

# PODIM

CONFERENCE 2018

15th and 16th of May 2018,  
Maribor, Slovenia



**BECOME OUR PARTNER!**

*We are bridging the global and regional  
startup ecosystems with a massive impact in the  
European Adriatic & Balkan regions*

# CONNECTING GLOBAL MINDS AND LEADERS WITH THE BEST THAT THE REGIONAL STARTUP ECOSYSTEM HAS TO OFFER!

PODIM is the biggest and most influential startup conference in the European Adriatic & Balkan regions!

It is the only event that annually gathers the most brilliant startup stakeholders from these regions in one place and connects them to the global ecosystem.



“ I am happy to say that we thoroughly took advantage of all opportunities for meetings and interaction with startups and conference attendees and that we are thrilled about the positive vibrations, energy, content and organization of the event!

**Mateja Lavrič,**  
CEO at Kolektor Ventures, Ljubljana (Slovenia)





“ I judge a startup event on three criteria.  
A - the quality of the startups attending.  
B - the quality of the peers or speakers I can network with.  
C - the quality of the organization of the event.  
I can honestly say that PODIM 2017 scored at the absolute TOP at all three criteria!

**Nicolaj Højer Nielsen,**  
Investor and author of *The Startup Funding Book*, Copenhagen (Denmark)

“ One of the best organised startup conferences I’ve ever been to!

**Rune Theill,**  
CEO, Rockstart, Amsterdam (Netherlands)





“ The talent, the people, the venue  
- all world class!

**Chuck Goldman,**  
Investor at Sky Ventures Group, ex Apple executive, San Francisco (USA)

“ An impressive gathering of founders from the region!

