


BUILDING ECOSYSTEM
SOUTH SUMMIT
INNOVATION IS BUSINESS


SOUTH SUMMIT
ie UNIVERSITY

SOUTH

SOUTH SUMMIT
WELCOME

SOUTH

SOUTH SUMMIT


10 YEARS
SOUTH SUMMIT
BUILDING ECOSYSTEM
ABC
Portafolio

finance




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SOUTH SUMMIT

ACCELERATE INNOVATION

THE BEST GLOBAL SHOWCASE FOR THE WORLD'S LEADING COMPANIES, STARTUPS, INVESTORS AND INSTITUTIONS THAT WANT TO ACCELERATE INNOVATION, BUILD LASTING RELATIONSHIPS, IDENTIFY OPPORTUNITIES AND GENERATE BUSINESS

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South Summit is a brand that was born in 2012. At the time, the economic crisis had darkened the business outlook in Spain, so we grew up with a strong belief: that the entrepreneurial and innovative spirit would be the driving force to heal the economy.

OUR OBJECTIVE: TO BE THE REFERENCE HUB THAT SHAPES THE FUTURE VIA ENTREPRENEURSHIP, OPEN INNOVATION, ECOSYSTEM MAKING AND BUSINESS OPPORTUNITIES.

Today, South Summit is recognized as one of the world's leading entrepreneurship and innovation platforms and one of the most important networks of high-value connections among the main ecosystem agents to detect opportunities, develop business and contribute to a positive impact.

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FOUNDING STORY

Our Founder and Chairman, Maria Benjumea, is a serial entrepreneur who refuses to settle for the status quo and is in constant search of better ways to advance the entrepreneurial ecosystem in Spain and beyond. Maria founded South Summit in 2012 in response to the economic crisis that had hit Spain hard, seeing clearly that a solid entrepreneurial ecosystem would be the driving force to heal the economy.

Since then, South Summit has served as a platform to accelerate innovation through strengthening the entrepreneurial ecosystem at an international level.

Spain today is a powerhouse within the European startup ecosystem and serves as a bridge to Latin American markets.



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OUR CORE BUSINESS

- Leadership and B2B management of encounters at different scales (summits, forums and other satellite events).
- **Production of third-party events** based on the design of the experience and content and oriented to our stakeholders.
- Design, development and execution of personalized **entrepreneurship and innovation programs and activities.**
- National and international **observatory** of entrepreneurship and innovation.
- National and international **institutional relationships.**

GLOBAL BRAND

Our South Summits encounters are our hallmark and the origin of our brand.

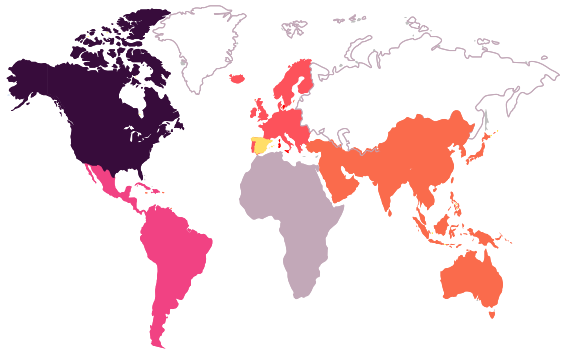
Soulful encounters, fully oriented towards people and their concerns with a very **southern** way of doing things.

South Summit connects, initiates, and builds strong relationships that endure for years to come.

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GENERATING INNOVATION & BUSINESS

ATTRACTING THE BEST STARTUPS



- **25%** SPAIN
- **26%** EUROPE
- **15%** LATAM
- **15%** APAC
- **11%** NORTH AMERICA
- **8%** AFRICA

STARTUP COMPETITION

- **100** FINALIST PER YEAR
- **+3.500** PROJECTS PER YEAR
- **75%** INTERNATIONAL

10 YEARS OF ACHIEVEMENTS

+$10 BILLIONS

OUR STARTUPS RECEIVED IN FUNDING

- **+25.000** STARTUPS COMMUNITY
- **7** UNICORNS
- **90%** SURVIVAL RATE
- **61** EXITS

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GLOBAL PRESENCE



South Summit **México** (in 2018)
South Summit **Bogotá** (in 2017 and 2019)
South Summit **Brazil** (2nd edition in March 2023)
South Summit **Qatar** (pending)
South Summit **South Korea** (pending)

And more...

