

PODIM **D**
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S I N C E 1 9 8 0

< 17th - 19th May 2021, Maribor, Slovenia / Worldwide >

One Of The Best Startup & Tech Conferences in the CEE region.

Influential, yet intimate.
Inspiring, yet practical.
Remarkable, yet accessible.

**It's the conference of
business-changing
opportunities.**

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FOR CORPORATE
INNOVATION



What's Podim all about?

ONE OF EUROPE'S 30 BEST STARTUP EVENTS

SELECTED BY



Podim is a conference created around and for startup founders. It's a gathering of curious, knowledgeable, and inventive people.



Year after year, it's the best showcase of what the CEE region has to offer.



There are only 1,000 participants. That's the sweet spot that allows you to get valuable time with speakers, investors and others, yet still brings many diverse ideas and views to the table.



Podim is a platform for efficient networking, practical discussions and priceless feedback. It's the most influential regional startup event for a reason.



Your goals are our goals



Startups & Scaleups

You won't get lost in the crowd. There is **1 investor per 4 startups and scaleups** attending the event. You can count on making meaningful connections and introductions.

Investors

Approximately **150 carefully selected** startups from the CEE region are waiting for you at Podim. Pick the ones that pique your interest, meet them in our 1-on-1 Deal Room format and get the most value for your time.

Corporations & SMEs

Discover your **potential startup partners** via meetings or innovation challenges. Let them inject your corporation or SME with agile solutions and innovative approaches.

Curious minds

Get new **knowledge, ideas and actionable** insights while listening to experts and founders talk about their journey and business experience.

Live or digital? Why not both!

Introducing hybrid Podim

Time to address Covid-19 and the uncertainty it brings.

2020 forced us to transform Podim into a fully digital conference. Many people were understandably skeptical... Until they attended it.

It met and exceeded our expectations. Knowledge was shared, connections formed, deals made. We were relieved and overjoyed.

Still, it wasn't the same as attending a live conference. That's why we've decided to make Podim 2021 a **hybrid conference!**

***"It's the most
professional online
event I've seen or been
a part of to date."***

Patrick Lee,
co-founder and founding
CEO of Rotten Tomatoes

Hybrid Podim

What does this mean?



Podim will be held at [Hotel Habakuk](#), our fantastic, traditional venue. We plan and hope that people will be able to attend it live. How many and under what conditions is yet to be seen.

However, **online attendees won't miss anything** happening at the conference. Everything from lectures to meetings will also take place in a digital form!

We'll use everything we've learned in 2020 to create a hybrid event that will combine the best of both worlds.

This format allows us to remain flexible and to make Podim truly borderless, especially in times where some borders can't be crossed. We firmly believe this is the future of Podim and we'll do our best to make it a superb one.

"Despite being skeptical due to the new online format of the conference, Podim generated 4 leads for us. Above all expectations!"

Miljenko Vuković,
founder of Vuković
Intelligent Systems

Why attend Podim

Startups

Sharing ideas,
Connecting,
Gathering feedback,
Shaping your product,
Finding quality leads.

That's what startup conferences should be all about.



You'll see that investors and business executives are **easier to approach** at Podim. They are not hidden away somewhere before they give their speech. And you won't get lost in the crowd.

You know why? Because there are **only 1000 tickets** available. The conference is structured so that there are approximately **4 startups per 1 investor** which enables more meaningful conversations and feedback.

Why attend Podim

Startups



At Podim you won't just get a chance to pitch your idea, you'll also get a list of investors to arrange meetings in Deal Rooms before Podim even begins.

In 2019 startups, investors and business executives pre-booked **more than 900 meetings!**

That's a perfect opportunity to prepare specifically for the people you want to impress.

These meetings don't just raise your chances to get an investment. They almost guarantee you'll get useful advice,

meaningful connections, and new ideas, all of which can impact your startup's development.

