



ABSL

Start-Up Challenge



2020 EDITION

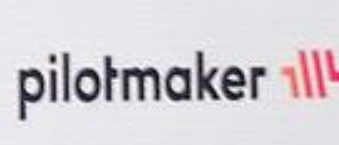
**Project information &
Partnership opportunities**



Leading Partners



Partners & Supporting Partners



ABSL Start-Up Challenge is the Poland's biggest contest and matchmaking initiative for innovators and start-ups, offering solutions for modern business services. Our goal is to build a vibrant ecosystem, where global players from the business services industry communicate and cooperate with tech companies.

Modern business services are the fastest developing economic sector in Poland, constantly looking for innovations. The companies representing this sector are global leaders employing more than 300 thousand people in Poland.

- Working closely with ABSL member companies and other partners of the project we identify real business needs and challenges for startups (see slide no 21 for challenges from 2019).
- We scout for startups and select those that are ready to establish commercial cooperation with ABSL Start-Up Challenge partners and ABSL members (see slide no 22 for more info on ABSL) .
- Startups gain direct access to the leaders of the Polish market of modern business services, the opportunity to present at one of the most unique conferences in Poland - and above all a real chance to build the value of the company based on joint Ventures and real projects with global players.

4

Editions of
ABSL Startup
Challenge

300+

Startup
applications
received

140+

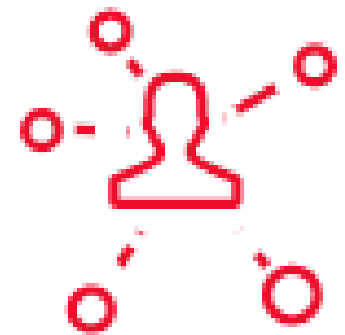
Startups
qualified to the
project

Our goal is to develop business ecosystem that supports cooperation between Polish business services sector and innovative startups & tech companies from Poland and other countries.



POTENTIAL REACH

With more than 200 ABSL member companies (Polish & global leaders) and group of strong partners of the project we give startups a unique opportunity to network and establish business cooperation with multiple players representing different sectors.



STRONG BRAND

During four editions we have built a strong brand with a successful track record of implementations and established business relationships between startups and ABSL member companies.



FOCUS ON BUSINESS SERVICES

ABSL Startup challenge is the only project of its type in Poland that addresses needs of the sector that is a major contributor to the Polish economy (310 000+ jobs). Furthermore ABSL as association of sectoral companies has the direct access to decision makers of its member companies.



MARKETING AND MEDIA IMPACT

Sectoral reach, strong network and brand of ABSL enable us to present the project as a part of a wider storyline that is more attractive for the media and startups. Moreover the final of the challenge part takes place at ABSL Annual Conference one of the biggest business events in Poland.

ABSL STARTUP CHALLENGE – THE FINAL

The final of the challenge part takes place at ABSL Annual Conference one of the biggest business events in Poland with more than 1000 participants from business services industry and other sectors.

- Finalists of the projects pitch at the main stage of the conference in front of the full audience.
- Partners of the project receive great brand exposure during the final and receive tickets to the conference.



Keynote speakers of the ABSL Annual Conferences:

2014 – Madeline Albright

2015 – Tony Blair

2016 – Condoleezza Rice

2017 – David Cameron

2018 – Simon Sinek

2019 – Bill Clinton

MEDIA & SOCIAL MEDIA

Each year ABSL Startup Challenge attracts significant attention of the media. In 2019 the media stream of the project was managed autonomously from the mainstream ABSL activities with the focus on promotion of finalists and partners.