GLOBAL TALENT

10 YEARS FOSTERING THE BEST TALENT



Glovo

Finalist 2016
Raised $1,4B

Oscar Pierre
Co-Founder & CEO



cabify

Finalist 2014
Raised $475M

Juan de Antonio
Founder & CEO



wallbox

Winner 2017
Raised $181M
Went public **(IPO)**

Enric Asuncion
Founder & CEO



DEVO

Finalist 2015
Raised $381M

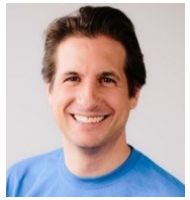
Pedro Castillo
CTO & Founder



aircall

Finalist 2016
Raised $230M

Olivier Pailhes
Co-founder & CEO



iwoca

Finalist 2015
Raised $592M

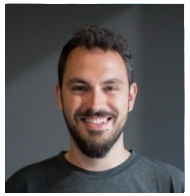
Christoph Rieche
Co-founder and CEO



jobandtalent

Finalist 2013
Raised $1B

Juan Urdiales
Co-Founder & Co-CEO



factorial

Finalist 2020
Raised $1B

Jordi Romero
Founder & CEO



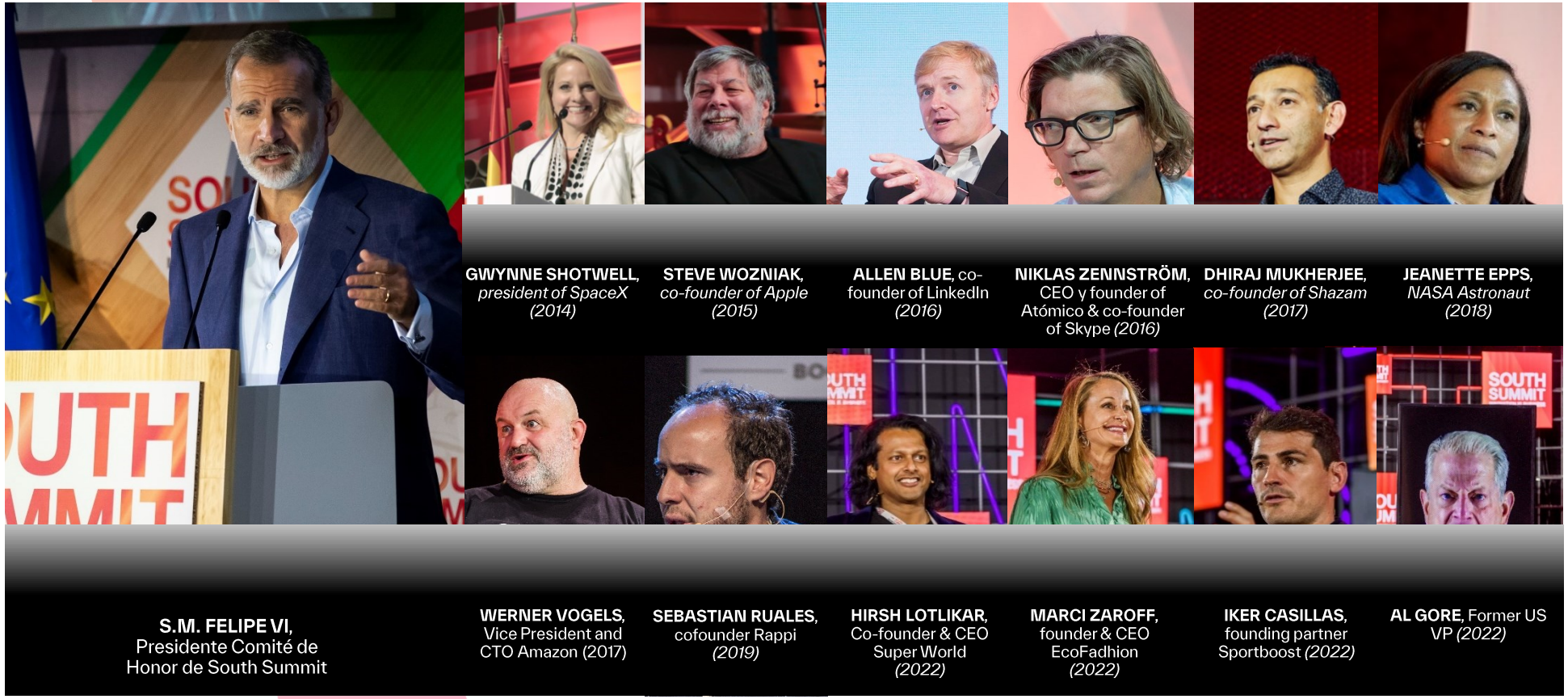
playgiga

Finalist 2014
Exit Facebook $70M

Javier Polo Escriña
Former CEO

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GATHERING GLOBAL LEADERS



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WITH GLOBAL STRATEGY PARTNERS



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AND WE KEEP ON GROWING...



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THE GLOBAL INVESTMENT COMMUNITY



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MAKING BIG BETS

INVESTORS: **SOUTH SUMMIT**	2012	2017	2022
INVESTORS	150	750	1848
FUNDS UNDER MANAGEMENT	N/A	$35B	$250B

INVESTMENT: **SPANISH STARTUPS**	2012	2017	2022
SPAIN	1126M	845M	4.260M
FINALISTS	42M (30%)	82M (10%)	3.037M (75%)



WITH SUSTAINABILITY AT ITS CORE

EMPOWERING THE ENTREPRENEUR CARBON NEUTRAL EVENTS

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THE ENTREPRENEUR AS THE ANTIDOTE

Promoting **Sustainable Innovation** and
Responsible Entrepreneurship at every level

1

Highlighting and inspiring the ecosystem to **build climate related and sustainable solutions** that positively impact society.

2

ClimateTech role models, 60% of content related to sustainability.

3

Gender equality 30% women on program, 50% in the production staff.

4

Walking the talk – **carbon neutral events** with a commitment to 55% reduction in emissions by 2030.



JONATHAN WEBB
FOUNDER & CEO
APPHARVEST



ROBIN CHASE
CO-FOUNDER & FORMER CEO
ZIPCAR & BUZZCAR



MARCI ZAROFF
FOUNDER & CEO ECOFASHION CORP



ENRIC ASUNCION
CO.FOUNDER & CEO WALLBOX

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CERTIFICATES

2021

- **Sustainable Event - for now, forever**
- **Net Zero Pledge**

2022

- **80%** SUSTAINABLE ACCORDING TO EVENTSOST



SOUTH SUMMIT

THE SPANISH ECOSYSTEM

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SOUTH SUMMIT'S CONTRIBUTION TO THE SPANISH SOCIETY AND PRODUCTIVE FRAMEWORK

1. Generating **economic activity and employment** in Madrid with the organization and holding of the meeting...
2. ...improving the **image and reputation** of the country through its media...
3. ...creating connections that develop the national and regional **entrepreneurial ecosystem**...
4. ...and promoting a culture of **open innovation** within companies.