**Alex Iskold,**  
Managing Director, Techstars, New York (USA)

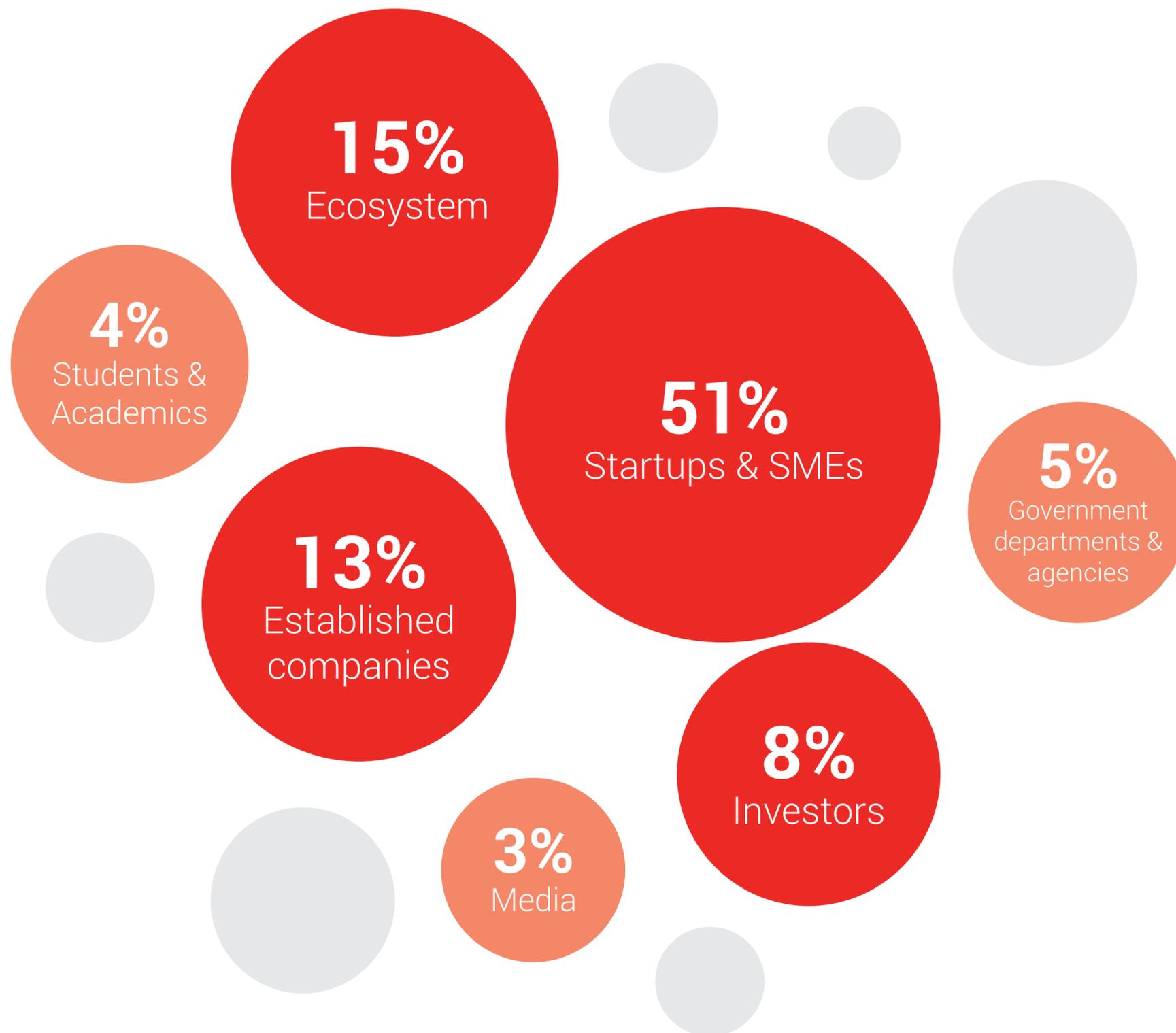


## 800+ PARTICIPANTS FROM 30+ COUNTRIES

Enabling meaningful networking and collaboration between selected startups, investors, corporates, managers and leaders from all over the world

**In 2017, 826 people from 33 countries attended PODIM. Structure of attendees:**

- 425 startups and SMEs (51%)
- 126 regional startup ecosystem representatives (15%)
- 106 corporation representatives (13%)
- 68 investors from Europe and US (8%)
- 45 government representatives (5%)
- 30 students and academics (4%)
- 26 media representatives (3%)



## PODIM 2017 BIG PICTURE

### Facts and figures

**60+ speakers & 60+ investors**

from all over the globe

**826 attendees**

from 33 countries

**133 hand-picked startups**

from 20 countries in the PODIM Startup Catalogue

**380+ personal meetings**

in PODIM 1:1 Arena

**3,500 interactions**

in the PODIM app

**35,000+ users**

of our communication channels



## **SOME OF OUR PAST SPEAKERS**

The most influential people from the global startup scene, covering all important sectors and industries!



**Alex Iskold**  
Techstars – New York



**Tristan Harris**  
Google – San Francisco



**Heather Corcoran**  
Kickstarter – London



**Mike Edelhart**  
Social Starts – San Francisco



**Oren Michels**  
Cloudey – New York



**Paddy Cosgrave**  
Websummit – Dublin



**Arnaud Bonzom**  
500 Startups – Singapore



**Ash Maurya**  
Running Lean – Austin



**Mariano Kostelec**  
UniPlaces – Madrid



**Steli Efti**  
Close.io – San Francisco



**Tristan Pollock**  
Storefront – San Francisco



**Mark Johnson**  
Zite – Santa Fe



**Rune Theill**  
Rockstart – Amsterdam



**Gina Waldhorn**  
Evol8tion – New York



**Carlos Silva**  
Seedrs – Lisbon



**Eric Brotto**  
Startupbootcamp – London



“ I am really impressed by all the ideas from young startups! That’s why I am here, to support you and to show that our government is really looking forward to the future with you!



**dr. Miro Cerar,**  
Prime Minister of the Republic of Slovenia

# PODIM GLOBAL AMBASSADORS

Well-established global network of more than 30 PODIM ambassadors – startups, investors and mentors, who contribute to the event.



