from conflict areas
https://conflictfood.com
+++ anylamp – user-friendly online configuration of lamps / design: d-hoch-k:
https://www.youtube.com/watch?v=Og96WuS7Bo

About MCBW:
MCBW is organized by bayern design GmbH with the support of the Bavarian Ministry of Economic Affairs and Media, Energy and Technology as well as the state capital Munich. MCBW was founded in collaboration with our partner iF International Forum Design GmbH. Other main partners of MCBW include BMW Group, Steelcase and Microsoft.

For further information regarding visitors, partners and sponsors, please visit: www.mcbw.de/en/
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