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*Information provided by: pwc

RADIOGRAPHY

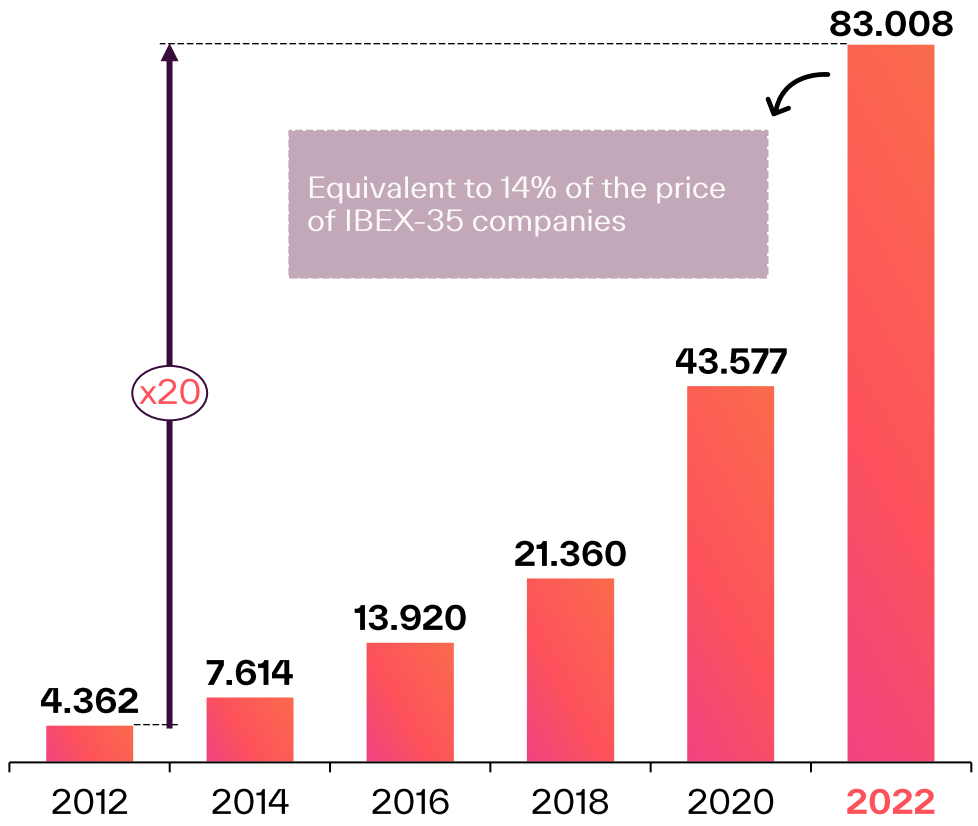
In the last 10 years, the Spanish entrepreneurial ecosystem has grown exponentially, its value having multiplied by 20, and is currently employing almost 140,000 people

~11.100 STARTUPS

~140.000 EMPLOYMENTS

- **6.446** PRIVATE INVESTORS
- **366** INVESTMENT GROUPS
- **149** ACCELERATORS
- **99** INCUBATORS

VALUE OF THE SPANISH ENTREPRENEURIAL ECOSYSTEM (M€)



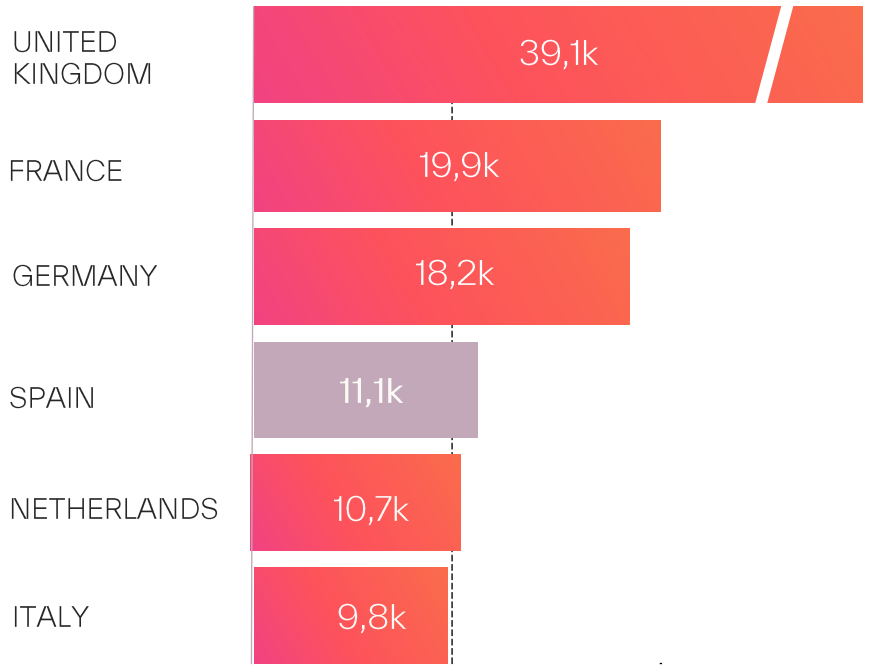
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*Information provided by: pwc

Spain is 4th in Europe by number of startups, only behind the United Kingdom, France and Germany.