**Chuck Goldman**  
Sky Ventures Group

*Boston / San Francisco / Paris*



**Michael Nassirian**  
9Mile Labs

*Seattle*



**Shira Abel**  
Hunter & Bard

*Palo Alto / Tel Aviv*



**Andraž Tori**  
Outbrain

*New York / Ljubljana*



**Tim Potočnik**  
Eurosender

*Berlin / London / Ljubljana*



**Jakob Gajšek**  
ABC Accelerator

*Ljubljana / Munich / San Jose*



**Tomaž Štolfa**  
Layer

*San Francisco*



**Aleš Špetič**  
Klevio

*London / Ljubljana*

# OPPORTUNITIES FOR INTENSIVE NETWORKING, PRODUCT PLACEMENT AND COLLABORATION IN THE REGION

**01** PODIM Startups Extensive Database

**02** PODIM 1:1 Arena

**03** PODIM App

**04** Evening PODIM Party

**05** Official PODIM pre- and post-conference events

**06** Tailored PODIM events, designed in cooperation with partners



# PODIM Challenge PITCHING COMPETITION

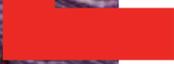
*Meet the best startups  
that the Adriatic & Balkan  
regions have to offer*





## **PODIM Challenge** Regional Ecosystem Epicenter

Meaningful personal exchange between startups, corporos and investors at personalized & carefully curated meetings.

-  Regional Startups & Corporos
-  Global Partners & Investors

## **PODIM Challenge Impact Zone** The European Adriatic & Balkan Regions

Building a bridge between the global ecosystem and countries on the PODIM Challenge map: *Slovenia, Austria, Italy, Hungary, Croatia, Bosnia and Herzegovina, Bulgaria, the Czech Republic, Kosovo, Montenegro, Romania, Serbia, Slovakia, Ukraine and Moldova.*





## **STARTUPS HAND-PICKED FOR THE EVENT**

Unique opportunity to meet, invest in or advise 133\* best startups from 20 countries – *Slovenia, Austria, Italy, Hungary, Croatia, Bosnia and Herzegovina, Bulgaria, the Czech Republic, Kosovo, Montenegro, Romania, Serbia, Slovakia, Ukraine and Moldova.*

*\* Among 250+ startups that applied for PODIM 2017 conference, we hand-picked the best 133 teams and presented them in the PODIM startup catalogue.*

## WE ARE BUILDING INNOVATIVE ALLIANCES, STRIVING TO CREATE MAXIMUM VALUE!

Sponsors of the PODIM Conference have an amazing range of opportunities to introduce themselves, including:

- exposure at the **conference venue** and **media** exposure
- exposure on our **digital marketing channels**, reaching 35,000+ users in the region
- sponsorship of the **official PODIM mobile app** or **PODIM startup catalogue**
- sponsorship of an **individual conference segment** (PODIM Challenge, Startup of the Year Award ...)
- organizing a practical **workshop, product testing, interactive prize winning games ...**





■ the possibility to **place our sponsor's product/service/best practice ... in the conference programme**

■ the possibility to organize **special activities** withing the conference or at pre- and post- events

■ **connecting with the most promising startups** from the region through personal 1:1 meetings

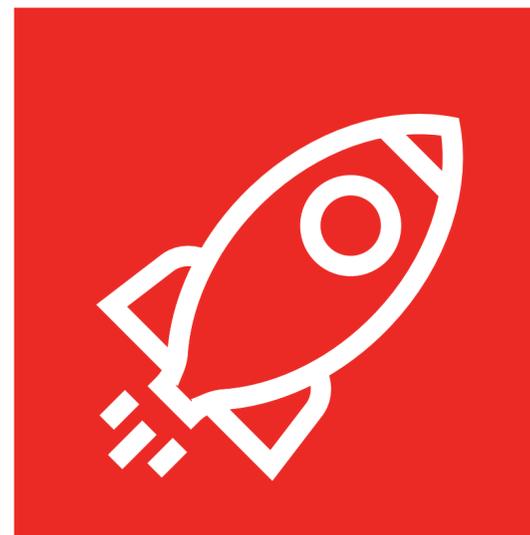
■ **connecting with established minds, leaders and experts** for further collaboration

■ the possibility to **participate at PODIM social meetings** (dinners, sightseeing, guided tours, fireside chats ...)

# MEGA VALUE OF PODIM SPONSORSHIP PACKAGES!

We've created three basic sponsorship packages – STARTUPPER, OUTLIER, and UNICORN.