Biznes Technologie Next+ Środowisko Nauka

Next · Biznes · Rusza program wsparcia dla startupów - ABSL Start-up Challenge | Biznes - Next.Gazeta.pl



Rusza program wsparcia dla startupów - ABSL Start-up Challenge

Materiał partnera
15.03.2019 16:03

Startuje nowy program skierowany do młodych firm szukających możliwości nawiązania współpracy z globalnymi liderami. P&G, Citibank czy Randstad czy DSV - między innymi do takich firm dostęp otrzymają uczestnicy programu, do którego nabór rusza już dziś.



wprost



Ultimate.ai zwycięzcą półfinału fintech ABSL Start-Up Challenge

Dodano: 31 maja 2019, 12:26 / +1 -0



Symmetrical zwycięzcą Pitch To London 2019



Fintek
Opublikowano: 5 listopada 2019, 09:16 · Aktualizacja: 5 listopada 2019, 11:05

SKOMENTUJ



Koniec października był bardzo łaskawy dla startupu Symmetrical. Fintech wygrał w konkursie Pitch to London 2019. To prestiżowy konkurs, który przyciąga uwagę inwestorów.



money.pl

BIZNES MÓWI GIEŁDA WALUTY GOSPODARKA FIRMA PODATKI TWOJE FINANSE PRACA

Strona główna > Gospodarka > Pięć pomysłów, które mogą zmienić świat. Tylko jeden ma szansę na zwycięstwo

ABSL START-UP CHALLENGE



MICHAŁ LESZCZYŃSKI

14.06.2019 15:00

Pięć pomysłów, które mogą zmienić świat. Tylko jeden ma szansę na zwycięstwo

Program dopasowujący reklamy do naszego wyglądu, aplikacja zwracająca pieniądze za zakupy. Nawet największe firmy na świecie mogą wiele zyskać dzięki pomysłowości start-upów, o czym można było się przekonać podczas ABSL Start-up Challenge.

BUSINESS INSIDER
POLSKA

FIRMY

FINANSE

TWOJE PIENIĄDZE

GIEŁDA

ROZWÓJ OSOBIS

Wolność finansowa w zasięgu ręki. Symmertical.ai zwyciężył ABSL Start Up Challenge.

Partner publikacji: Procter & Gamble Polska

25 cze, 07:55 582



Kupię to po pensji. Jeszcze dwa dni i będą pieniądze na koncie

Forbes

FORBES WOMEN

FORBES LUDZIE PIENIĄDZE

FORUM FIRM RODZINNYCH

LISTA 100

DIAMENTY 2

Polskie start-upy z szansą na zdobycie finansowania

10 kwi, 11:21

Skomentuj 0

Podziel się

8

ABSL, czyli Związek Liderów Sektora Usług Biznesowych reprezentujący czołowe podmioty świadczące nowoczesne usługi dla biznesu ogłosił start kolejnej edycji ABSL Start-up Challenge. To

MEDIA & SOCIAL MEDIA



Piotr Hajdecki • 1.
Senior Advisor at Business Finland, Finland Trade...
2 mies.

Joining this solemn atmosphere of expressing thanks, we would like to say "thank you" to **ABSL Poland** for professionally run Start-Up Challenge and to **Tomasz Kowalczyk** and **Rebels Valley** for their openness, helpfulness and professionalism in the application process. This conduct attracted so many start-ups from Finland.

Wpisując się w tę wyjątkową atmosferę podziękowań, również chcielibyśmy wyrazić wyrazy uznania dla **ABSL Poland** za profesjonalnie przeprowadzony Start-Up Challenge oraz **Tomasz Kowalczyk** i **Rebels Valley** za ich otwartość, pomocność i profesjonalizm przy naborze start-up'ów. To przyciągnęło wielu fińskich start-up'ów.

[Zobacz tłumaczenie](#)



ABSL Poland
4 901 obserwujących



Kogo szukamy
Who are we looking for

FINTECH

FINALIŚCI / FINALISTS

Simporter

Sales & Marketing Tech

Smabblers

Robotic Process Automation

Symmetrical.ai

HR Tech

Ultimate.ai

Fintech

WILD CARDS

Procter & Gamble:

Veturai

Automotive

Sales & Marketing Tech

ABSL:

Multilesson/

MultiCareer

HR Tech

Czekamy na wielki finał!
We await the grand finale!