CONSOLIDATING THE ENTREPRENEURIAL ECOSYSTEM

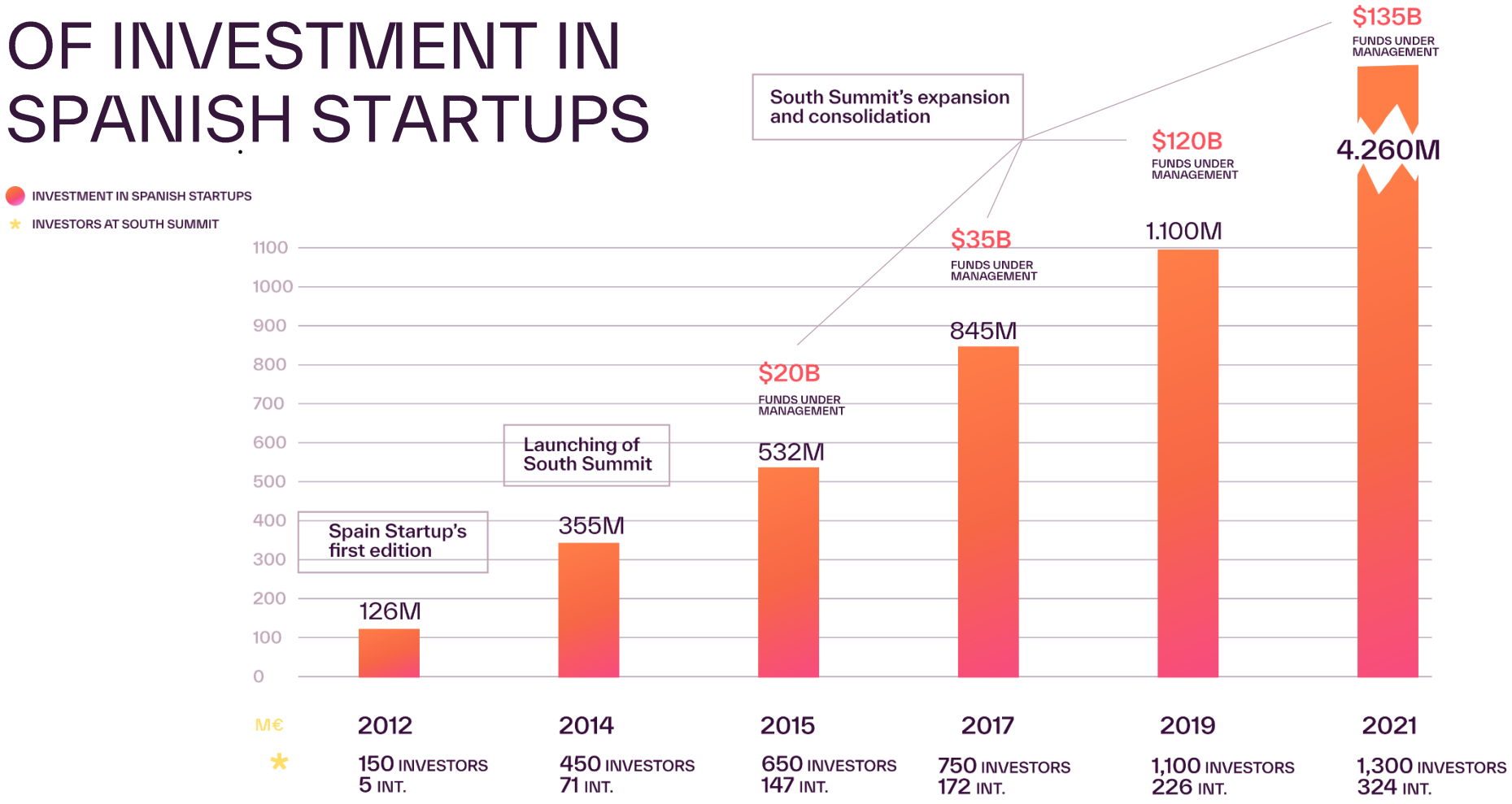
Number of startups from major European countries



*Information provided by: pwc

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EVOLUTION OF VOLUME OF INVESTMENT IN SPANISH STARTUPS



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SOUTH SUMMIT MADRID

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SOUTH SUMMIT

SOUTH SUMMIT MADRID CONSIDERED AN EVENT OF EXCEPTIONAL PUBLIC INTEREST

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KPI's 2022
SOUTH SUMMIT MADRID

ATTENDANCE

+15,000 ATTENDEES	**111** COUNTRIES
3,500 STARTUPS	**5,220** EXECUTIVES
1,848 INVESTORS	**220** KEY GLOBAL VC
+$250B FUNDS UNDER MANAGEMENT	**166,423** CONNECTIONS
+600 SPEAKERS	**+220** MEDIA

STARTUP COMPETITION

113 COUNTRIES	**3,500** STARTUPS

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IMAGE AND REPUTATION

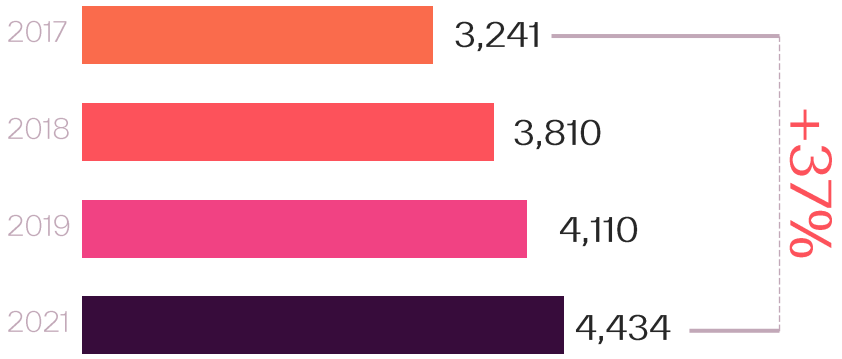
+800M
people reached in 2022

+17,8M€
of economic value in 2022

OUR INTERNATIONAL MEDIA PARTNERS

América economía · Retina · SER · TeleMadrid · La Vanguardia · europa press · ABC
STARTUPS MAGAZINE · Himalaya diary.com · Emprendedores · vietnam net · 매일경제 · India Education Diary.com · radio intereconomía
BUSINESS INSIDER ESPAÑA · Xataka · TodoStartups · MARKETING ECOMMERCE · Opinno. · Portafolio

South Summit's evolution of media appearances



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*Information provided by: pwc



OUR COMMUNITY

SOCIAL MEDIA-

Total Community:
+91,000 FOLLOWERS

DATABASES-

Total: +111,955
Profile:

- Startups
- Investors
- Corporates
- Institutions
- Hubs
- Research
- Students
- Government

