

The Heart Demo Day

Sales and Customer Service

2nd February 2018 @ The Heart Warsaw

The Heart Demo Day is an event designed to connect **ready-to-scale Startups with **Corporations** that want to buy, partner or invest in disruptive solutions.**

The selected Startups will receive an opportunity to present their solutions and participate in individual matching sessions with our Corporate Partners.

Corporations that will participate in the matching sessions

ALD Automotive, BGŻ BNP Paribas, Carrefour, Cushman & Wakefield, EY, Ghelamco, ING Bank Śląski, JLL, Mastercard, Orbis, PKO Bank Polski, Premedia Solutions, Rhenus Data Office.

Solution area of interest: Sales & Customer Service

- ✓ Sales automation & acceleration
- ✓ Customer experience improvement
- ✓ Customer feedback, support and relationship management
- ✓ Contact and communication
- ✓ Intelligence & analytics
- ✓ Salesforce management
- ✓ Industry specific i.e.: Fintech, Real Estate, Retail

Recommend a Startup

If you know strong, relevant Startups that fit the above-mentioned brief, please inform us! Just the website would be enough, however, any additional information (e.g. contact details) would be much appreciated.

Deadline: Recommendations will be included if sent before: **11th December 2017**

How: Reply to the message you received or at aneta.fusiara@theheart.tech

Startups screening criteria

We're inviting only 10 strong startups that are capable of engaging with our Corporate Partners. Therefore, our invitation list is restricted to the strongest candidates that fulfill most of the below listed criteria:

- ✓ Already sold to and successfully cooperated with at least one corporate client
- ✓ At least 250K euro in funding or 250K euro annual revenues
- ✓ 10-100 employees
- ✓ 1- 5 years old
- ✓ Experienced management team
- ✓ Funded by a top-tier VC or graduated from a top-tier accelerator

Benefits for Startups

See the testimonies from our previous Demo Day [here](#).

- ✓ Fast-track to scoring a substantial client
- ✓ Finding a business partner for pilot projects or revenue sharing deals
- ✓ Opportunity for business development and know-how exchange with other Startups
- ✓ Media coverage as a group of Startups to be followed
- ✓ Becoming part of The Heart Warsaw ecosystem - the corporate-startup collaboration hub

Startups commitment (if selected & confirmed)

- ✓ Conduct 8 min pitch presentation during the event
- ✓ Participate in one-on-one meetings with Corporate Partners during the event
- ✓ Cover your travel & accommodation costs if based outside Warsaw

Demo Day Agenda Outline

2nd February 2018

- ✓ Opening Speech by The Heart (10 minutes)
- ✓ Expert keynote (20 minutes)
- ✓ Startup Pitches (8 minutes each)
- ✓ Lunch
- ✓ One-on-one sessions between Startups and Corporate Partners (ca. 20 minutes each)

About The Heart

The Heart is a European center for corporate-startup collaboration. Located on the 38th floor of the Warsaw Spire, The Heart is the entry point to Central European markets for fast growing tech companies, investors and leading multinational corporations.

About The Corporate Club

The Heart Corporate Club helps corporations share knowledge and match with the late-stage, revenue phase startups. Our Corporate Partners meet monthly during themed Demo Days and Roundtables. You can read more about the club [here](#).

The stakes have never been higher for intelligent automation in business. Corporate Demo Days served as a great catalyst that has helped accelerate our access to new deals.

Vlad Ionescu, Online Marketing Manager

UiPath

Read more

The Heart Warsaw: www.theheart.tech

More about Corporate Club: theheart.tech/club/corporate

Demo Day - Sharing Economy & Customer Engagement: <https://goo.gl/X9k5vt>