ABSL Poland
30 maja · 🌐

Język: polski ▾

To było niesamowite! Spotkanie pełne wiedzy, z wyjątkowymi gośćmi, wśród których był Rafał Trzaskowski, prezydent Warszawy, wnikliwe przemówienia i dyskusje i, oczywiście, półfinał ABSL Start-Up Challenge.

Wielkie podziękowania dla wszystkich obecnych, dzięki wam to wydarzenie było wspaniałe! I dla naszego gospodarza, Citi, za wyjątkową organizację!

Zdjęcia dzięki uprzejmości biura prasowego Citi.



ABSL
Start-Up Challenge

Weź udział w ABSL Start-Up Challenge!
Take part in ABSL Start-Up Challenge!

SELECTED FINALISTS – 2016 - 2019



Recruitment automation



Hackathons & events



Merchandising automat.



Videomessaging



Employee benefits



Voicebots



Deep Text Understanding



Salary deduction loans



Crowdsourcing



Digitalising documents



Customized packaging



Process automation

OUR OFFER FOR STARTUPS



FOR STARTUPS

We look for mature startups or scale-ups with high growth potential. Companies with an implementation in a big company / corporation are preferred.

Facilitated matchmaking with global leaders

- connecting startups with potential customers that have defined their specific needs and challenges;
- workshops (internal and with corporations) to better understand the business case and fine-tune the offering;
- facilitation of selected implementations and pilotage projects;

Mentoring

- workshops on working with corporate customers;
- improving presentation skills including stage training before demo – days and final;
- arranging 1:1 meetings with mentors (experts and representatives of potential customers) that address key topics identified.

Visibility and promotion

- Demo – days (semi finals) where startups pitch in front of a group of potential customers;
- Finalists pitch at the ABSL Conference (1000+ audience);
- Finalists presented to ABSL members (mailing, social media, events)
- Promoting finalists in the media and to all partners;

OUR OFFER FOR STARTUPS



FOR PARTNERS

Our partners include ABSL member companies, other corporate players, big Polish companies, Venture Capital, representatives of the Polish startup ecosystem.

Preparing for the project

- Intro to the project and startup ecosystem;
- Innovation workshops / meetings with partners, forming project team on the partner's side;
- Workshops with partner to identify / refine business needs and challenges and preparing the final „brief” for startups;

Matchmaking / Dealflow

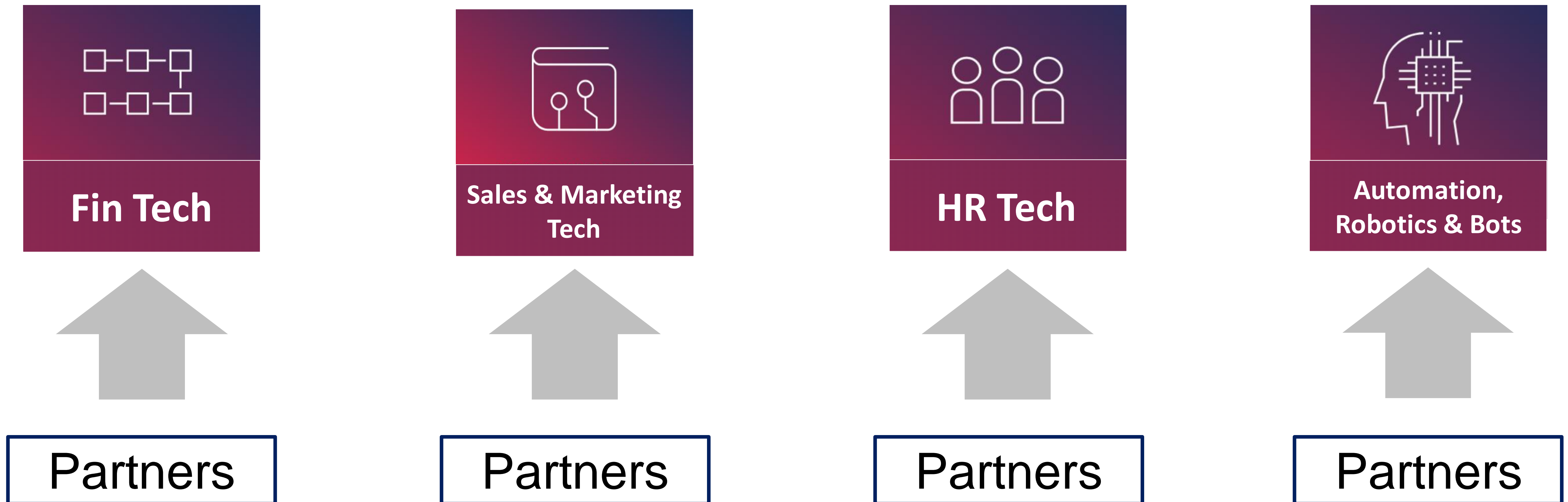
- scouting for startups (Polish and foreign), pre-screening of applications with reference to partner's needs;
- briefing startups before meetings with partners and working with startups to improve their business proposal;
- reports on applications received;

