

Yachting Ventures and European Boating Industry Announce Expanded Partnership with Full 'Startup Day' at boot Düsseldorf 2025

4 November 2024 – Yachting Ventures and European Boating Industry (EBI) are excited to announce the expansion of their successful partnership at boot Düsseldorf 2025, with the introduction of a full 'Startup Day' on Tuesday, January 21st, 2025. This dedicated day will provide an unparalleled platform for innovative startups to showcase their solutions to key players in the leisure marine industry.

boot Düsseldorf, the world's largest yacht and watersports exhibition, attracts more than 214,000 visitors and hosts over 1,500 exhibitors from 67 countries across 16 exhibition halls. The Blue Innovation Dock (BID), a key sustainability forum launched in 2023 by EBI and boot Düsseldorf, has quickly become a focal point of the event, promoting advancements in innovation, sustainability, and ocean protection within the leisure marine sector.

Building on Previous Successes

Following the overwhelming success of pitch competitions at the Blue Innovation Dock in 2023 and 2024, Yachting Ventures and EBI are responding to industry growth by expanding the program into a full-day event. This expanded collaboration aims to offer more opportunities for startups to connect with investors and industry leaders, emphasizing the growing importance of innovation and sustainability in the yachting sector.

The Blue Innovation Dock brings together leading experts and stakeholders to discuss sustainability in boat building, propulsion systems, marina management, and marine tourism. With the full-day 'Startup Day,' Yachting Ventures and EBI are further committed to supporting emerging businesses and fostering cutting-edge solutions that will shape the future of the industry.

Startup Day Program Highlights

The 2025 edition of 'Startup Day' will begin at 1:00 PM with a keynote address, followed by the highly anticipated Startup Pitch Competition from 1:30 PM to 2:30 PM. Five startups will have the opportunity to present their innovations to a panel of industry experts and investors. Investors will also engage in reverse pitches, offering startups unique insights into investor priorities, helping them tailor their approach and better align with what investors seek.

The program will conclude with a panel discussion on current investment trends and challenges. Afterward, participants can join the "Startup Happy Hour" at the BID Lounge, offering valuable networking opportunities and a prime opportunity for connecting with investors, founders and key players in the leisure marine startup ecosystem.

Call for Startups to Apply to Pitch

Yachting Ventures and EBI invite startups to apply for the pitch competition, where they will be judged on criteria including uniqueness, market potential, scalability, and sustainability impact on the leisure marine industry.

European Boating Industry

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The winning startup will be awarded a complimentary stand at boot Düsseldorf 2026, providing increased exposure and brand recognition. Additional benefits include extensive media coverage through Yachting Ventures and Boot Düsseldorf's channels.

Startups are defined as companies that have been operating commercially for less than five years and/or have an annual turnover of less than €1 million. Interested startups can apply here. The deadline to apply is the 4th December, 2024. Applications open today, Monday 4th November. [Interested startups can apply here.](#)

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Yachting Ventures

Yachting Ventures is the growth platform for startups in leisure marine. We expect founders to be obsessed with creating the best version of their product, and focused on growing fast. Aside from our community of +160 members, we also assist startups across the whole growth spectrum; including events, fundraising and promotion. Startups in our network are promoted to our +20,000 followers, helping them drive revenue, establish credibility and get noticed.

About boot Düsseldorf

With more than 200,000 visitors from over 100 countries and 1,500 exhibitors on 220,000 square meters in Halls 1 to 17, boot Düsseldorf from 18 to 26 January 2025 is the world's largest yacht and water sports fair. Both sailors and motor boaters will find a wide variety of boats, dinghies, superboats or luxury yachts. The popular water sports of diving, surfing, kite surfing, stand up paddling, skimboarding or canoeing are available at boot in all facets and with the appropriate equipment. Attractive stage programs with the stars of the scene, the latest trends and a high-caliber mix of workshops and hands-on activities, both for leisure sports enthusiasts and experts, make the fair unique worldwide. But marine conservation and innovative, sustainable technologies are also in focus at boot 2025. In cooperation with the European Boating Industry (EBI), the blue innovation dock will offer a unique dialogue format with political, economic, technological and media expertise in Hall 10. In addition, two lighthouses for ocean protection will again be on board: The prestigious "ocean tribute" award with partners Prince Albert II. Foundation and German Ocean Foundation as well as the "love your ocean" campaign with its stand in Hall 11.

About European Boating Industry (EBI)

EBI represents the recreational boating industry in Europe. It encompasses all related sectors, such as boatbuilding, equipment manufacturing, marinas and service providers. The industry is a significant contributor to the European economy, representing 32,000 companies, predominantly SMEs that employ over 280,000 people directly. The mission of EBI is to advance and represent a sustainable boating and nautical tourism industry #MadeInEurope. More information on EBI's website: www.europeanboatingindustry.eu

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