There is also our special GOLDEN UNICORN sponsorship package, additionally tailored for corporates and investors, who wish to actively dive into the Slovenian startup scene and co-create the content and key messages of the PODIM Conference.



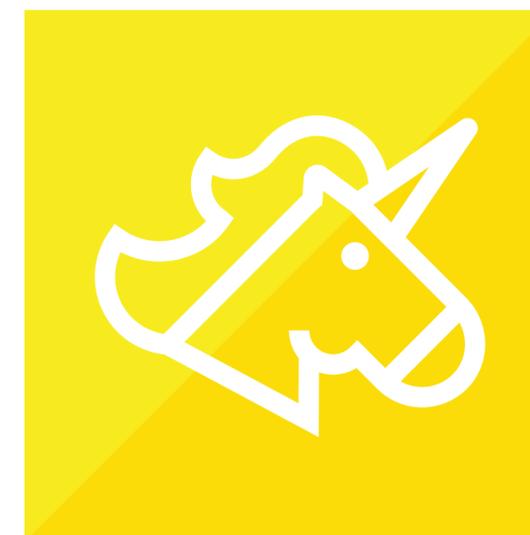
STARTUPPER  
**2000€**



OUTLIER  
**4,500€**



UNICORN  
**9,900€**



GOLDEN UNICORN  
**13,500€**



	STARTUPPER	OUTLIER	UNICORN	GOLDEN UNICORN
<b>TICKETS</b>				
Number of tickets for the PODIM 2018 Conference	2	4	6	10
<b>EXPOSURE AT THE PHYSICAL AND ONLINE LOCATION OF THE EVENT</b>				
Logo on the website <a href="http://www.podim.org">www.podim.org</a> with a link	✓	✓	✓	✓
Logo on conference screens		✓	✓	✓
Logo on the “Thanks to Our Partners” banner which is posted on PODIM social networks (Facebook, Twitter, LinkedIn) and the website in the final PODIM report		✓	✓	✓
Logo on the jumbo boards in the PODIM 1:1 ARENA			✓	✓
Logo in the footer of all PODIM newsletters			✓	✓
Additional company description when publishing the logo on <a href="http://www.podim.org">www.podim.org</a>			✓	✓

	STARTUPPER	OUTLIER	UNICORN	GOLDEN UNICORN
<b>MARKETING AND PR EXPOSURE</b>				
<b>Package of official photos</b> taken during conference activities to use for your own promotional purposes		✓	✓	✓
<b>Sponsored</b> (boosted) <b>posts</b> on PODIM social media, i.e. Facebook and Twitter profiles (3x before the conference, 1x during the conference)			✓	✓
<b>Posting partner's messages</b> by placing the logo into the official <b>PODIM app</b> (2 messages / conference day)			✓	✓
<b>Whole-page advert</b> in the PODIM startup catalogue			✓	✓
<b>Article / interview with the partner's content</b> , posted on the PODIM website and social networks (FB, TW, LI) and placed into a PODIM newsletter			✓	✓
<b>Partner's statement in the press release</b> for the press conference on the first day of the PODIM Conference			✓	✓
<b>Partner's statement in the final PODIM report</b> , posted on PODIM websites, social networks and newsletter.			✓	✓





	STARTUPPER	OUTLIER	UNICORN	GOLDEN UNICORN
<b>NETWORKING</b>				
<p><b>Organized 1:1 meetings with startups</b> – within PODIM 1:1 Arena, partners can meet chosen startup companies from the region and beyond, presented in the PODIM startup catalogue</p>		✓ Meeting with 5 startups	✓ Meeting with 10 startups	✓ Customized meetings
<p>The possibility of <b>attending events accompanying the PODIM conference</b> (events before, during or after the conference, including business lunches or dinners, sightseeing tours or trips, business meetings ...)</p>			✓	✓
<b>EXHIBITION SPACE or STAND</b>				
<p><b>Big exhibition space</b> – the possibility of setting up a bigger stand/exhibition space from the sponsor</p>			✓	✓
<p><b>Small exhibition space</b> – the possibility of setting up a company presentation board and a small table with materials</p>	✓	✓		



Werner Sammer

166d

Corporate Marketing & PR M...

