GEOGRAPHY
AND EXPECTED RESULTS
ROAD SHOW
ROAD SHOW IN FIGURES

12 Countries

24 Cities

6 Specialized events

36 Universities

120 Negotiation sessions
ROAD SHOW RESULTS

- Professionals and interns attracted
  600

- Contracts signed
  37

- Target audience coverage in universities and at events
  113 000

- Media coverage
  11 300 000
Road Show results

Target audience coverage at universities
1500

WOM coverage
3000

Audience coverage via information materials
2400

Professionals and interns attracted
90

Agreements signed
3

Visits to the Open Door page
1600

Presentations for students at universities: Uniwersytet Warszawski, Uniwersytet Jagielloński, Uniwersytet Wrocławski

Negotiation sessions: The National Centre for Research and Development, Business Link Warsaw, Explorer HQ, The Warsaw Innovation Centre, Warsaw Technology Park, Jagiellonian Centre of Innovation, Technology Transfer at the Krakow University of Science and Technology, iTechcloud, Data Techno Park, Coworking Wrocław, Uniwersytet Warszawski, Uniwersytet Jagielloński, Uniwersytet Wrocławski
**San Francisco**

- **Target audience coverage at universities**: 2500
- **WOM coverage**: 0
- **Audience coverage via information materials**: 4
- **Professionals and interns attracted**: 1500
- **Audience coverage at the key event Bridge SF**: 4500

**Negotiation sessions**: NYCEDC, Spark Labs, Wework, Startup Nations

**Show/presentation, stand work, networking**: Bridge SF

**Road Show results**
Road Show results

- Target audience coverage at universities: 2500
- Audience coverage via information materials: 3000
- WOM coverage: 5000
- Professionals and interns attracted: 10
- Visits to the Open Door page: 1900
- Audience coverage at the key event Futur en Seine: 3500

Presentations for students at universities: Ecole Polytechnique, L'Université Paris 1 Panthéon-Sorbonne, ENS, Université Lumière Lyon 2, ENS Lyon
Negotiation sessions: Numa, Agoranov, 50 Partners, Paris & Co,
Show/presentation, stand work, networking: Future en Seine

FRANCE
Paris

04.06 – 11.06
EUROREGION TYROL
Trento, Bolzano, Innsbruck

18.06 – 23.06

Target audience coverage at universities
1500

WOM coverage
3000

Audience coverage via information materials
1800

Professionals and interns attracted
50

Agreements signed
3

Visits to the Open Door page
1800

Presentations for students at universities: University of Trento, Free University of Bozen-Bolzano, Universität Innsbruck

Negotiation sessions: Impact Hub Trentino, Trentino Sviluppo SPA,
Hub Innovazione Trentino, TIS Innovation Park Bolzano, Coworking Bolzano, Standortagentur Tirol, PRISMA, Raum13; University of Trento, Free University of Bozen-Bolzano, Universität Innsbruck
Vienna, Budapest

Road Show results

- Target audience coverage at universities: 1,500
- WOM coverage: 3,000
- Audience coverage via information materials: 2,000
- Professionals and interns attracted: 30
- Agreements signed: 2
- Visits to the Open Door page: 1,500

Presentations for students at universities: Technische Universität Wien, Universität Wien, Eötvös Loránd University

Negotiation sessions: Tech Gate Vienna, ImpactHub HQ, sektor5, Wirtschaftsagentur Wien, Zentrum für Soziale Innovation, Wiener Wissenschafts- und Technologiefonds, Laffce, KAPTAR, Kubik, Technische Universität Wien, Universität Wien, Eötvös Loránd University

AUSTRIA–HUNGARY

25.06 – 01.07
Road Show results

- Target audience coverage at universities: 2500
- WOM coverage: 5000
- Audience coverage via information materials: 2200
- Professionals and interns attracted: 150
- Agreements signed: 3
- Visits to the Open Door page: 1700

Presentations for students at universities:
- Humboldt-Universität zu Berlin, Freie Universität Berlin, Technische Universität Berlin, Technische Universität Dresden, Universität Leipzig

Negotiation sessions:

Berlin, Dresden, Leipzig

16.07 – 29.07
Road Show results

- Target audience coverage at universities: 1000
- Audience coverage via information materials: 2800
- Agreements signed: 4
- Professionals and interns attracted: 30
- Visits to the Open Door page: 1600
- WOM coverage: 2000
- Audience coverage at the key event Cities Summit: 3500