WEB-

Visits: +18,000/week
Unique Users: +6,500/week

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SOUTH SUMMIT

WHAT'S NEXT IN 2023

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TODAY 2030

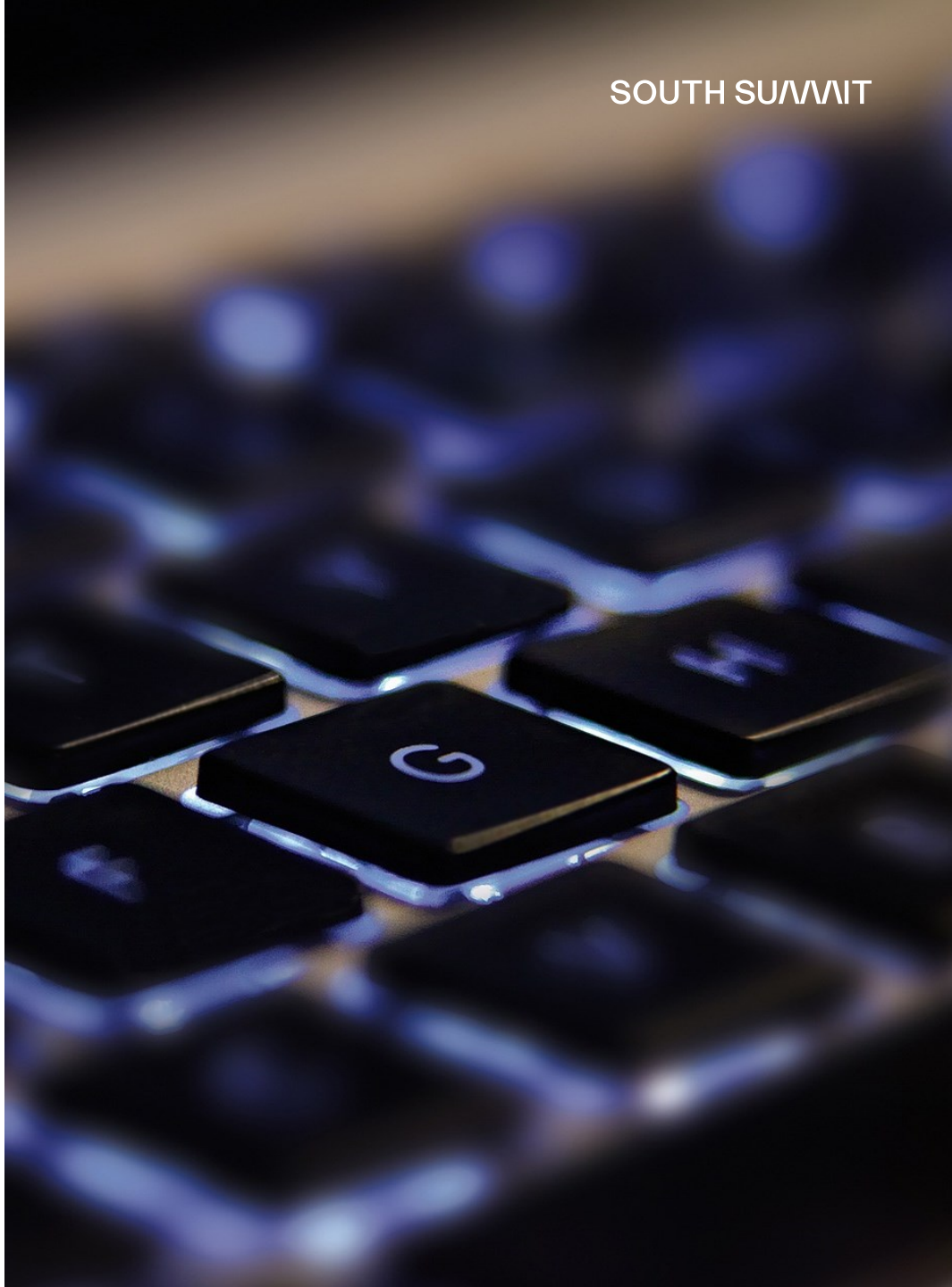
2030 is a critical turning point on our road towards a net zero economy and a milestone we cannot miss.

Join us at South Summit where we will travel to the future, to 2030, to learn and be inspired by our future selves who have made every sacrifice, taken every tough decision, and adapted and innovated along the way to meet this goal.

Let's navigate this future together, as we won't get a second chance.

The Future is here, be part of it and make sure it's the Future **you** want.

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SOUTH SUMMIT

TRACKS

TODAY 2030

CLIMATETECH	Let's utilize innovation and our creativity to save the planet with councious investments, gigacorns, ESG metrics and more.
NURTURING ECONOMY	Companies need to rethink how they build, adapt and contribute and not only take to reach Net Zero by 2030.
DATA & DIGITISATION	Let us explore the power of data on industries and our society' in terms of transparency, ethics, etc., to create a better and more collaborative future.
INNOVATION & ECOSYSTEM	Let us learn how to work together within the ecosystem, create opportunities and invest in the future that our generations deserve.
FUTURE OF MONEY	Fintech on 2030 will go beyond finances. We are facing a wave of solutions that are restructuring the financial system as we understand it.
INDUSTRY 5.0	Through construction, robotics, data, logistics and transport, we are redefining the structures that will transcend us.
HUMANITY	2030 will be human-centered. We need a wise development of societies, considering all aspects.
ENERGY TRANSITION	We are boosting clean energy, we have accelerated decentralisation, industry decarbonization and provide sustainable and affordable energy for all.
AGRITECH & FOOD	Let's explore the entire Agritec cycle. Regenerating our ecosystem is crucial to feed coming generations and growing populations.
HEALTH	Data, Robotics, IoT, Digitalization are restructuring a more decentralized and accessible health system in 2030.
SPORTSTECH	Find the last advances in sports technology that revolutionized the way we experience sports and athletic performance.

