

## **Media-Saturn unveils partners and timetable of SPACELAB tech accelerator**

- **13 partner companies and over 40 mentors to use their core competencies to assist start-ups in the Media-Saturn SPACELAB tech accelerator**
- **20-week programme in three stages – from analysis to pitch-training**

**Munich, 02.10.2015: SPACELAB, the Media-Saturn tech accelerator for start-ups in consumer electronics retail, unveiled the curriculum of its 20-week programme. The ‘business school for start-ups’ starting on November 16<sup>th</sup>, 2015 will comprise three stages: analysis of the market situation and market environment; the planning and implementation of important business aspects from marketing strategy to logistics and sales; and the preparation of pitches for investors and customers. In addition to Media-Saturn, the participating entrepreneurs will be supported by 13 top companies from industry and consulting as well as more than 40 high-calibre mentors, who will be giving participants the benefit of their expertise through individual coaching. Young start-ups have until October 11<sup>th</sup>, 2015 to apply to join SPACELAB on [www.ms-spacelab.com](http://www.ms-spacelab.com).**

### **Pre-Accelerator Days: Selection of candidates**

In order to qualify, applications must have a minimum viable product or business model, a complete start-up team, and be relevant to Media-Saturn’s value chain. During the Pre-Accelerator Days from October 24<sup>th</sup> to 27<sup>th</sup>, the most promising applicants will introduce themselves to the SPACELAB team and the mentors. The candidates selected there will receive financial investment and be invited to move into the SPACELAB office in Munich for the duration of the accelerator programme.

### **Stage 1: Analysis**

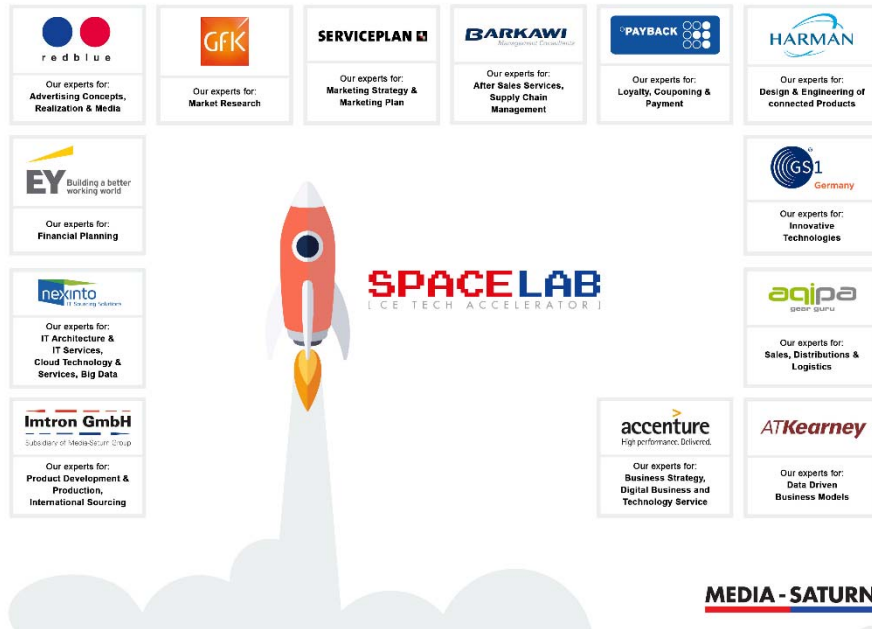
The 20-week coaching programme will get underway on November 16<sup>th</sup>, 2015. In the first four to six weeks from November 16<sup>th</sup>, 2015, work will focus on analysis. The market and its development will be examined with experts from **GfK**. And the SPACELAB participants will also analyse and sharpen their business strategies and financial planning with top companies like **Accenture** and **EY**.

### **Stage 2: Planning and implementation**

The following seven to nine weeks will revolve around planning and execution. Prestigious companies such as **HARMAN**, Media-Saturn's own-brand specialist **Imtron**, **GS1 Germany**, **ATKearney** and **Nexinto** will be providing advice on how to optimize product design and set up an efficient IT infrastructure. Moreover, SPACELAB will draw on extensive expertise in marketing, too. Internationally experienced agencies like **Serviceplan** and Media-Saturn's in-house marketing agency **Redblue** will help participants sharpen their brand management and develop marketing plans, creative designs and styles. Valuable expertise in the areas of CRM, logistics, sales and listing will be provided by partners such as **Payback**, **Barkawi** and **Aqipa**.

### **Stage 3: Pitch**

In the final two weeks of the programme, the candidates will be able to fully concentrate on preparing their pitches. With professional assistance provided by actor **Antoine Monot, Jr.** and presentation experts, they will learn how to successfully present their product or business model to potential investors, both orally and in writing. The finale of the accelerator programme will be 'Demo Day' in late April 2016, when the SPACELAB candidates will pitch their businesses to a range of potential investors, opinion leaders and customers.



For more details, please visit [www.ms-spacelab.com](http://www.ms-spacelab.com), where applications for the programme can be submitted until October 11th, 2015.

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**About the Media-Saturn Group**

With net revenues of €21 billion and around 65,000 members of staff in the 2013/14 business year, the Media-Saturn Group (a majority shareholding in which is owned by METRO AG) operates in 15 countries. Media Markt and Saturn, Germany's and Europe's number one consumer electronics retailers, are united under the auspices of Media-Saturn-Holding GmbH. The success of the two retail sales brands with currently 1,000 stores in 15 countries is based on a unique selection of low-priced brand-name products, expert advice, excellent service, a distinctive advertising presence and a decentralized organizational structure. Each store manager is a shareholder in their own store and is thus responsible for the product mix, pricing,

personnel and marketing. Media Markt and Saturn are managed independently and compete with each other. Both retail brands are currently being expanded internationally into multichannel retailers. The Media-Saturn Group was joined in July 2011 by online retailer redcoon, which operates in eight European countries, and in July 2012 by Russian online retailer 003.ru. For more information about the Media-Saturn Group, please visit [www.media-saturn.com](http://www.media-saturn.com) or sign up to our Twitter account [@MediaSaturn\\_PR](https://twitter.com/MediaSaturn_PR).

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