



unBOUND Digital Conference London

December 7-8, 2016



The UK's most exciting **Innovation** Festival



Chaired by **Yossi Vardi**, unbound London, taking place on 7/8 December, at the Old Truman Brewery, will connect an audience of 3,500 founders, entrepreneurs, investors, corporate & brand executives and opinion formers.

For brands & corporates
unbound provides access to concentrated sources of innovation & start-ups from around the world.

For start-ups
unbound is the platform to meet with potential partners, clients & investors for showcasing their innovation in the start-up bazaar.

For tech providers
You're no longer a start-up, but you have a lot to bring to the table – this is the marketplace for you to make the bridge and demonstrate your established capabilities to an audience of brands and big businesses looking for the latest technology.

Themed around **open innovation** & the future of digital, unbound offers unparalleled insights in:



Creativity in **communications**
Reaching the connected consumer
Smart living & the **internet of everything**

unbound's unique approach brings the festival to life. The platform provides brands access to concentrated sources of innovation, enabling them to understand the impact of digital transformation and brand building in the digital world. The start-up bazaar becomes a global

marketplace where senior decision makers can meet and discuss potential partnerships.

Our sector focused forums bring together a curated audience of 150 founders, brand executives and senior decision makers. The forums connect attendees, who share sector interest, with thought leadership, in depth discussions and relationship building.

Partnering with unbound



Whether you are a **start-up** or multi-national corporation or somewhere in between, **unbound** can create a package to achieve your goals.

Brand activation

- Experience Zones
- Product Showcasing
- Branded Areas
- Interactive Installations

Thought leadership

- Private Roundtables
- Curated Content
- Audience Building
- Bespoke Hospitality

Innovation discovery

- Pitch-to Sessions
- Hackathons
- Start-up Battles
- Innovation Challenges

Outreach & community engagement

- Founders & Investors
- Office Hours
- Partnership facilitation
- 1-2-1 Meeting

Themes and content



unbound London will comprise of a selection of **stages**, breakout sessions, networking events, **start-up competitions** and government programmes.

Furthermore, unbound London will drill into the most relevant sector verticals through a series of four forums taking place throughout the two days and across the venue.

Hosted by our senior partners and featuring over 100 speakers in total, each forum will provide visitors with a half day of curated content, insights and expertise from true leaders in their fields.

The sector-based forums at unbound London 2016 will be:

- **Media and advertising technology**
- **Fintech**
- **Healthcare**
- **Retail Innovation**

Networking opportunities



Urban Experience takes place on the evening of 7 December in **Brick Lane**.

The Urban Experience is a collection of several simultaneous meet ups with live entertainment and interactive performances which will bring East London alive. These events include a series of informal networking gatherings and innovation showcases in a unique environment.

This creates a relaxed and informal platform for international and local delegates, who will have the opportunity to eat, drink to share knowledge, create partnerships and explore business opportunities.

unbound London is the UK's leading platform connecting all 6 pillars of innovation



Start Ups &
Entrepreneurs



VCs &
Angel Investors



Corporates
& Brands



Government
& Trade Agencies



Media
& Journalists



Researchers
& Universities

Who comes to unbound?

Audience

1,500

Brand &
corporate executives

1,200

Founders &
entrepreneurs

250

Investors

250

Government &
trade agencies

200

Policy makers &
opinion formers

100

Journalists & bloggers

Sector

19%

Fintech

18%

Connected living
& IOT

5%

Cyber

17%

Media & adtech

9%

Retail & consumer

8%

Big data & analytics

16%

Mobile

8%

Health

Startup Packages

unbound London 2016 is a **powerful platform** for you to meet with the decision makers from the **biggest brands, corporates, investment firms** and government delegations.

- Showcase your company and demonstrate your products and services directly to our attending entrepreneurs.
- Meet and connect with key decision makers from the top brands, corporates and investment firms for future business and collaboration (strategic business partners).
- Participate in corporate pitches, sector focused satellite events and global competitions to show thought leadership and position yourself as an innovator.
- Explore macro trends, challenges, solutions and opportunities in the international and national digital and technology innovation scenes.
- Leverage the unBound platform to launch the company into the global market place.



