

Pushing the Boundaries of Publishing The CONTENTshift startup club of the Börsenverein

A warm welcome to the book industry!

Since 2014, we have been supporting entrepreneurs through the CONTENTshift startup club to gain a foothold in the book market. The services of the startup club are tailored to the needs of the participants and range from establishing contacts and offering pitch events to providing expert advice.

The Börsenverein

The Börsenverein des Deutschen Buchhandels (German Publishers and Booksellers Association) is the voice of the German book industry and has united all trade levels of the industry under one roof since 1825 – including publishers, the book trade and the intermediary book trade.

Irrespective of which edition format is used, the economic and cultural asset of the book, from its creation to its distribution, lies at the heart of the work of the Börsenverein.

"Beemgee.com greatly appreciates the startup club as it has helped our company to attract the attention of the German book and publishing world. Through it we gained access to a whole range of venues and events that would otherwise not have been available to us. But above all, the startup club connected us with our investors!"

Olaf Bryan Wielk, Beemgee

"The startup club helped us to make important contacts at an early stage and successfully establish Papego in the book market. The team is extremely nice, committed and helpful and know everyone in the industry. If you don't join and use the opportunity, you have only yourself to blame."

Karl Ludwig von Wendt, Papego



Your Benefits

Expand your network and meet decision makers from the industry



Are you looking for strategic contacts to industry companies or potential clients? We'll find the right contact person for your needs.

More Visibility



Present your business model to the industry, e.g. at our icebreaker events online, on site at companies who are also members or at pitch events at the book fairs



Showcasing your business model in the social media channels of the Börsenverein and CONTENTshift

Allocation of a Standard Address Number



Access to the internal area of boersenverein.de



Access to the seitenreich benefit scheme



Exclusive networking events like (digital) pitch and "icebreaker" events, speed dating and other events during the bookfairs



One free ticket per event to the most important industry events, including the Frankfurt Book Fair and the Leipzig Book Fair.



Visibility on our website startup-club.net



Discount on print advertisements in the Börsenblatt

Advice from Industry Experts



Legal information free of charge on general industry issues

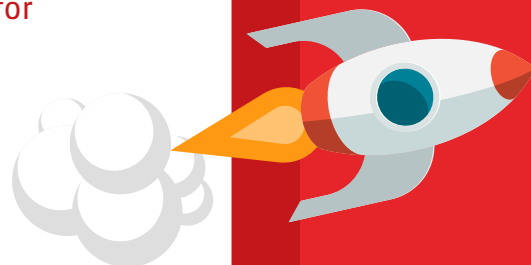


One consultation with an expert from the Börsenvereingroup

Stay Up-To-Date

Particularly recommended for newcomers to the industry:

"Industry Knowledge" webinar at mediacampus frankfurt



Current edition of the statistic market compendium "Books and Bookselling in Numbers"



Subscription to the monthly Börsenverein newsletter for members



Discount on the subscription to the Börsenblatt (185€ annually plus postal charges instead of 450 €)

Membership Details

Annual fee

€399 (plus VAT)

Duration

Membership of the startup club is valid for 12 months. If the membership is not cancelled 3 months before the end of the 12 months, the membership will be automatically extended by another 12 months.

Eligibility criteria

- Your startup offers services for the book industry
- For legal reasons, the company is not permitted to apply for a full membership in the Börsenverein des Deutschen Buchhandels e.V. (German Publishers and Booksellers Association), because it cannot be designated as part of the book producing or distributing industry
- A maximum of ten full-time employees

Application

Startups who are interested in becoming members can fill in the application form [here](#) and at www.startup-club.net or contact startup@boev.de.

Contact

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