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OUR STAGES

















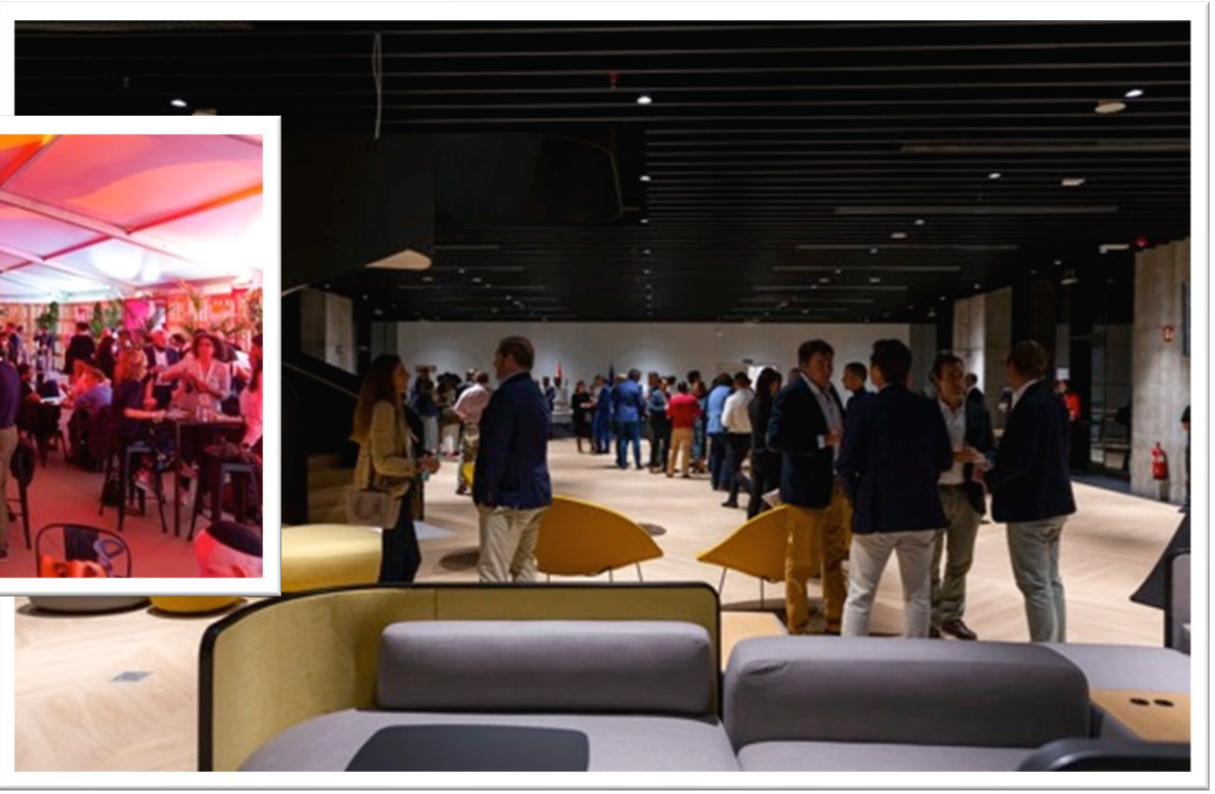


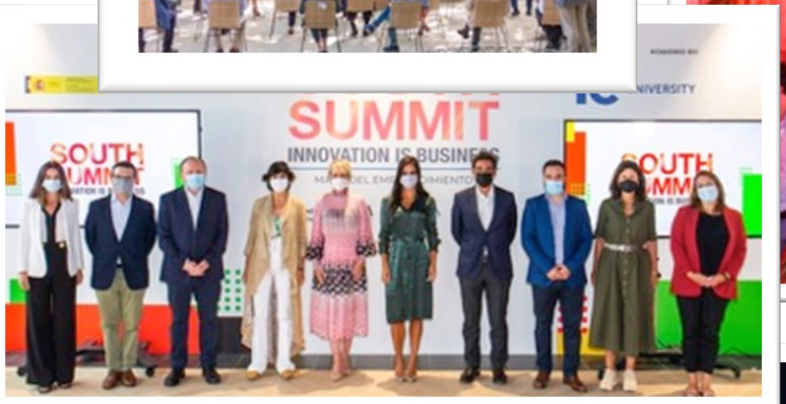
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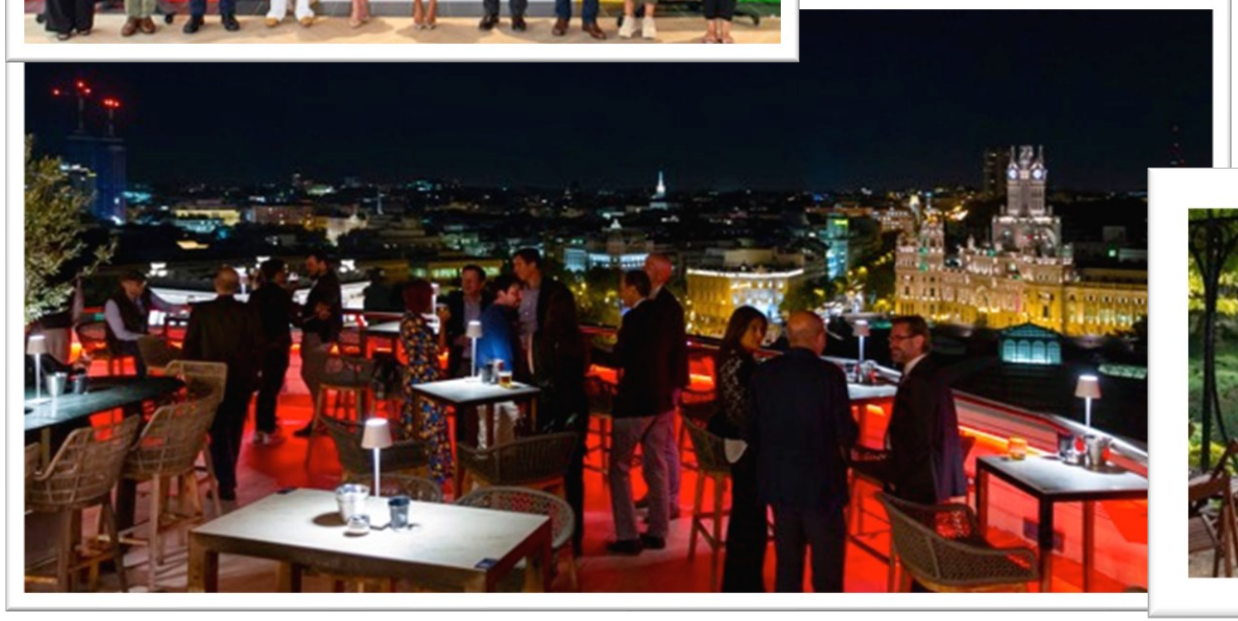
SOCIAL SUMMIT