Maestro Amadeus' Podim Success Story

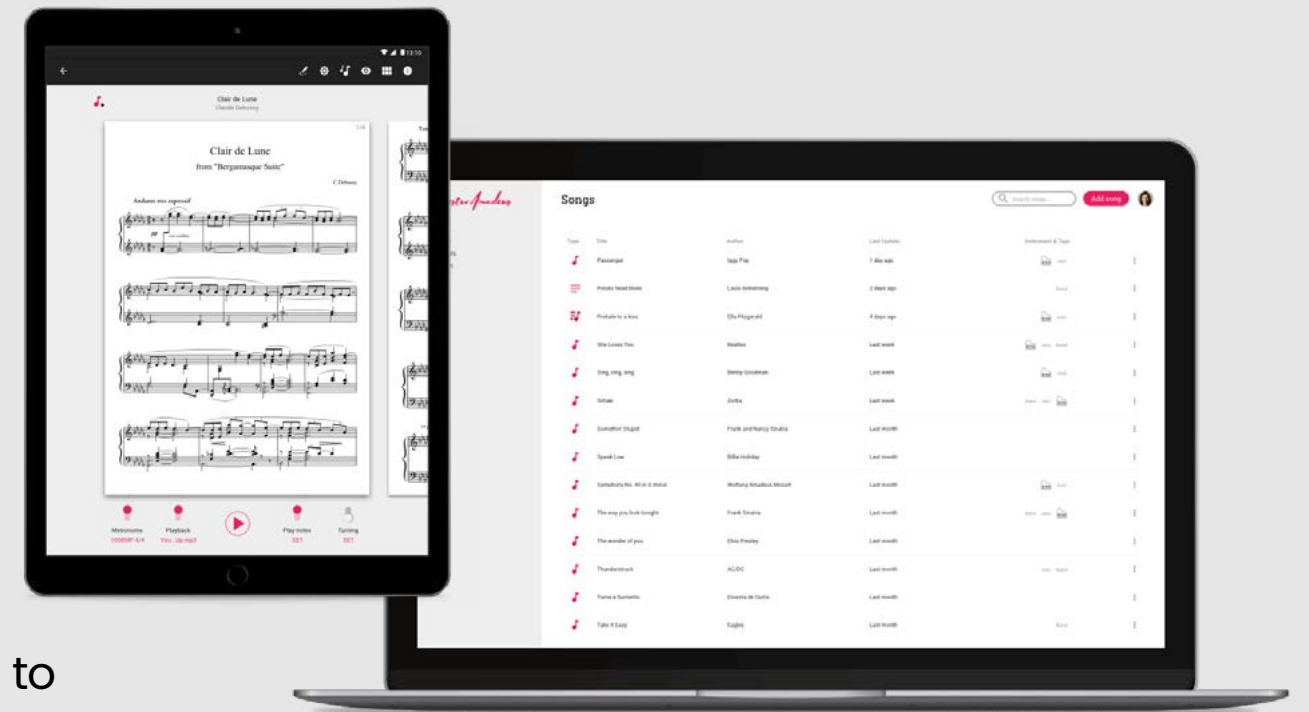


Being published in the PODIM catalogue was a huge help for Maestro Amadeus. We were contacted by both musicians and investors.

Ted West, an investor from Founder Partners, contacted us about a week after the conference. He too **found us through the catalogue** and when we introduced our product, he showed interest in collaborating. We would describe our relationship as a potential funding partnership, in which we through market development and investment, strive to achieve global growth.

We also got a great opportunity to collaborate with David West, who is a professor of music at Celia Cruz Bronx High School of Music. He gave us valuable **feedback from the American user point of view** and some great suggestions on how to improve our product.

During the conference, we participated in **the mentoring program**. We analyzed our brand with a design and marketing expert Phill Hall and got useful tips on how to run a business and finances from Carl Hinds, an entrepreneur and DJ from Singapore.



We consider ourselves to be a game-changer for musicians who still use their sheet music in paper form. Well, being a part of the PODIM conference was a game-changer for us.



Klemen Sagadin,
CEO and co-founder of Maestro Amadeus

Maestro Amadeus

Why attend Podim

Investors

Investors told us that efficiency and relevant introductory meetings are what they're after and that's exactly what you're going to get at Podim.

Before the conference, you'll receive a catalogue of approx. **150 carefully picked promising startup-ups** from the CEE region. You'll learn everything you need to know to see if they are a potential fit:

- Their industry.
- Their current stage (concept, seed, early, growth, established).
- What kind of funding they're seeking.

After receiving the catalogue you'll get the chance to pre-book meetings using **Deal Room platform**.

This **20-minute long 1-on-1 meeting** format is an efficient way to see if the startup piques your interest and is one of the most loved features of Podim.

Fil Rouge Capital met Spotsie at Podim

Investor example

Who knows, maybe you'll get to meet the next big thing from the CEE region. There are already some great stories from the last few years like this one:

Fil Rouge Capital met Spotsie at Podim. Spotsie is an IoT positioning solution that provides detailed location data of static and moving objects in indoor and outdoor environments.

The partnership and startup's potential quickly resulted in a 200.000 € investment..