Startup Pitching

- Smart City, FinTech, ICT, Health, Digital, Mobile-oriented startup battle
- Competition between 18 startups from 3 different continents (5 minute pitch & 5 minute questions)
 - 10 startups from Asia/Israel
 - 10 startups from USA/Europe
- The rest of the startups will actively promote their technologies & business models at the booths
- unBound Digital Awards / Yossi Vardi Awards
 - Most Promising Asian startup
 - Most Promising Israeli startup
 - Most Promising European startup
 - Global Startup Winner





Oded Vardi
Speaker
Entrepreneur, Angel
Investor



**Debu
Purkayastha**
Speaker
Octopus Ventures



René Rechtman
Speaker
International Maker
Studios



J P Rangaswami
Speaker
salesforce.com



**Stephanie
Hospital**
Speaker
One Ragtime



Mark Read
Speaker
WPP



Frank Meehan
Speaker
SparkLabs Global



Eric Van der Kleij
Speaker
Level39



Toby Coppel
Speaker
Mosaic Ventures



**Nathalie
Boulanger**
Speaker
Orange



Yossi Vardi
Speaker
unBound Digital



Marc Worth
Speaker
Stylus Media Group



Or Offer
Speaker
SimilarWeb



Eric Salama
Speaker
Kantar



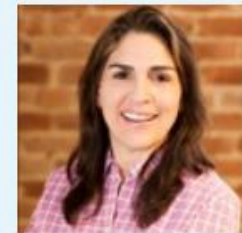
Rohan Silva
Speaker
Second Home



Noam Korin
Speaker
Zynga



Marc Goldberg
Speaker
Maslow Capital



Liz Wald
Speaker
Indiegogo



Brent Hoberman
Speaker
made.com



Jim Knight
Speaker
TSL Education



Maurizio Rossi
Speaker
H-FARM Ventures



Jeff Pulver
Speaker
Zula



Shaul Olmert
Speaker
PlayBuzz



Daniel Fisher
Speaker
Viral Spiral



Alex Stephany
Speaker
Just Park



Julien Codorniou
Speaker
Facebook



Carole Zibi
Speaker
Linkedin



Kim Dotcom
Speaker



Jo Bertram
Speaker
Uber



Zack Zidgon
Speaker
Innovid



Khurram Hamid
Speaker
GSK



Tal Keinan
Speaker
AdExtent



Peter Chun
XNTree



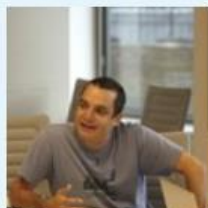
Mark Stuchfield
Speaker
JT Lab, JT Group



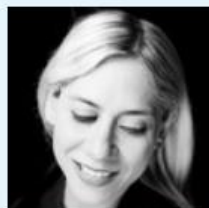
Gilad Novik
Speaker
Horizons Ventures



Charlyn Belluzzo
Speaker
DrInfo



Saul Klein
Speaker
Index Ventures



Heather Russell
Speaker
Rinkya Inc.



Peter Briffett
Speaker
YPlan

Growth Stage exhibition packages

Specifications:

- 2m x 3m exhibition Booth.
- Structure included in cost, you just supply the creative/images and we do the rest.
- 1 plasma screen (42 inch)
- Logo on backboard
- 1 poseur table & 2 chairs
- 4 tickets for unbound London for staff or clients
- Banner Space (2)
- Logo as exhibitor in printed event guide & advertised on website



unbound Pitch presentation

Specifications:

- 5-minute PowerPoint pitch presentation (with 2-3 minutes of Q+A) on the founders and investors stage.
- Pitch filmed and uploaded onto YouTube (unbound page).
- Access to the founders and investors networking area.
- 2 tickets to the event for the full 2 days.