Promotion and visibility

- Promotion of partners in the media, social media, and among ABSL members (innovation, employer branding, internal communication);
- Visibility at project's related events, including ABSL Conference including high level networking with ABSL members;
- Visibility in the startup ecosystem (incubators, accelerators, VCs);

ABSL STARTUP CHALLENGE FRAMEWORK 2019 VS 2020

In 2019 we had four predefined verticals with separate setups. Partners were selecting a preferred vertical. Partners were limited to selected vertical when it comes to defining needs & challenges.



ABSL STARTUP CHALLENGE FRAMEWORK 2019 VS 2020

In 2020 we will focus on partners needs & agenda and divide benefits into:

- Business oriented (scouting for startups and matchmaking);
- Branding oriented (visibility and dedicated narrative for major partners);



BUSSINES FOCUSED BENEFITS

- Identification / refining business needs and challenges and preparing the final brief „TICKET” for startups;
- Tickets categorized, partner not limited to a category / area. Number of active tickets depending on the partnership package.
- Scouting for startups; pre-screening of applications;
- Facilitated matchmaking
- Reports;

BRANDING ORIENTED BENEFITS

- Standard branding package including webpage, social media, mailings etc. Level of exposure depending on the partnership package.
- Dedicated narrative for leading partners. Together with a partner we define a narrative and build a narrative that promotes a partner around;
- Participation and visibility in the project's related events, including ABSL Conference.

In 2020 ABSL Startup Challenge will collect applications for the whole year

TICKET SYSTEM IN 2020

1. Ticket is a specific business need / challenge, defined by a partner of ABSL Startup Challenge.

TICKET 1

Automated system for the absorption of varied and unstructured data acquired from outside the organization.

[\(click for more details\)](#)

Category: Automation & Robotic

Name / logo of a partner (or blank)

2. Depending on the number of partners the total number of active ticket will range from 10 to 20 at a time.
3. Partners are not limited to one category. However categories should be business services related.
4. Each ticket may be replaced by another one in the second half of the year.

DEDICATED NARRATIVE (LEADING PARTNERS ONLY)