SOUTH SUMMIT

ARENA STAGE	Thought leaders meet to inspire. Learn from the minds that are shaping the path. Ignite your inner breakthrough leader. Provocative, evocative, asking the hard questions. Mission brief.
Q&A STAGE	Your direct communication channel with the future, take the insights and share your own.
TNBT STAGE	Let us explore the power of data on industries and our society in terms of transparency, ethics, etc., to create a better and more collaborative future.
GROWTH STAGE	Learn from the leaders, the founders of change.
PLAYGROUND STAGE	Technology as an engine healing. Learn the know-how to start acting now.
SANDBOX STAGE	The try and fail, we often learn greater lessons from getting it wrong. Study the Creative destruction that makes us mobilize change.
CORNER STAGE	From the Idea to the action. How the actors of the ecosystem are creating the solutions for tomorrow.
INNOVATION STAGE	Take a deep dive into the trends that are shaping 2030 with investors, founders and ecosystem actors.
DEMO STAGE	Innovation Hubs gather the most innovative startups. Get to know their programs and portfolio along with other initiatives for startups.

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SOUTH SUMMIT BRAZIL

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SOUTH SUMMIT

KPI's 2022
SOUTH SUMMIT BRAZIL

ATTENDANCE

+20,000 ATTENDEES	**+50** COUNTRIES
3,300 STARTUPS	**+8,500** EXECUTIVES
500 INVESTORS	**+90** FUNDS
$65B FUNDS UNDER MANAGEMENT	**+40,000** CONNECTIONS
+500 SPEAKERS	**+500** MEDIA

STARTUP COMPETITION

+70 COUNTRIES	**+1,000** STARTUPS

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IMPACT AND RESULTS

South Summit Brazil - Porto Alegre 2022 was a turning point for the local job market:

- The region has become a **leading hub for technology-based startups.**
- Porto Alegre has local, highly skilled **talent.** The city also **attracts professionals** from outside and **with international backgrounds.**
- **+3,500** indirect jobs
  +2,200 students present
  80 volunteers working



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OTHER SERVICES

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BUT THAT'S NOT ALL...

Not only do we design and produce large meetings, we also create specialized and intimate networking environments.

VERTICAL ENCOUNTERS

South Summit Smart Mobility
(Malaga, May 2019)

South Summit Health & Wellbeing
(Valencia, November 2021)

ECOSYSTEM BUILDERS

At south summit, we continue innovating & putting forward new proposals.

We, personally and exclusively, invite the leaders to write about the future of industry 4.0 and Energy Transition.

In Bilbao, we join forces with Biscay Startup Bay, where past and future meet to lead the transition towards a net-zero economy.

LP FORUM

We are very specialized in the context **of limited partners** and family offices, **organizing unique and personalized meetings** at the request of our clients (from public institutions to private corporations).

The South Summit LP Forum is an opportunity to bring the LP Community closer to the South Summit family of startups, investors, institutions, and corporations so that they stay on the cutting edge of tech trends and tendencies within the innovation ecosystem.

LP FORUM Madrid and Barcelona

ENTREPRENEURSHIP MAP

Our database currently has 26,000+ startups (+3,500 each year), all of whom have participated in our competitions.

Year after year, they themselves update their own information to keep evolving and expanding.

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PROPUESTA DE COLABORACIÓN

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EN EL 2023 QUEREMOS ESTAR MÁS CERCA QUE NUNCA DEL ECOSISTEMA STARTUP, INVOLUCRANDO A ABANCA EN DIFERENTES INICIATIVAS PARA POTENCIAR ESTA CONEXIÓN

South Summit actúa como catalizador para generar las mejores conexiones del ecosistema que aporten valor a la visión estratégica de Abanca, para conectar y empoderar a la comunidad de innovación

SENTIR COMÚN. UNA BANCA DE SERVICIO Y PROXIMIDAD.

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Proponemos actividades a Abanca durante todo el año para que tenga una participación activa en cada una de ellas, y sea parte de nuestro buque insignia, South Summit Madrid como Partner.

Para fortalecer la conexión en un entorno multi player y multi sector que aporte valor a la visión estratégica de Abanca:

ACTIVIDADES A LO LARGO DEL AÑO SOUTH SUMMIT 2023

El conjunto de estas actividades permitirán a Abanca obtener inspiración y conexión con el ecosistema, poder buscar solución a retos específicos, y conectar con actores del ecosistema que están más alejados de su círculo de su influencia habitual.



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1. ACTIVIDADES A LO LARGO DEL AÑO

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CONEXIÓN CON STARTUPS

Apoyo por parte del equipo South Summit para conectar Abanca con las 400 startups semifinalistas.*



CONEXIÓN CON STARTUPS

Apoyo por parte del equipo de South Summit para coordinar reuni ones 1:1 con las 100 finalistas.*

* Únicamente para Summit Partner Opción 1

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ACCESO A LOS ACTORES DEL ECOSISTEMA

Invitación a actividades que impulsen el intercambio de conocimiento y conexión con el ecosistema junto a nuestros principales partners, expertos y actores relevantes del ecosistema: *

- South Summit Brasil 2023
- Presentación del Mapa del Emprendimiento

Apoyo por parte del equipo de comunicaciones de South Summit para compartir contenido e iniciativas de Abanca a lo largo del año.*

Apoyo por parte del equipo South Summit para conectar con actores del ecosistema.*



*Únicamente para Summit Partner Opción 1

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2. SOUTH SUMMIT 2023

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SUMMIT PARTNER & SUMMIT PARTNER

- 1 participación en espacio de conversación de interés para Abanca*









*Únicamente para Summit Partner opción 1. El formato de participación se acordará entre los equipos de Abanca y South Summit.

