



PARTNERSHIPS PROPOSAL

CIRCLE17 - 2020



ABOUT CIRCLE17

Circle17 is a programme that fosters corporate- and startup collaboration for the design of sustainable business models to the current sustainability challenges posed within business- and society at larger scale. The overarching goal is to foster partnerships that contribute to the achievement of the UN Sustainable Development Goals.



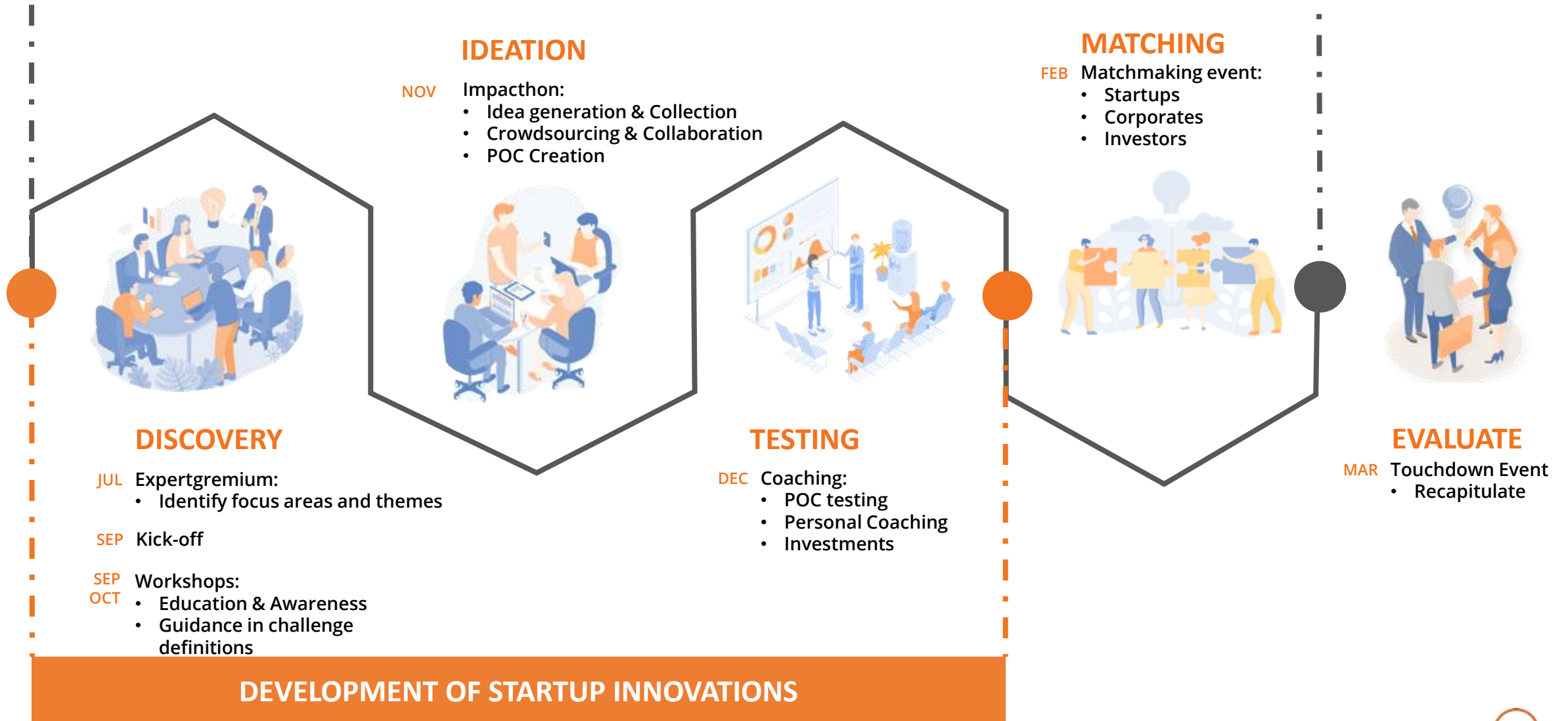
OUR MAIN FOCUS THIS YEAR



The close interdependency of business with society and environment is clear: without a healthy planet and healthy people there's no healthy business on the long-term. A message that has been formulated before within 17 goals - the Sustainable Development Goals (SDGs) of the United Nations.