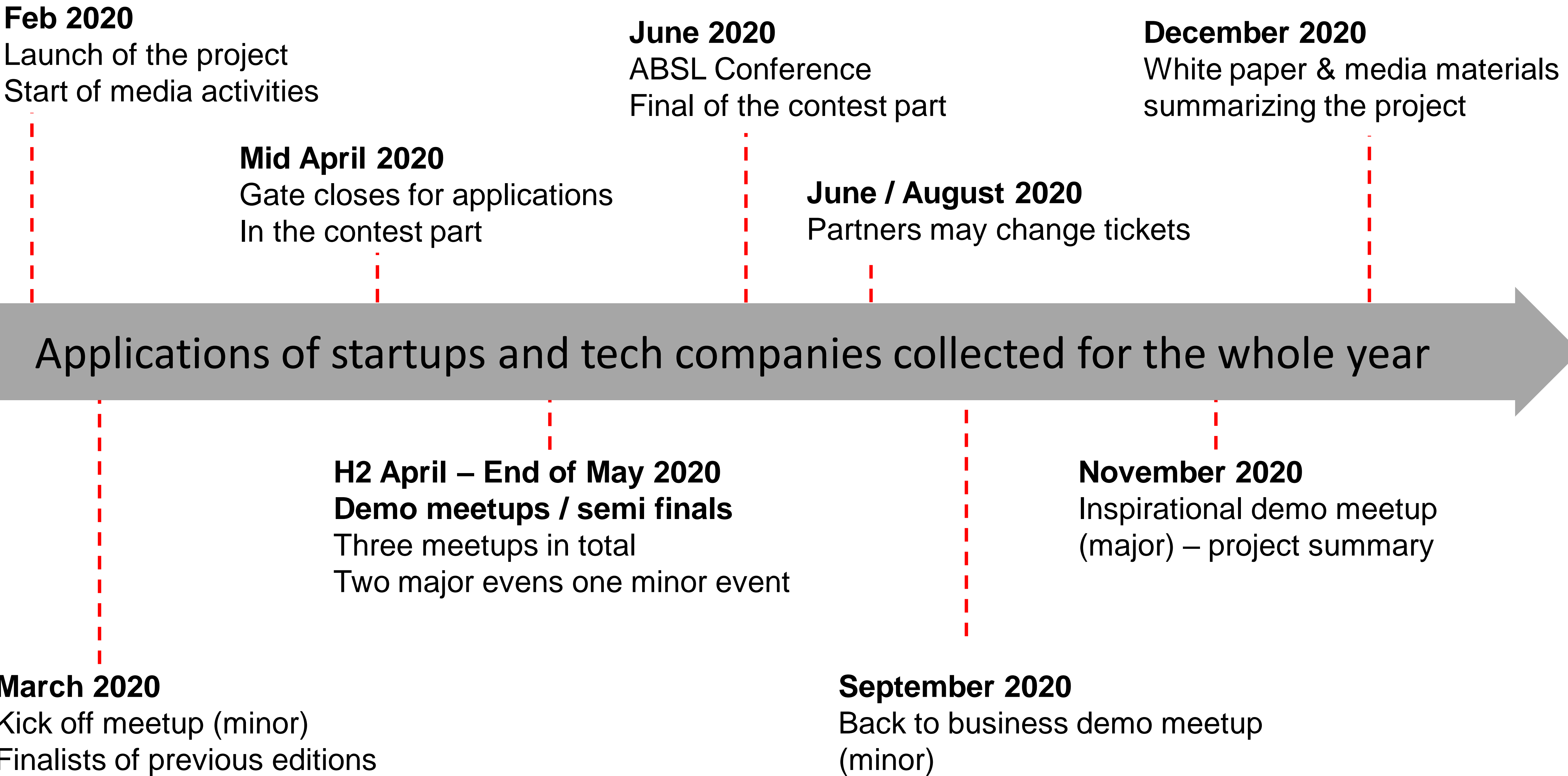
- 1. Together with partner we define an business / tech related narrative relevant for the partner.**

Examples of a narrative

- Digital transformation;
- Digitalization of finance;
- New sales / revenue streams;
- Automation of work;
- Technology vs Sustainability;
- Women in startups & Technology;
- Proptech;
- Social Startups

- 2. Definition of the target group and channels used.**
- 3. Preparing media plan (focus on business cases, projects, interviews).**
- 4. Execution of the media plan (media, social media, mailings, white papers, videos) including reports and summaries.**

PROJECT TIMELINE



MEETUPS & DEMO DAYS

1. Meetups / demo days will build around narratives defined with major partners of the project.
2. All the partners will be invited every event.
3. Each event will be promoted separately among ABSL member companies, media and startup ecosystem on social media and will have a press release prepared.