PODIM 



Roko Roić, Spotsie's founder and CEO, said the following:

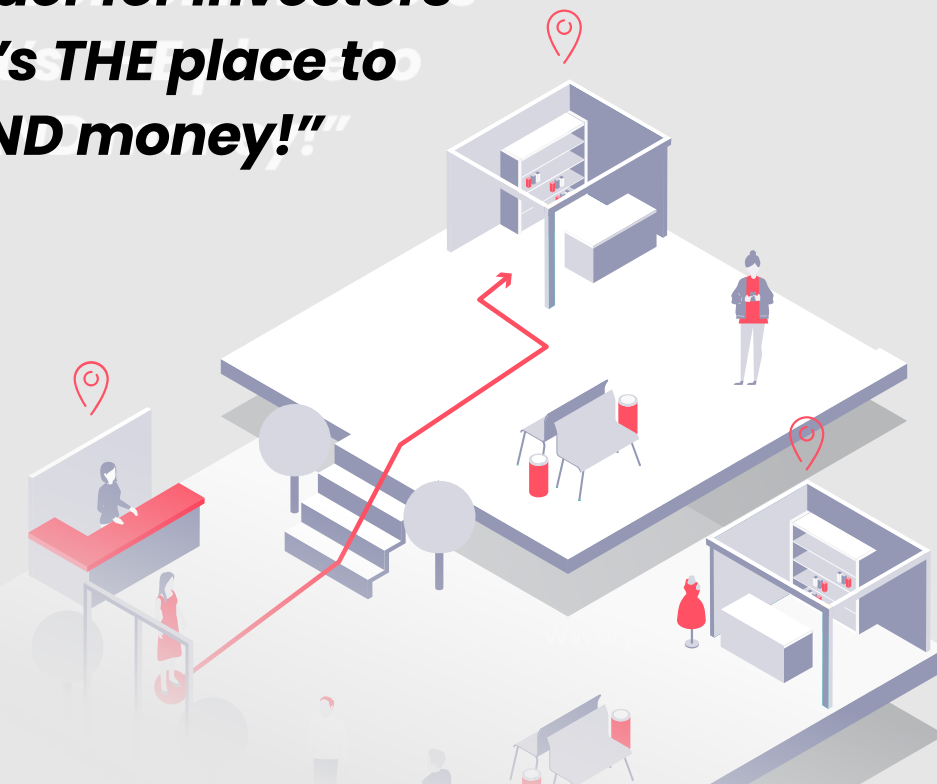
"After talking with Aleš Pustovrh of Fil Rouge Capital we quickly realized that we're not only getting an investor, but also a partner."



Julien Coustaury, a managing partner at Fil Rouge Capital, has this to say about Podim:

"We are big fans of Podim and have been for the last 8 years. We were able to source plenty of deals and this is what matters to us. Podim is Tinder for investors and startups. It's THE place to find true love AND money!"

FIL ROUGE CAPITAL



Investors that attended Podim

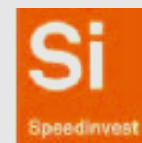


Seedcamp



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nest

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EARLYBIRD
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founderpartners



LAUNCHHub
MED & ACCELERATION FUND

ABC
ACCELERATOR

iEUROPE
CAPITAL

STH MANAGEMENT

EXTREME [E]^x
VENTURE PARTNERS

REVIO

Luma
Ventures

PortfoLion

LEAD
VENTURES

ELEVATOR
VENTURES



European Bank
für Reconstruction und Entwicklung



PODIM

www.podim.org

Why attend Podim

Corporations & SMEs



More and more corporations & SMEs look at startups as strategic partners as they enable approaches and innovations that would be otherwise impossible to realize for established companies.

Corporations & SMEs that collaborate with startups can enrich the innovation process by:

- Shortening the innovation cycle by introducing lean and agile approaches
- Identifying and testing new cutting-edge technologies
- Faster ideation of different solutions for a specific challenge
- Enhancement of existing business models and invention of new ones

Obviously, there has to be a **strategic fit**.

That's why you're going to get a **catalogue of all chosen startups** (approx. 150) that are attending Podim AND a possibility to participate in Podim Genesis, a well structured program for finding and utilizing synergies and resources.

Why attend Podim

Corporations & SMEs



That'll make your startup scouting much easier and you'll quickly find potential partners. The next step is meeting these startups in our **Deal Rooms** where you can talk **1-on-1 for 20 minutes**.

If you want, we can also help you with matchmaking. Let us know about a specific problem your company struggles with and we'll let you know which startups at the conference might be able to solve it.

We're also planning some activities that will make it easier to find your strategic partner at Podim, but they're not set in stone yet.

Corpo-startup partnership example



Zavarovalnica Sava + Movalyse = Vigo, a modern and improved motorcycle insurance

When Podim team introduced Movalyse to Zavarovalnica Sava, Movalyse was a startup working on a black box for motorcycles.

Through collaboration and adaptation, they forged a working relationship that resulted in Vigo, a modern and improved motorcycle insurance for motorcyclists in Slovenia. It includes theft and fire insurance and provides an automatic SOS signal in case the worst happens.