Presentations for students at universities: Tel Aviv University, The Hebrew University of Jerusalem
Negotiation sessions: Cowork Bay, SOSA, The Floor Fintech Hub, Har Hotzvim Industrial Park, Atarot

Industrial Area, Malha Technology Park, Q5 Startup Hub, Siftech Accelerator; Tel Aviv University, The Hebrew University of Jerusalem
Show/presentation, stand work, networking: Cities Summit
Road Show results

Target audience coverage at universities: 2500

WOM coverage: 5000

Audience coverage via information materials: 3200

Professionals and interns attracted: 10

Agreements signed: 4

Visits to the Open Door page: 1800

Presentations for students at universities: University College London, The London School of Economics and Political Science, Imperial College London, University of Oxford, University of Cambridge


Show/presentation, stand work, networking: Smart Summit

Audience coverage at the key event Smart Summit: 4000

Road Show results

GREAT BRITAIN

14.09 – 21.09

Cambridge
London
Oxford
GREAT BRITAIN
Road Show results

Target audience coverage at universities: 2500

WOM coverage: 5000

Audience coverage via information materials: 1600

Professionals and interns attracted: 90

Agreements signed: 3

Visits to the Open Door page: 1800

Presentations for students at universities: Politecnico di Milano, Università degli Studi di Milano, Università Cattolica del Sacro Cuore, Università degli Studi di Milano-Bicocca, Politecnico di Torino

Negotiation sessions: Camera di commercio di Milano, Confindustria Lombardia, Agenzia per la diffusione delle tecnologie per l’innovazione, Milano Smart City, Coworking Login, Polihub, Toolbox Coworking, Spazio 19, Confindustria Piemonte, Camera di commercio di Torino, Torino Smart City; Politecnico di Milano, Università degli Studi di Milano, Università Cattolica del Sacro Cuore, Università degli Studi di Milano-Bicocca, Politecnico di Torino

ITALY

Milan, Turin

08.10 – 14.10

ITALY

Milan, Turin

08.10 – 14.10
Road Show results

Target audience coverage at universities: 2000

WOM coverage: 4000

Audience coverage via information materials: 2200

Professionals and interns attracted: 40

Agreements signed: 2

Visits to the Open Door page: 1600

Presentations for students at universities: Vysoké učení technické v Brně, Univerzita Karlova v Praze, Univerzita Komenského v Bratislave

Negotiation sessions: Eaton European Innovation Center JIC (South Moravian Innovation Centre), Technopark

Pekařská, Impact Hub Brno, Regus Brno, Technology Park Brno, Connect, The Spot, Technopark Vrbové; Vysoké učení technické v Brně, Univerzita Karlova v Praze, Univerzita Komenského v Bratislave
Road Show results

**Target audience coverage at universities**

- 2500

**Audience coverage via information materials**

- 2600

**Agreements signed**

- 4

**WOM coverage**

- 5000

**Professionals and interns attracted**

- 100

**Visits to the Open Door page**

- 2100

**Audience coverage at the key event**

- Smart City Expo

- 5000

Presentations for students at universities:

- Universitat de Barcelona, Universitat Politècnica de Catalunya, Universitat Autònoma de Barcelona, Universidad Politécnica de Madrid, Universidad Complutense de Madrid

Negotiation sessions:

- Barcelona Advanced Industry Park, MOB, Betahaus Barcelona, The Centre for the Development of Industrial Technology

Freeland Innovation Center, Campus Madrid, Parque Científico de Leganes Tecnológico; Universitat de Barcelona, Universitat Politècnica de Catalunya, Universitat Autònoma de Barcelona, Universidad Politécnica de Madrid, Universidad Complutense de Madrid

Show/presentation, stand work, networking: Smart City Expo
Road Show results

Target audience coverage at universities: 1000
WOM coverage: 2000
Audience coverage via information materials: 2500
Agreements signed: 3
Professionals and interns attracted: 0
Visits to the Open Door page: 1500

Presentations for students at universities: Collège d’Europe, Université libre de Bruxelles
Negotiation sessions: Attachee coworking space, Regus Express Brugge, European Innovation, Network, Bon Jour Bruxelles, Betacowork

Coworking Brussels, The LOFT, The Library, Brussels Technopark; Collège d’Europe, Université libre de Bruxelles
Show/presentation, stand work, networking: European Innovation Summit

Audience coverage at the key event: European Innovation Summit
2500

Road Show results