Example of an agenda:

- **Welcome & intro;**
- **Partners speech / presentation;**
- **Keynote speaker;**
- **Discussion panel (startups & partners);**
- **Presentations of startups (max 6);**
- **Selection of the best startup;**
- **Networking;**

- Minor meetup – 30 – 40 participants, keynote speaker from the Polish tech ecosystem;
- Major meetup – 50 – 100 participants, International keynote speaker;
- During meetups in April / May finalists of the contest part will be selected (one finalist per meetup) – 3 meetups x 6 startups.

RESOURCES

ABSL

- Project management;
- Partners and stakeholders management;
- Business ownership

OPERATOR (specialized vendor selected by ABSL)

- Workshops with partners and startups, defining tickets;
- Scouting, pre-screening and ongoing management of applicants & partners;
- Ongoing management of project's activities;

PROMOTION (specialized vendor selected by ABSL)

- PR Strategist to develop media plan, narratives & establish media relations;
- PR Team to prepare content and work on ongoing media management;
- Social Media / Graphic / Webpage team;

PARTNERSHIP PACKAGES – STRATEGIC PARTNER (1 SLOT)

Category	Benefits
Scouting for startups, matchmaking & dealflow	<ul style="list-style-type: none">• Individual preparatory workshops for the partner’s staff + individual care;• 4 active TICKETS slots to be defined at a time;• Quarterly reports on all applications received in the project & final summary;
PR & Narratives	<ul style="list-style-type: none">• Defining one business related AND one inspirational / general narrative;• Close cooperation with partner in defining media plan and media activities;• Dedicated material on partner’s activities & projects related to innovation and cooperation with startups;• Statements of the partner’s representatives in selected press materials;• Extensive branding in project’s social media and webpage;• Branding in info packaged & mailings related to the project;
Events	<ul style="list-style-type: none">• Hosting two major meetups (semi final & November):• Jury member in all meetups;• Closed inspirational meetings / workshopw for the Staff of the partner with an intenational keynote speaker;
ABSL Conference & Final of the contest part	<ul style="list-style-type: none">• Selecting four semi finalists and two finalists of the contest part;• Keynote speech partronage during the contest final at the ABSL Conference;• Jury member in the final & branding in the final;• Discussion panel / demo session in one of the breakout streams;• Branding in the startup zone in the ABSL conference networking area;• 6 Tickets to the ABSL Conference (includes jury member);

PARTNERSHIP PACKAGES – GOLD LEADING PARTNER (1 SLOT)

Category	Benefits
Scouting for startups, matchmaking & dealflow	<ul style="list-style-type: none">• Individual preparatory workshops for the partner’s staff + individual care;• 4 active TICKETS slots to be defined at a time;• Quarterly reports on all applications received in the project & final summary;
PR & Narratives	<ul style="list-style-type: none">• Defining one business related OR one inspirational / general narrative;• Close cooperation with partner in defining media plan and media activities;• Dedicated material on partner’s activities & projects related to innovation and cooperation with startups;• Statements of the partner’s representatives in selected press materials;• Branding in project’s social media and webpage;• Branding in info packaged & mailings related to the project;
Events	<ul style="list-style-type: none">• Hosting one major meetup (semi final):• Jury member in two meetups;• Closed inspirational meetings / workshopw for the Staff of the partner with an intenational keynote speaker;
ABSL Conference & Final of the contest part	<ul style="list-style-type: none">• Selecting four semi - finalists and one finalist of the contest part;• Jury member in the final;• Branding in the final;• Opportunity to arrange a meeting / activity in the startup zone in the ABSL conference networking area;• 2 Tickets to the ABSL Conference (includes jury member);

PARTNERSHIP PACKAGES – LEADING PARTNER (2 SLOTS)

Category	Benefits
Scouting for startups, matchmaking & dealflow	<ul style="list-style-type: none">• Individual preparatory workshops for the partner’s staff + individual care;• 2 active TICKETS slots to be defined at a time;• Quarterly reports on TICKETS related applications received in the project & final summary;
PR & Narratives	<ul style="list-style-type: none">• Defining one business related OR one inspirational / general narrative;• Cooperation with partner in defining media plan and media activities;• Statements of the partner’s representatives in selected press materials;• Branding in project’s social media and webpage;• Branding in info packaged & mailings related to the project;
Events	<ul style="list-style-type: none">• Hosting one minor meetup;• Jury member in one meetup;
ABSL Conference & Final of the contest part	<ul style="list-style-type: none">• Selecting two semi – finalists and one finalist of the contest part;• Branding in the final;• 1 Ticket to the ABSL Conference;