A fundamental prerequisite for sustainable development and achieving the SDGs is **resilience**: *the capacity to persist, adapt and transform your business in the face of change.*

CIRCLE 17 PROCESS OF SUSTAINABLE TRANSFORMATION



**It is your time to develop resilient and sustainable
business models through corporate and startup
collaboration!**

1

LEADING PARTNER

Get involved throughout the journey and develop as a corporate innovative and sustainable solution for environmental and societal challenges.



2

SPONSOR

Reach visibility as a sponsor through C17 in order to promote the movement of sustainable and resilient business models.

Join the C17 journey as a leading partner or sponsor!



1 LEADING PARTNER

Be involved and
be part of the ecosystem!

WORKSHOPS

Gain knowledge
on resilience and
sustainability
topics

IMPACTHON

Host a challenge
to startups and
makers during the
Impacthon

COACHING

Possibility to coach
and mentor
participants to
shape solutions

MATCHMAKING EVENT

Hold a booth and
get a pre-access
and briefing about
solutions developed

TOUCHDOWN EVENT

Present your
company and the
possible match
with the startup

Additional visibility benefits:

- Positioning of company as leading partner in media releases
- Communication on C17 website and social channels as leading and active partner in the circle
- Create a network and get access to our LinkedIn community



2

SPONSOR

**Support the movement
and gain visibility!**

WORKSHOPS

IMPACTHON

COACHING

MATCHMAKING
EVENT

TOUCHDOWN
EVENT

Position yourself as a sustainable leading
corporate in the field of startup-
collaboration innovation

Be mentioned as sponsor in
press releases

Positioning of company logo on C17
website and social media channels

Join a network throughout
the journey

VALUE PROPOSAL

1

LEADING PARTNER

2

SPONSOR

COMMUNITY

| | | |
|-------------------------------------------------------------|---|---|
| Interview/story shared on our channels | ● | |
| Communication as leading partner/sponsor to media partners | ● | ● |
| LinkedIn community membership | ● | |
| Potential to become panelist at AustrianStartups Stammtisch | ● | |

VISIBILITY

| | | |
|------------------------------------------------------------------------------------------------|---|---|
| Positioning of logo on circle17 website | ● | ● |
| Testimonial incl. quote and logo posted on circle17 social media pages (Facebook and LinkedIn) | ● | |
| Listed as leading partner/sponsor at livestreams | ● | ● |

WORKSHOPS

| | | |
|--------------------------------------------------------------------------------|---|--|
| Participation at all three workshops organized by respACT and AustrianStartups | ● | |
| Guiding on how to best prepare to develop and host a challenge at Impactthon | ● | |

VALUE PROPOSAL

1

LEADING PARTNER

2

SPONSOR

IMPACTHON

| | | |
|-----------------------------------------------------------------------------------------------------------|---|---|
| Host a challenge | ● | |
| Host a session | | ● |
| Listing as partner/sponsor on social media (Facebook and LinkedIn) and in press releases about Impactthon | ● | ● |
| Logo placement at the event itself | ● | ● |
| Optional coaching support after the Impactthon | ● | |

MATCHMAKING

| | | |
|----------------------------------------------------------------------------------------------------------------|---|---|
| Company presentation in a booth (incl. promo material) | ● | |
| Receive briefing about participating startups beforehand | ● | |
| Reverse pitching – present yourself to potential startups | ● | |
| Logo on posters and other advertisement at the event | ● | ● |
| Be named as leading partner/sponsor of the Matchmaking on social media as well as in press release about event | ● | ● |

VALUE PROPOSAL

TOUCHDOWN



| | | |
|-------------------------------------------------------------------------------------------------------|----------------------|----------------------|
| Be named and receive credits as leading partner/sponsor of circle17 2020 | ● | ● |
| In case there is a match with a startup through the cycle, there is a possibility to present yourself | ● | |
| | € 3.000,- excl. VAT* | € 1.500,- excl. VAT* |

*20% discount for respACT members and AustrianStartup partners

Workshop participation worth € 750,-

The offer is subject to change over the course of the cycle. Non-profit organisations are exempt from the fees.



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