A lot of interest for our Smart Lock

Nuki :) #UptoEleven #CompanyBuilder



	STARTUPPER	OUTLIER	UNICORN	GOLDEN UNICORN
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**ADDITIONAL PROMOTIONAL / NETWORKING POSSIBILITIES**

The possibility of **introducing partner's products or services within conference activities** (e.g. presenting and selling or handing out a new book; testing products / prototypes; product tasting; interactive play contests ...)



The possibility of **being the main sponsor of the PODIM app**



The possibility of **being the main sponsor of the PODIM startup catalogue**



The possibility of **being the main sponsor of PODIM conference tags**



The possibility of co-creating and being the **main sponsor of an individual content segment of the conference** (workshop, roundtable, advising participants ...)



The possibility of a **customized event** during or after the PODIM Conference (meetup, fireside chat, lecture or workshop with a chosen speaker, business lunch/dinner, trip/sightseeing ...)





	STARTUPPER	OUTLIER	UNICORN	GOLDEN UNICORN
<p><b>COMPREHENSIVE PROMOTION, SUPPORT AND ACTIVE INTEGRATION IN THE NATIONAL AND REGIONAL STARTUP ECOSYSTEM</b></p> <p><b>Co-creation of the PODIM Challenge competition</b> and <b>additional exposure of the partner</b> in the investment part of the conference (designing customized challenges / contests for startups; exposure of the partner in promoting PODIM Challenge and its challenges; the possibility of providing a special prize ...)</p>				✓
<p><b>Presentation of the partner and their challenges within the big international PODIM Challenge roadshow</b> – Austria, Italy and countries of the Western Balkans (Croatia, Bosnia and Herzegovina, Macedonia, Kosovo, Albania)</p>				✓
<p><b>Preparation of texts and materials</b> for promoting the role of the partner in co-creating and carrying out PODIM Challenge and its challenges</p>				✓
<p><b>Organization of customized networking</b> meetings between partner's representatives and startups that registered for PODIM Challenge, and help with curated networking with other startup companies, speakers, investors ... within the PODIM Conference</p>				✓

	STARTUPPER	OUTLIER	UNICORN	GOLDEN UNICORN
<b>Special space</b> (info point and meeting space) for the partner in the PODIM 1:1 ARENA				✓
<b>Engagement of a well-known keynote lecturer</b> from a field that is interesting for the partner, and the possibility of organizing a post-conference event with them at the partner's headquarters or at a chosen location				✓
<b>Independent newsletter with the partner's content</b> , sent across the databases of the PODIM Conference and Initiative Start:up Slovenia (the message includes a clearly highlighted benefit and CTA for users)				✓
<b>Regularly following and including the partner in the e-news of the Initiative Start:up Slovenia</b> (released 2x month, reach of approx. 15,000 users) to ensure yearlong intense promotion and positioning in the national startup ecosystem				✓
<b>Regularly following and including the partner by publishing articles, interviews, announcing partner's events/ achievements ... on the website of the Initiative Start:up Slovenia</b> – <a href="http://www.startup.si">www.startup.si</a> (posting up to 6 messages annually, content by agreement)				✓



	STARTUPPER	OUTLIER	UNICORN	GOLDEN UNICORN
<b>Regularly following and including the partner into posts on Initiative Start:up Slovenia's social networks</b> (posting up to three messages a month)				✓
<b>Regularly including the partner in presentations and promotions at bigger events of the Initiative Start:up Slovenia</b> (roadshow events, Forum 100% Startup, DEMO Days, bootcamp programmes ...)				✓
<b>Regularly including the partner in the so-called "corpo meetups" in the time during and after PODIM</b> , with the goal of actively including and maintaining regular relationships with the startup scene				✓
<b>The possibility of consulting</b> on the innovation ecosystem, internal innovation and intrapreneurship, innovation strategies ...*				✓

\* The price of a consulting hour by Start:up Slovenia's core team members is 90€/hour (excluding VAT). The price of consulting carried out by Chuck Goldman and his team is 1,500€/day (excluding VAT).

## **EXCLUSIVE OFFER FOR THE BOLDEST STARTUP ENTHUSIASTS**

Become a general partner of the Startup of the Year Award or PODIM Challenge pitching competition!

