



GERMAN X Chapter Guidelines

WHAT DOES GERMAN X CHAPTER STAND FOR?

With GERMAN X, we pursue the vision of scaling German companies and German startups globally in dynamic innovation ecosystems. We realize this vision by acting as an anchor for global scalability, providing key assets to expand networks as well as to carry out innovation activities in other dynamic ecosystems. For this purpose, GERMAN X connects German corporates and German startups with foreign startups, accelerators, experts, investors, institutions, and universities.

GERMAN X is based on four pillars: GERMAN X for Corporates, GERMAN X for Startups, GERMAN X Community and GERMAN X Platform.

A GERMAN X Community is a combination of a local community, GERMAN X Chapter and an annual one-day event, the GERMAN X Day. It contributes as a pillar to achieve the vision and goal of establishing a diverse global network to enable German corporates and startups to scale globally. Therefore, a GERMAN X Chapter is operated by local leads, which can be founders, market experts or passionate players of the ecosystem. These local leads are providing their available knowledge, network and infrastructure.

WHAT IS A GERMAN X CHAPTER?

A GERMAN X Chapter is a node, an entrepreneurial initiative that strengthens local networking at the community's location, ensures encounters and promotes exchange. A GERMAN X Chapter aims to create an environment that supports corporates driving innovation and encourages startups in the internationalization phase to grow, develop and evolve into a successful business.

GERMAN X Chapters are located both locally in Germany but also in any other country in the world. As nodes, these Chapters bring together founders, investors, stakeholders, and other players in the local ecosystem. The Chapters share the GERMAN X vision and take a leading role to achieve the vision as well as the goals on a global scale.

WHAT IS A GERMAN X DAY?

A GERMAN X Day is an annual one-day key event. Hosted by local leads of the region or country, the day event is aimed at fostering face-to-face exchanges between the German and foreign innovation ecosystems. It accelerates the exchange of knowledge and insights by addressing all stakeholders of both innovation ecosystems. Through different event formats, workshops, key notes, and networking, it becomes an unforgettable day spent in the target country.

WHY START A GERMAN X CHAPTER?

- ...to work with firms that are among the most passionate, authentic and integer of our time
- ...to contribute to the development of passionate companies, founders and ideas
- ...to share experiences and knowledge
- ...to become part of a strong global community
- ...to continuously learn and grow yourself

WHAT ARE THE DUTIES OF A GERMAN X CHAPTER?

A GERMAN X Chapter is designed to ensure encounters and foster exchange between founders, investors, corporates and other stakeholders in the local ecosystem. There are templates in the playbook for the design of these formats. However, new ideas and formats are always welcome.

Since GERMAN X Chapter is created from global communities, it is necessary to provide a framework and thus issue common rules to which all can refer.

GERMAN X, its partners as well as the applicants of a GERMAN X Chapter commit themselves to abide by the following values respectively the following rules.

Spirit of Community. We strive to build a community that positively impacts its members. We give as much as we can without expecting anything in return. We also treat each other with respect.

Inclusion. We are open to all people, regardless of nationality, socioeconomic background, ethnic group, gender, religion or sexual orientation. We encourage diversity and make everyone feel a part of the community.

Independence. We are an independently organized collective. We never speak or act on behalf of GERMAN X or the German government unless specifically authorized to do so.

Integrity. It is important to make clear that sponsors have no say in our publications nor any veto power in our community. As a community, we do not promote their products or services. It is prohibited to receive financial compensation for commercial services rendered.

Honesty. We are truthful in our transactions. We transparently disclose anything that could lead to an actual or potential conflict of interest.

Protection of personal data. We respect the privacy of members of our community and protect their personal data or sensitive information that may be disclosed to us under the seal of confidentiality.

Professionalism. We expect each individual to demonstrate the highest level of professionalism in representing his or her community. We are dedicated at not managing GERMAN X communities in a way that could damage GERMAN X's image.

Responsibility. We take responsibility for our actions and activities. In doing so, we always keep our goals in mind.

Goal orientation. Activities are focused on startups and corporates, as GERMAN X puts startups and corporates first as program participants. Ensuring this requires a leader of the Chapter who is running a startup him/herself.

Dynamism. As a team, we always do our best to spot new developments or trends and incorporate them into our activities.

Unity. We recognize that we are all part of the same team that cares about the same goals. We remain constructive in our opinions of others and communicate them directly.

HOW SHOULD A GERMAN X CHAPTER OPERATE?

A Chapter can exist only thanks to the collective commitment of its members, as well as the passionate following of its values and goals, whether in Germany or abroad. The communities are based on basic commitments, ensuring no obstacles in case of an establishment as well as ensuring a long-term existence. While there is no set framework for a GERMAN X Chapter, both the strengths and ideas of the activities depend on the local ecosystem. Each Chapter can start its own projects, initiatives, and events as long as and the few mandatory events are held, and the values and the GERMAN X brand are respected.

In the following, it is outlined how the Chapters are expected to operate.

Organize events that bring the community together. This should be done at least once per quarter. For this purpose, select one or more representative locations where your community will meet.

Welcome program participants, startups, and corporates. If a German startup or corporate makes serious and actionable requests to you, give them the support they need. Each community has its own approach, varying from automated emails to organizing summer parties.

Collect FAQs. Collect frequently asked questions about the ecosystem that startups and corporates are agitating over.

Create a guide for startups and corporates. Startups may want to expand into your city/state/territory and have questions about issues such as recruiting, adapting to the local market, labor laws, available office space, manufacturing. The guide is intended to be based on member experience and to act as a source of advice in addition to institutional information.

Take care of newcomers. Newcomers should be able to feel at home. How a welcoming committee or event is designed depends on the chapter. This can be done, for example, through organized "intros" or guided tours. These events should also be attractive to non-German speaking participants.

