

## Better networking for XR Start-Up businesses: VDC is introducing a new innovation platform "XR Start-Up Connect"

**Fellbach, 10.03.2021 – VDC's new innovation platform „XR Start-Up Connect“ is addressed to all Start-ups, investors and corporates in the fields of virtual and augmented reality or virtual engineering. After the launch of our XR Start-Up Connect platform, we would like to introduce the platform to the European audience on March 30<sup>th</sup>, 2021 as well.**

The XR Start-Up scene suffered so far insufficient networking possibilities with established players in the field of virtual, augmented and mixed reality in Germany and as well in Europe. Yet there are many good reasons why XR Start-Ups and established companies - regardless of their business areas - should cooperate with each other: Both sides can benefit significantly from each other on different levels.

The VDC likes to address the challenge of this current situation for XR Start-Ups with the project "XR Start-Up Connect", to connect established and new players with this new online platform. The aim of the project is to provide XR Start-Ups a platform where they are able to network with established companies, incubators and other stakeholders. The goal is to offer them a platform where they are able to advertise their own services, products and needs as well as to find suitable research and investment or technology partners.

The platform was launched with a successful kick-off event on March 3<sup>rd</sup>, 2021. After exciting presentations, 25 German Start-Ups had the opportunity to introduce themselves to the 100 participants. Now, we would like to welcome international XR Start-Ups, corporates, investors and accelerators to meet innovative XR Start-Ups on March 30<sup>th</sup>, from 3 to 6 p.m.. Start-Ups are having the opportunity to send their pitches by email to [ioannis.alexiadis@vdc-fellbach.de](mailto:ioannis.alexiadis@vdc-fellbach.de) until March 17<sup>th</sup>.

Registration for the free event is possible at [xrconnect.vdc-fellbach.de/events/225](https://xrconnect.vdc-fellbach.de/events/225).

The "XR Start-Up Connect" platform will also organize many other future Start-Up events, including founder meetups, pitch events or fundraising events. Registration on the platform is possible at [xrconnect.vdc-fellbach.de/public/](https://xrconnect.vdc-fellbach.de/public/).

The project is supported by the Ministry of Economics, Labour and Housing Baden-Württemberg.



**Baden-Württemberg**

MINISTERIUM FÜR WIRTSCHAFT, ARBEIT UND WOHNUNGSBAU

Umfang: 1.950 Zeichen (ohne Leerzeichen)

## Profile VDC Fellbach

The Virtual Dimension Center (VDC) is Germany's leading competence network for virtual engineering. technology suppliers, service providers, users. Research institutions and multipliers work together in the VDC network along the entire chain value of virtual engineering in the fields of 3D simulation, 3D visualization, product lifecycle management and virtual reality. VDC members focus on higher innovation activity and productivity through information advantage and cost benefits.

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**If you have any questions, please do not hesitate to contact us.**

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Press contact:  
Denise Eich  
Virtual Dimension Center (VDC) Fellbach  
Auberlenstraße 13  
70736 Fellbach  
Tel: +49 (0) 711 58 53 09-14  
Mail: [denise.eich@vdc-fellbach.de](mailto:denise.eich@vdc-fellbach.de)