



TOMORROW. CITY

LAB

Business-to-business
collaboration

GLOBAL CALL FOR SOLUTIONS

A call to the Smart City Expo database and allied organizations, with recognized experts to implement a set of proven processes and tools to conduct an end-to-end search for solutions. As an industry touchstone, we constantly scan the ecosystem to get a deep understanding of what is new, interesting, and profitable.

In 2020, our focus is on defining different industry challenges to solve critical problems hand in hand with our main partners.

This proposal reinforces the partner's position as an innovation booster, and provides:

- Global network: connect with key entrepreneurship players and understand their challenges and proposals. Turn them into possible partners or get inspiration
- Industry leadership: create a meeting activity for the innovation community, and consolidate your leadership and positioning
- Solutions showcase: become a global reference point by making visible the invisible, and discovering disruptive solutions



**TOMORROW.
CITY**

GLOBAL CALL FOR SOLUTIONS

A five-step methodology

1. Industry challenge suitability: understanding the challenge.
2. Solution scouting: using our global network with more than 5,000 innovation agents, most of them with extensive networks, providing access to a global pool of solution leads.
3. Solution selection: gathering a specific team of brilliant experts to evaluate the solutions in order to filter and select those proposals that best meet the specific criteria of the challenge.
4. Virtual Demo Day event: you are presented with 10-15 finalists, who will proceed to the final classification of proposals (considering their market proof, team, and financials). This finishes with a Virtual Demo-day.
5. Coordinated partnership meetings: organizing digital face-to-face meetings with the finalists to ignite potential collaboration formulas or joint ventures. We provide advisory services to corporations that include: Licensing, Investments / Due diligence, Acquisitions.

Challenge defined according to event tracks and not exclusive, but shared among different industry players. Scouting and selection carried out by innovation experts. Virtual Demo Day session titles and content defined by the organization. Partnership meetings organized by innovation experts and agreed with the partner.

SERVICES INCLUDED

- Call to segmented profiles with 2 e-mailings and post/s on social networks
- List of candidates and complete info on finalists
- Virtual Demo-day session to be online on our platform.

**TOMORROW.
CITY**

Choose this product if you want to...

- Position as a sector innovation booster generating business opportunities for startups and entrepreneurs while locating possible partners and collaborators to complement its own products and services
- Locate promising technologies and explore different formulas to collaborate with its owners
- Resolve business pains
- Discover novel products or services

Price - €25,000