Show initiative to organize a GERMAN X Day. Show initiative to bring together and network local stakeholders at a one-day event with investors, startups, corporates, academia or experts. Since this event will only be held once a year in an existing innovation ecosystem, it requires communication with other Chapters on who will host the event.

Network with the rest of the GERMAN X Community. Share information about your upcoming events, your team, your news, and people's contact information for the GERMAN X website. Share indicators, analysis, and articles written by your community.

Network with potential local partners. Contact your embassy/consulate or local chamber of commerce, should you be from abroad. Local members can also contact local authorities, especially municipalities. Feel free to work with these stakeholders, advocate for investments and infrastructures to continuously improve local conditions for partners, startups, and corporates.

Adhere to the principles of the GERMAN X brand. The GERMAN X Community relies on a strong brand built through the actions of its members. Communities commit to respect the usage principles.

HOW DO YOU APPLY?

1. Decide if you want to create a Chapter abroad or in Germany.
2. Build your team.
3. Make sure you know what you are getting into. Take your time to read the guidelines and values you represent. It is important that you can identify with these values adhere to the guidelines.
4. Fill out the application form (Join Now) on the website. <https://www.germanx.com>

If your application is accepted, we will contact you to schedule an interview. We will also let you know and are open to discuss alternatives if your application is not accepted.

WHAT ARE THE COMPONENTS OF A GERMAN X CHAPTER?

In a nutshell: a board, community leads and members

	#	Function	Profile
Board	The Board consists of 4 members, including the Community Lead, the Deputy Community Lead, one member of the GERMAN X management team and a Global Community Lead.	The board members embody GERMAN X at a local level. They concretize the GERMAN X vision at this level, define the community's strategy, roadmap, and project portfolio, and collaborate on implementation. They use their network to benefit the GERMAN X Community. They convene and organize board meetings and help everyone stay on top of things.	Board members are entrepreneurs or executives of startups. Diversity is very strongly encouraged.
Members	There should be a minimum number of people (founders, former founders, executives, etc.) willing to support your GERMAN X Community.	The members help organize the events, and most importantly, execute them. They are the first point of contact for new program participants at an event. They are eager to share their experiences with program participants and assist them with questions.	Membership is open, with a focus on startups: those who founded them, invest in them, and work for them.

WHICH BUDGET PLAN DOES A COMMUNITY HAVE TO COMPLY WITH?

GERMAN X offers annual financial support.

Chapter: Certain events are pre-determined, and a specific budget is set aside for them. For additional activities, the budget can be used flexibly, however, a cost estimate from the local leads is required. Sponsors can be approached at any time.

Day: Pre-funding of up to 10,000 SGD is allocated for the GERMAN X Day. However, the costs should also be covered by local sponsors as well as admission fees.

	Cost Drivers	Times	Expenses
GERMAN X Chapter			
Mandatory	Community Meetup	2x per year	1,250 SGD
	Mentor Night	2x per year	1,250 SGD
Total			5,000 SGD
Request required	Marketing		
	Get-Together		
	Team Building		
	Dinner		
Total			5,000 SGD
Total Chapter			up to 10,000 SGD
GERMAN X Day	Day organization	1x per year	
Total Day			up to 10,000 SGD

WHAT IS THE AGENDA FOR THE GERMAN X DAY?

An agenda with mandatory modules is provided. Additional program elements can be added by the hosts.

Mandatory elements	Possible additional program elements
Welcoming	Riddles
Keynote Speakers	Innovation Challenges
Startup Pitches	Team Building
Networking	Gamification
Workshops	
Catering / Buffet	

Welcoming: It is the organizers' job to welcome the participants, address a few words to the attendees and share how the day is going to be spent.

Keynote Speakers: Keynote Speakers should be found on topics that are of high relevance and concern to the ecosystem and its participants.

Startup Pitches: Startups that have participated in the GERMAN X scale-up program can pitch their idea as well as present their journey through the program. Other startups are welcome to be invited.

Networking: Participants shall be enabled to network and exchange ideas with other participants of the ecosystem.

Workshops: Different workshops are designed to empower participants to think outside the box and experience a change in perspective, by addressing relevant innovation methods and ecosystem topics.

Catering: Catering must be organized for the entire day and includes, for instance, snacks, lunch, finger food and drinks.

APPENDIX

FAQS

How do I apply for a Chapter?

An application is possible via our website and the application form. Steps to apply can be found in our Guidelines.

How long is the status as a GERMAN X Chapter valid?

The status is valid for three years. An extension is of course possible.

What is the geographic scope of a GERMAN X Chapter?

Team members must live in or near the location where they plan to establish the community, whether it is a city or metropolitan area. Your community supporters must also have a geographic connection to your Chapter.

What happens if multiple communities apply for one location?

Only one community is desired for a given geographic area. If multiple applications are received from areas, we will put the communities in contact with each other to explore an approach together.

Is it possible to form thematic communities?

Communities are primarily geographic. On the other hand, geographic communities and the entrepreneurs who support them can express interest in different topics.

How do I choose the name of my GERMAN X Chapter?

The name of the Chapter shall always refer to the city, such as GERMAN X Paris. There will be one Chapter per city.

Communities are not allowed to take names:

- The name of organizations
- The name of a state
- A pseudonym or nickname
- An abbreviation

Do I need to design a logo for my Chapter?

The logo is provided by GERMAN X and consists of the GERMAN X logo plus the respective city. If the GERMAN X logo is used, it is understood that it is not the property of the local Chapter, but rather of GERMAN X.

Are communities required to have a financial model?

A budget plan is provided. Each community gets financial support. In addition, funding can be provided through sponsorships, corporate membership fees, or donations.