

# OPEN SIDE-PROGRAM DURING NORDIC EDGE EXPO

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**IN PARTNERSHIP WITH THE MORGENSTADT INNOVATION  
NETWORK AND BABE SMART CITIES.**

## **WHAT'S ON THE PROGRAM?**

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Wednesday September 26<sup>th</sup>

For start-ups: The Morgenstadt Pitch

Thursday September 27<sup>th</sup>

For everyone: The Official NEE Networking Event

## **WHAT ARE THE AIMS OF THESE SIDE-EVENTS?**

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01 - Generate synergies between the activities of the participants

02 - Share knowledge across sectors and institutional borders

03 - Promote out of the box thinking to facilitate real change

## **WHY ARE WE DOING THIS?**

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Because we constantly want to drive the change for a better urban life.

26.-27.9.18

NORDIC  
EDGE  
EXPO

# MORGENSTADT PITCH FOR START-UPS

JOIN US FOR FREE!

Wednesday 26th

NORDIC  
EDGE Expo &  
Conference  
2018



## MORGENSTADT PITCH FOR START-UPS

WEDNESDAY | SEPTEMBER 26<sup>TH</sup>



### NORDIC EDGE EXPO START-UP AREA

[https://www.morgenstadt.de/en/events/morgenstadt\\_pitch.html](https://www.morgenstadt.de/en/events/morgenstadt_pitch.html)

Are you a startup helping to improve urban life in any of the following areas: transportation, buildings, communication, ICT networks, water, mobile applications, emergency services, environment, data analytics, security, energy, resilience, and more; do you want to create visibility and awareness about your products and services - then apply now for Morgenstadt Pitch!

The event gives you an opportunity to pitch your startup in front of city leadership, investors, and decision makers from both the public and private sector. You can participate in a live, on-stage two round battle to win the pitch competition. The winners will secure a yearlong membership of the Morgenstadt Network, and have an opportunity to advertise their product through BABLE for an entire year – also free of charge.

Register under the following [link](#) by filling out the provided form. The information gathered through the form will be used to pre-select 10 -12 start-ups based on the impact of the product/service, innovativeness and feasibility of the business idea. The selected start-ups will have the opportunity to have 5 minute long pitch in the morning. An expert jury consisting of experts for public and private sector will select 3 finalists. The winner of the 2018 Morgenstadt Pitch of the Nordic Edge will be crowned after a second pitching session in the afternoon.

The winner receives a Morgenstadt membership and free product advertisements on BABLE worth ca. 10.000 € to boost your market uptake.



26.-27.9.18

NORDIC  
EDGE  
EXPO

# OFFICIAL NEE NETWORKING EVENT

JOIN US FOR FREE!

Thursday 27th

NORDIC  
EDGE Expo &  
Conference  
2018

Morgestadt  
City of the Future

BABLE

## OFFICIAL NEE NETWORKING EVENT

THURSDAY | SEPTEMBER 27<sup>TH</sup>

### NORDIC EDGE EXPO – MEETING AREA - ROOM: LYSEFJORDEN B

After 3 intense days on the Nordic Edge you are invited to the Official Networking Event. No matter if you are working for a city, region, company, start-up or just an interested professional, this event rounds up your Nordic Edge experience.

Over snacks and drinks you can listen to fuck up stories, listen to inspirational ideas, discuss your past and future implementation projects and most of all: network with the Smart City community.

In addition the SMAVARD – for the best Smart City implementation project of 2018 will be awarded in a ceremony (for details see next page).

The events is primarily dedicated to exhibitors and professionals in the Smart City area from the public and private sector.

Register for the Networking Event here:

<https://www.morgestadt.de/en/events/official-nee-networking-event.html>

### 14.00 START - FUCK UP STORIES

Six experts explain in an entertaining way their biggest fails when they worked in the smart city sector. We offer snacks and drinks.

### 14.30 SPOT - SESSIONS

Inspirational insights and ideas - from leading thinkers of cities and companies.  
Topic: connecting Smart City ideas.

### 15.00 EXPLORE - TALKS

Short talks about implemented solutions, policies or products.

### 15.00 NETWORK - DATE

Matchmaking session through speed dating with discussions on how to create smarter cities together.

### 15.30 SMAVARD

Smart city implementation award ceremony.

### 16.00 - 18.00 NETWORKING, MATCHMAKING WITH DRINKS AND SNACKS

Zones: SPOT - EXPLORE – NETWORK

Find your matches from the NEE networking app in the meeting zones.

## **DETAILS SMAVARD**

The award for the best Smart City implementation project of the year.

- # For companies, cities, regions participating the Nordic Edge Expo
- # Evaluating the best implementations in the Smart City sector.
- # Independently judged by leaders in the Smart City Sector.
- # First international competition hosted in Stavanger at the Nordic Edge Expo.
- # Jury includes companies, cities and experts.
- # Three categories

## **WHAT ARE WE SEARCHING FOR?**

We search for implementations with a highly innovative potential to disrupt the status quo and to revolutionise existing markets.

Do you have Implementations for a better urban life?

The winner receives the honours, a one day SMART-CITY-INNOVATION-Workshop and the participation for one Morgenstadt network meeting worth 9.000 € for free. The workshop includes advanced training by smart city experts and an agile innovation session. In the network meeting you can join a global network of innovators and find the partners for your next implementation idea.

## **HOW TO PARTICIPATE?**

The SMAVARD is an award specifically for the participants of the Nordic Edge Expo. The SMAVARD team will scout the event for the most interesting implementations on Tuesday and Wednesday of the Nordic Edge. To make sure that we meet, pre-register here or meet us at any time at the Morgenstadt Booth.

## **THE PROCESS**

1. Pre-register for jury visit: [link](#)
2. Pre-selection on Tuesday and Wednesday of the NEE
3. Jury evaluates at the Nordic Edge
4. Jury selects the Implementations to win the SMAVARD
5. Award ceremony (to win, attendance at the ceremony is mandatory)

## **DETAILS NORDIC EDGE NETWORKING APP**

The Networking Event is facilitated with the NEE networking app – register from 26th of August!

- # The official networking app of the Nordic Edge Expo
- # WebApp enabling the visitors of the Nordic Edge Expo to get matches
- # Matches can meet on the last day in the zones or on specific locations during the whole event
- # Individual preferences can be added