Expose yourself as a major supporter of the startup ecosystem and the brightest minds that are creating our future by ensuring a prize fund for winners (money or money & in-kind) of these two PODIM conference TOP events!



General sponsorship of the Start-up of the Year Award - **20.000 EUR**



General sponsorship of the PODIM Challenge competition - **20.000 EUR**

International Investors & Accelerators



Major Slovenian Blue Chips



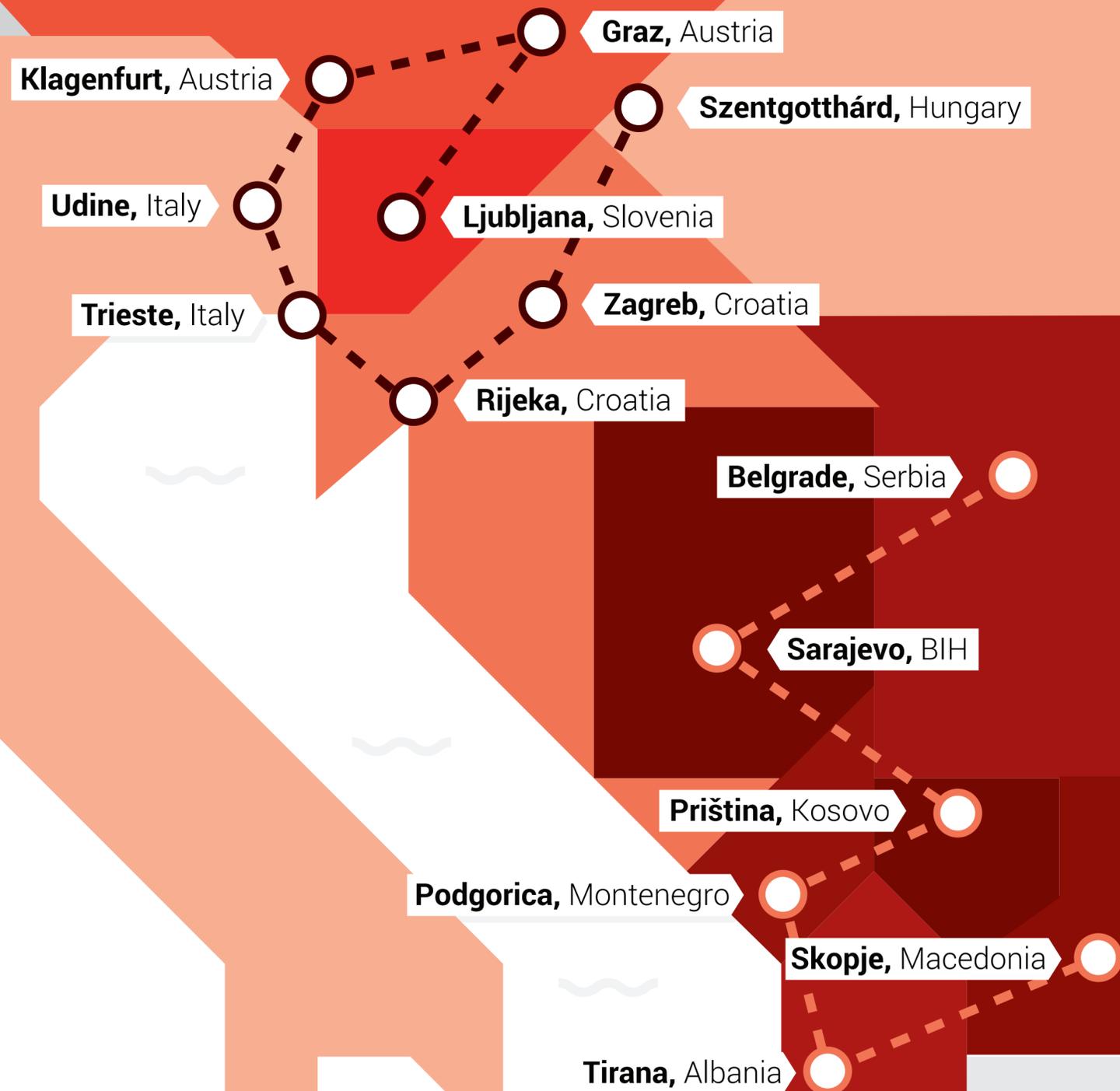
**BECOME OUR PARTNER and Enter Our Excellent Startup Community**

*We cooperate with:*

# A GATEWAY TO THE REGION

We have the strongest network of best talent, knowledge, and investment opportunities in the European Adriatic & Balkan regions. We are a trustworthy partner with long tradition and history (PODIM is in its 38th year in 2018)!