PARTNERSHIP PACKAGES – REGULAR PARTNER (UP TO 6 SLOTS)

Category	Benefits
Scouting for startups, matchmaking & dealflow	<ul style="list-style-type: none">• Individual preparatory workshops for the partner’s staff + individual care;• 1 or 2 active TICKETS slots to be defined at a time;• Quarterly reports on TICKETS related applications received in the project & final summary;• Matchmaking with other partners of the project and selected members of ABSL
PR & Narratives	<ul style="list-style-type: none">• Statements of the partner’s representatives in selected press materials;• Branding in project’s social media and webpage;• Branding in info packaged & mailings related to the project;
Events	<ul style="list-style-type: none">• Invitation to all events related to the project:• Jury member in one meetup;• Optional – invitation to other selected events of ABSL (IT Club / Chapter Meetings).
ABSL Conference & Final of the contest part	<ul style="list-style-type: none">• Selecting one semi – finalist of the contest part;• Branding in the final;• 1 Ticket to the ABSL Conference;

Focus areas (verticals) in 2019 - initial workshops with partners to define business needs



Fin Tech

- solutions in the area of robot massive automation,
- simplifying and managing the process of financial documents circulation,
- automation of internal data exchange process and structuration of data from varied sources,
- solutions increasing efficiency and precision of decisive processes basing on data.



HR Tech

- robotic process automation tools for recruitment and talent management needs,
- tools for recruiting defined groups of employees,
- tools for talent management and knowledge management,
- tools allowing for easier onboarding of new employees,
- solutions improving employees' engagement and well-being.



Sales & Marketing Tech

- tools allowing for better reach and understanding of the client's needs in the omnichannel formula,
- tools for ongoing evaluation of value added by current and future partners in an online environment,
- solutions for integration of online- and offline-gathered data, enabling the creation of complex market models,
- tools supporting the increase of synergy between diverse marketing and sales activities,



Automation, Robotics & Bots

- automated system for the absorption of varied and unstructured data acquired from outside the organisation,
- tools for internal data distribution management, supporting data management, their standardisation and structuration, as well as ongoing quality control.

Modern business services sector in Poland at a glance

310 000+ employees

850+ companies

83 Fortune 500 companies

13% Y2Y increase in employment



The sector constitute one of the largest and the most innovative group of customers in Poland with common business challenges and needs.

Selected members of ABSL

3M, ABB, Accenture Services, Alexander Mann Solutions, Aon, Arcelor Mittal, Arla, Arvato, Atos, Avon, Bayer, BNP Paribas, Capgemini, Carlsberg, Citibank Europe, Coca-Cola Services, Colgate-Palmolive, Credit Suisse, Danone, Deloitte, Dentons, DSV, EY, Fortum, Franke, Franklin Templeton, Fujitsu, Geoban, Goldman Sachs, Google, Grant Thornton Frackowiak, GSK, Hays, HEINEKEN, Hewlett Packard Enterprise, HITACHI Vantara, HP Inc., HSBC, IBM, IKEA, Infosys, ING Tech, J.P. Morgan, Jeronimo Martins, KMD, Lufthansa, Luxoft, MAN, MARS, McKinsey, Mercer, Merck, Metro, Motorola, Nordea Bank, OEX, Opel Manufacturing, Orange, Philip Morris International, Philips, Procter & Gamble, PwC, Qatar Airways, Roche, ROCKWOOL, Shell, Siemens, Sii, SONY, Swarovski, T-Mobile, Thomson Reuters, ThyssenKrupp, UBS, UniCredit, Unilever, UPS, Velux, Veolia, Volkswagen, Volvo, Whirlpool, Wipro, Xerox



ABS L



More questions ?

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