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SUMMIT PARTNER & SUMMIT PARTNER

- Libros digitales con información de: Corporates, Inversores y Startups.
- Miembro del jurado en la final de Startup Competition en una de las verticales de interés para el partner.
- Apoyo de South Summit para conectar con las 400 startups semifinalistas.

ESTE FORMATO OMNICANAL OFRECE UNA OPORTUNIDAD ÚNICA DE ACCEDER A MÁS Y MEJORES PROYECTOS A UNA ESCALA GLOBAL:

Startups Internacionales: 2021 · 60% vs 2022 · 75%





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DIGITAL

South Summit impulsa la visibilidad de la marca añadiendo nuevos y más sofisticados formatos que impactan en una audiencia más global

- Presencia de logo en la web de South Summit.
- Presencia de marca en la plataforma online de South Summit.





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FÍSICA

South Summit impulsa la visibilidad de la marca añadiendo nuevos y más sofisticados formatos que impactan en una audiencia más global.

- Presencia de marca en áreas de South Summit como: Welcome Área (Lona de partners)
- Opción de stand en el marketplace:
    - Summit Partner: 5m2
    - Summit Partner: 3m2



5m2



3m2

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El alcance del formato omnicanal de South Summit extenderá la huella de Abanca más allá, amplificando las posibilidades de descubrimiento de valor a escala global junto con los principales actores de todo el mundo.

(*) Todas las acciones de comunicación se adecuarán al calendario establecido por el equipo de South Summit (válido 31/12/23)

SUMMIT PARTNER & SUMMIT PARTNER

- Post en RRSS de South Summit: 1*

*Únicamente para Summit Partner Opción 1

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ACCESO A LOS ACTORES DEL ECOSISTEMA + TICKETS

ACCESO

- Acceso a eventos exclusivos de networking en el marco de South Summit Madrid – **Social Summit** activities.
- Acceso a la plataforma de South Summit.

TICKETS

SUMMIT PARTNER
- Business tickets: 1
- Attendee tickets: 20

SUMMIT PARTNER
- Attendee tickets: 20









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PROPUESTA ECONÓMICA

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ACTIVIDADES COMO PARTNER DE SOUTH SUMMIT MADRID 2023:

PROGRAMA

- 1 participación en espacio de conversación de interés para Abanca.

* El formato de participación se acordará entre los equipos de Abanca y South Summit.

INNOVACIÓN VÍA STARTUPS

- Libros digitales con información de: Corporates, Inversores y Startups.

COMUNICACIONES

Apoyo por parte del equipo de Comunicaciones de South Summit para difundir los mensajes claves de Abanca relacionados con la innovación y el emprendimiento:

- Post en RRSS de South Summit: 1

*Todas las acciones de comunicación se adecuarán al calendario establecido por el equipo de South Summit (válido 31/12/23)

ACCESO A LOS ACTORES EL ECOSISTEMA & TICKETS

ACCESO A LOS ACTORES EL ECOSISTEMA

- Acceso a los eventos más exclusivos de networking - Actividades de Social Summit: - VIP dinners.
- Acceso a la plataforma de South Summit.

TICKETS

- Business: 1
- Attendee tickets: 20

VISIBILIDAD DE MARCA

DIGITAL

- Presencia de logo en la web de South Summit.
- Presencia de marca en la plataforma de South Summit.

FÍSICA

- Presencia de marca en áreas de South Summit como: Photocall, Business Lounge y Welcome Área (Lona de partners)
- Opción de stand en el marketplace (5m2)

ACTUACIONES A LO LARGO DEL AÑO

CONEXIÓN CON STARTUPS

- Apoyo por parte del equipo South Summit para conectar Abanca con las 400 startups semifinalistas.
- Apoyo por parte del equipo de South Summit para coordinar reuniones 1:1 con las 100 finalistas.

ACCESO AL ECOSISTEMA DE PARTNERS

- Invitación a actividades que impulsen el intercambio de conocimiento y conexión con el Ecosistema junto a nuestros principales partners, expertos y actores relevantes del ecosistema.
  - South Summit Brasil 2023
  - Presentación del Mapa de Emprendimiento
- Apoyo por parte del equipo de comunicación de South Summit para compartir contenido e iniciativas de Abanca a lo largo del año.
- Apoyo por parte del equipo South Summit para conectar con actores del ecosistema.

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ACTIVIDADES COMO PARTNER DE SOUTH SUMMIT MADRID 2023:

INNOVACIÓN VÍA STARTUPS

- Libros digitales con información de: Corporates, Inversores y Startups.
- Miembro del jurado en la final de Startup Competition en una de las verticales de interés para el partner.
- Apoyo por parte del equipo de South Summit para conectar Abanca con las 400 startups semifinalistas.

ACCESO A LOS ACTORES EL ECOSISTEMA & TICKETS

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- Acceso a los eventos más exclusivos de networking - Actividades de Social Summit: - VIP dinners.
- Acceso a la plataforma de South Summit.

TICKETS

- Attendee tickets: 20

VISIBILIDAD DE MARCA

DIGITAL

- Presencia de logo en la web de South Summit.
- Presencia de marca en la plataforma de South Summit.

FÍSICA

- Presencia de marca en áreas de South Summit como: Welcome Área (Lona de partners)
- Opción de stand en el marketplace (3m2)

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PROPUESTA ECONÓMICA

SUMMIT PARTNER	15.000€ + IVA
SUMMIT PARTNER	12.000€ + IVA

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SOUTH SUMMIT

SEE YOU ON JUNE 7-9TH AT LA NAVE

CONTACTO: CRISTINA@SPAIN-STARTUP.COM

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