“Big corporations learn about established innovation concepts faster together with startups. Startups are throwing us out of our comfort zones, but we still feel better with them than without them, because they know how to react faster and more skillfully.”

Miha Pahulje,
member of the Management
Board at Zavarovalnica Sava

Companies that participated at Podim.



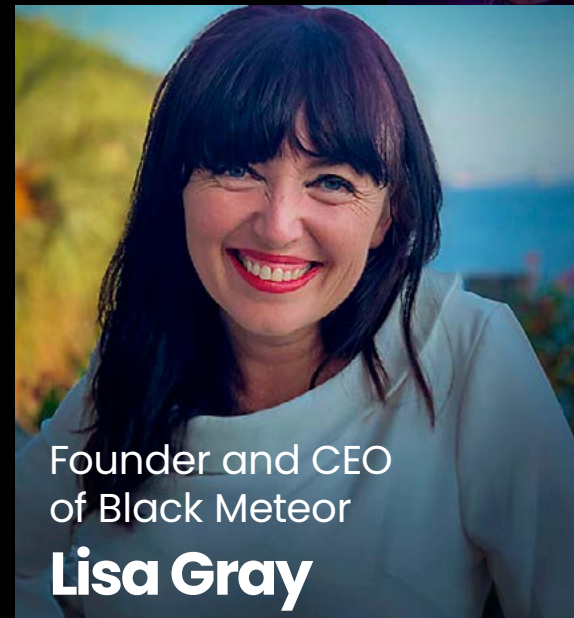
Get inspired by concrete advice ...

Podim attendees have
already learned from:



Hundreds of leaders from
various industries have
shared their knowledge on
Podim's stage.

They've shared **specific cases** and
actionable insights based on their
first-hand experience to help startups
and scaleups grow and develop.



... and meet speakers off stage



Podim speakers don't disappear once they get off stage. They host workshops, counsel startups and discuss business challenges because they enjoy doing it.

Whether they are famous industry leaders or local startup success stories, we always look for approachable speakers.

Podim is always on the lookout for new speakers that can help attending startups.

Are you one of them?
Let us know.

[I want to speak at Podim](#)

Do you know someone who'd be perfect for the Podim conference?

[Suggest a speaker](#)

Become a Podim partner

A partnership made to suit your business



At Podim you can be more than just a featured logotype. We strive to **involve our partners** in various engaging activities and offer them perks such as dedicated Deal Room spots where they can make the most of the Podim experience.

Whether you are looking to increase your company's brand awareness in the regional startup ecosystem, generate new leads, collaborate with startups and scaleups, or simply inspire your employees – we have the right partnership package for your needs.

**You can choose between
4 partnership options:**

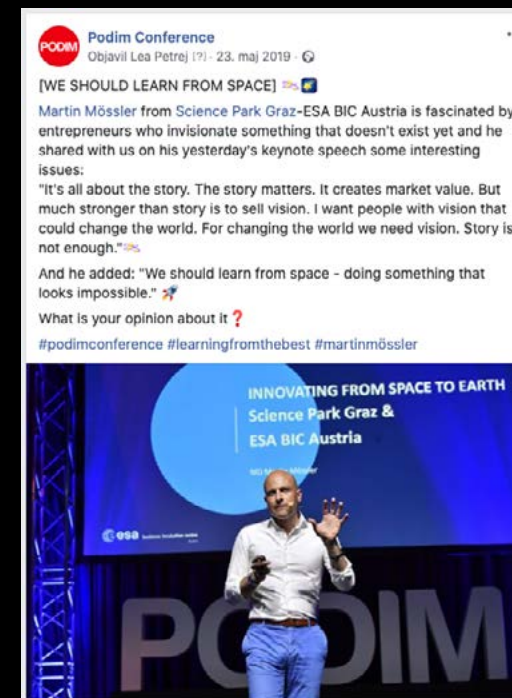
- Startupper,
- Outlier,
- Unicorn, and
- Golden Unicorn.

Become a Podim partner

Get physical and digital exposure

Podim brings together 1,000 tech-savvy changemakers and the hybrid format offers you an opportunity to be **seen at the location** of the event as well as **featured online**. If you want to make the impression on the tech and startup crowd, that's the place to do it.

Your options range from traditional partner booths to highly targeted digital impressions on social media channels, as well as an e-newsletter, blog posts, interviews, reports, a startup catalogue, ads, and more!



Become a Podim partner

Partner up

If you want to become a part of the Podim story, drop us a line at partners@podim.org and we'll get back to you!

SEE YOU AT PODIM,

**THE CONFERENCE OF
BUSINESS-CHANGING
OPPORTUNITIES**

17th – 19th MAY, 2021
podim.org

PODIM 
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Podim® is a nonprofit platform
founded in 1980 to change attitude
towards innovation powered by
Tovarna podjetij.

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