

CHRISTIAN VELBINGER

THE ART OF NETWORKING 2



Chris Velbinger

The Art of Networking

How to connect with (almost) anyone

Volume 2

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Some individuals and companies appear in this book under pseudonyms to protect their privacy.

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Prologue

"Hey Chris, could you please introduce me to the Chinese Bitcoin millionaire? We're working on a really exciting blockchain project at KPMG, and I'm sure he'd be interested," asked the manager of the well-known Big 4 accounting firm at my event, The Royal Jungle.

"Matthias, he doesn't exist," I laughed and continued, "I just made him up for the event!" We were on the 13th floor of the Mercedes-Benz Tower in Munich, the highest floor, which I had transformed into the penthouse of a Chinese Bitcoin millionaire together with BoConcept: Liang Wong, Managing Director of the brand-new \$100 million venture capital fund Wan Tan Ventures.

1,000 startup founders accepted my invitation that evening and stood in line in the lobby waiting for the elevator. Upstairs, they were greeted by a diverse mix of speakers, from Jodel founder Alessio Borgmeyer to Giesecke+Devrient CEO Ralf Wintergerst to world weather presenter Susanne Schöne.

Four years had passed since I left the TelePeru accelerator Quechua on Kaufingerstraße in Munich to launch my own startup event.

This book, dear reader, is about all the insights I have gained over the past four years on the subject of networking.

How do you get in touch with corporate CEOs, star investors, tech millionaires, Oscar winners, and models? How do you win big companies like Deutsche Telekom, SAP, Philip Morris, Red Bull, or Sky TV as partners? How do you make it into a magazine like Business Punk?

This book answers all these questions and uses numerous examples to show how I did it with The Royal Jungle. It follows on seamlessly from Volume 1 and covers the next four years, which ultimately ended in our pop-up penthouse in the Mercedes-Benz Tower in Munich.

All right, let's get started - we have some exciting lessons ahead of us!

Christian Velbinger

Munich