

# INDO-GERMAN INVESTOR CIRCLE

## BACKGROUND

Global VC funding for startups reached a new high in 2021 with investments of more than \$288 billion. At the same time, the number of Unicorns founded worldwide in the first half of 2021 reached 250, according to Crunchbase. While the U.S. continues to lead with 161 new Unicorns, followed by China and Canada with 10 new Unicorns each, emerging markets like India are not far behind with 9 new Unicorns created in the first half of 2021. These developments are prompting investors to look for funding opportunities around the world. Both Germany and India have large startup ecosystems. In 2020, Indian startups raised \$9.3 billion in VC funding, compared to about \$7.5 billion raised by German startups. Germany and India thus offer considerable opportunities for international investors. However, a lack of market knowledge, a lack of ways to identify suitable startups, and sometimes confusing regulations prevent investors from India and Germany from looking outside their borders for opportunities in the other country, despite the obvious advantages.

## INDO-GERMAN INVESTOR CIRCLE

To fill this gap, the German-Indian Startup Exchange Program (GINSEP) is seeking to initiate the Indo-German Investor Circle, which will consist of Indian and German investors who would like to invest in startups of the other country. Under the ambit of the Indo-German Investor Circle, GINSEP will:

- Conduct regular and curated startup and fund pitches for the investors of the exclusive circle
- Hold knowledge sessions and workshops on investment and startup regulations, laws and other relevant topics
- Implement physical Investor Delegation Trips to expose the investor of the circle to the German and Indian startup ecosystem

- Connect the investors with potential partners within the 150+ organisation strong GINSEP partner network consisting of investment agencies, VC funds, incubators, accelerators, academia, etc. in India and Germany
- Conduct regular online and physical events to discuss joint event opportunities, exchange on current GINSEP activities and identify collaboration and investment opportunities
- Establish a closed LinkedIn group to foster exchange between Indian and German investors, introduce interesting startups to the circle's investors and support joint investment projects

## ABOUT GINSEP

The German Indian Startup Exchange Program (GINSEP) is a non-monetary platform initiated by the German Startups Association and supported by the German Federal Ministry for Economic Affairs and Energy (BMWi) to strengthen and foster exchange between India and Germany in the startup space and support Indian and German startups in their efforts to gain access to the respective other market.

The project supports German and Indian startups by offering networking opportunities through events, workshops, pitching formats and study trips, providing information and hands-on assistance in gaining access to the other market by leveraging a large network of partners consisting of incubators, investors, corporates, support organisations, etc. from both countries.

For further information, you can reach out to [Eileen Trenkmann](#).



**GINSEP**  
German Indian  
Startup Exchange  
Program

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