**PODIM Challenge Regional Road Shows:**



## WE'RE LOOKING FOR THE RIGHT PARTNERS!

The organizer reserves all rights to actively participate in designing the sponsor's offer, especially when placing the partner's content into the conference programme. If the offered content doesn't suit PODIM Conference's profile, the conference organizers reserve the right to decide not to collaborate, as they put content quality and suitability of conference content above everything else.

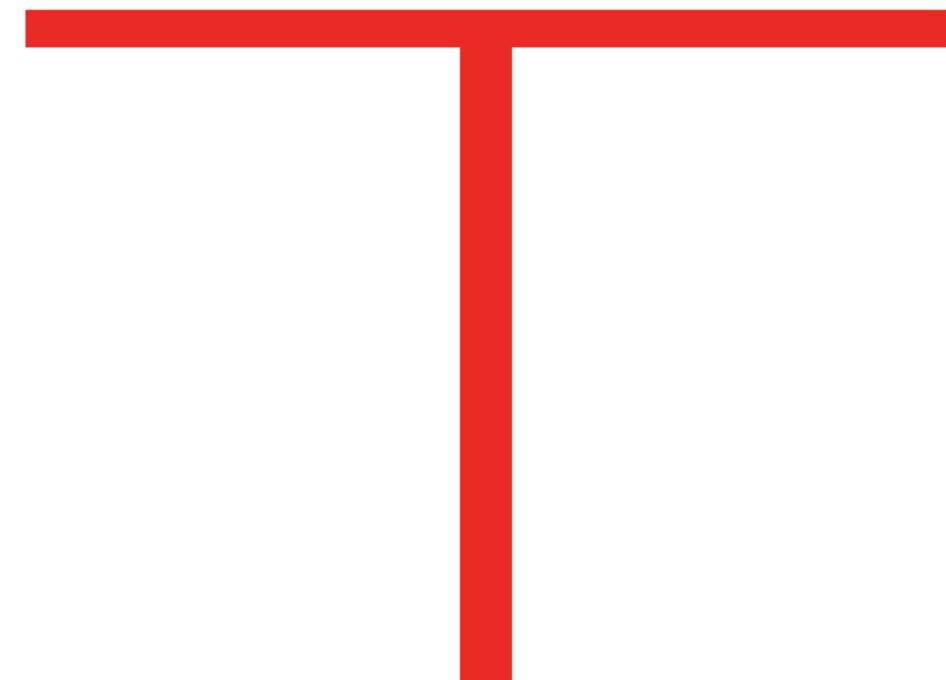
## DO YOU HAVE AN ADDITIONAL SUGGESTION OR WISH?

We're also open to other options and ideas for sponsorship collaboration. If you have any additional wishes or suggestions, contact us. We will be happy to meet with you and come to a solution that will not leave PODIM guests indifferent.



## CONTACT INFORMATION

**Matej Rus,**  
Initiative Start:up Slovenia



# PODIM IS POWERED BY

*Active Stakeholders of  
the Regional Startup  
Ecosystem*

Conference organizers



REPUBLIC OF SLOVENIA  
MINISTRY OF ECONOMIC DEVELOPMENT  
AND TECHNOLOGY



**SLOVENE ENTERPRISE FUND**

PODIM is a registered trademark of IRP (Venture Factory), which is the main and responsible organizer of the PODIM Conference. IRP organizes the conference together with contractors, co-organizers and partners, which are all listed on [www.podim.org/partners](http://www.podim.org/partners).

Members of the Initiative Start:up Slovenia are Primorska Technology Park, Pomurje Technology Park, Savinja Region Incubator, SAŠA Incubator, RC IKT and RCR Zasavje.



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