Matchmaking platform & business ecosystem for sustainable territories and startups with social impact

Initiatives for developed and developing markets leveraging technology and our future human experience
What is innovation?

Maybe the latest iPhone?
Maybe virtual reality or artificial intelligence?

Most people think of technology when they hear the word innovation.

What about talking to your neighbor or citizens of your city in a new way that you understand better their needs and local urban challenges?
What is Startup4City?

• Startup4City is a matchmaking platform for municipalities + startups + citizens / local community to bring civic-oriented projects in life and build sustainable and vibrant cities with high-tech innovative solutions.

• Piloting for startups in the city is a new way to test fast/ fail fast and save money to demonstrate the promise of advanced technology through the experiment.

• It’s a business ecosystem to support the best impact entrepreneurs across the world. We focus on innovation dynamics, sustainable living, collaborative services, design for behavioral change, impact measurement and local development by an acupuncture of micro- and macro-initiatives with partnerships globally.
Objectives

Better sustainable business

Applying elaborated analytical framework of the global Social Development Goals (SDGs) to measure impact that business does for society and economy

Increase social cohesion

The community built within and around the ecosystem and shared challenges will lead to increased social cohesion and digital transformation by design

Real innovation

Through new formats of cooperation/communications with multi stakeholders in joint projects we drive real innovations and accomplish things neither can do on their own.
Status of the project

2017

Interactive sessions & matchmaking workshops with tech startups and municipalities

Smart City Expo – Barcelona
Smart City Live – London
Nordic Smart Cities – Stockholm

Local events in Ghent, Copenhagen, Moscow

2018 - 2019

Publishing Use Cases

Matchmaking event at Smart City Expo – Barcelona

Local events in 4 EU cities

Working on joint projects with China and Japan.
Startup4City drives collaborative analytical framework and communication for global SDGs, so that financial and public institutions could measure this impact on society and economy.

We collect prominent use cases and scale them up.
New customer-centered approach for smart cities

Doing differently, rather than doing better, may be smarter.
Thank you!

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