

# CORPORATE INNOVATION TRACK

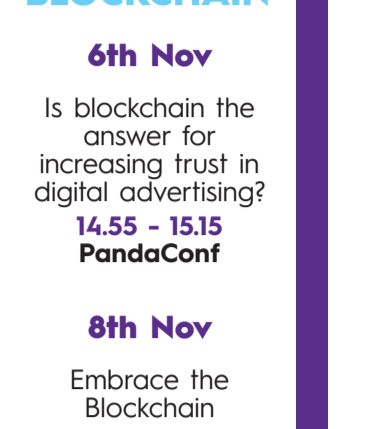
You're at WebSummit to represent your company, get insights into future tech and new marketing trends? This is the track for you!

## SPEAKERS TO SEE

As new data privacy concerns arise everyday, news media gets discredited and the "fake news" movement grows, we should be looking at the repercussions in data laws and in people's trust in institutions. We're more than curious about getting the take of some of the people working in the eye of the storm. These are the speakers we won't miss on stage:



**CHRISTOPHER WYLIE**  
Christopher Wylie is the former Director of Research for Cambridge Analytica and SCL Group, which was a UK-based military contractor specialising in information warfare. He witnessed first hand how culture, information and algorithms were being weaponised by militaries, governments and companies to undermine elections around the world. In 2018, Christopher worked with The Guardian and New York Times as a whistleblower to expose how social media data was being exploited and turned against its own citizens.



**DAVID PENSEEL**  
CEO at The Guardian Media Group  
David Penseel became CEO of Guardian Media Group (GTMG) in 2015. He leads the commercial and financial strategy, is chairman of GMG Ventures and a member of The Scott Trust. Prior to GMG, David worked in many senior roles across the media industry.



**DIMMA KHATIB**  
Managing Director at AJ+  
Dimma Khatib has worked in journalism in more than 35 countries. She currently directs the award-winning AJ+ digital channel in its four versions: English, Arabic, Spanish and French. The only female executive within Al Jazeera Media Network, Dimma speaks 8 languages and is an expert on social media. She has one published book in Arabic: Love Refugee.

## TRENDY TECHS

These are the techs disrupting sectors we'll be keeping an eye on:

### THEMES

<p><b>BLOCKCHAIN</b></p> <p><b>6th Nov</b></p> <p>Is blockchain the answer for increasing trust in digital advertising? 11.35 - 15.15 <b>PandaConf</b></p> <p><b>8th Nov</b></p> <p>Embrace the Blockchain 11.20 - 11.45 <b>Content Makers</b></p> <p>In Blockchain We Trust: Building beyond finance 11.35 - 12.00 <b>CryptoConf</b></p> <p>Build it to win it: Creating the infrastructure to change the world 14.55 - 15.14 <b>CryptoConf</b></p>	<p><b>AI</b></p> <p><b>6th Nov</b></p> <p>A better world with AI 16.30 - 17.00 <b>Centre Stage</b></p> <p>Is AI more hype than reality? 16.10 - 16.35 <b>Auto/Tech &amp; TalkRobot</b></p> <p><b>7th Nov</b></p> <p>How AI will decode software for everyone 14.05 - 14.20 <b>SaaS Monster</b></p> <p>Graph Databases: The best kept secret for effective AI 11.35 - 11.55 <b>binale.io</b></p> <p><b>8th Nov</b></p> <p>Will an AI be your next Chief Marketing Officer? 15.45 - 16.05 <b>PandaConf</b></p>	<p><b>CRYPTO CURRENCY</b></p> <p><b>6th Nov</b></p> <p>Cryptos Rollercoaster Year 15.30 - 15.50 <b>Centre Stage</b></p> <p><b>8th Nov</b></p> <p>Is crypto the future of banking? 12.20 - 12.40 <b>CryptoConf</b></p> <p>The future of Crypto: Breaking new ground in emerging markets 12.55 - 13.15 <b>CryptoConf</b></p>	<p><b>BIG DATA</b></p> <p><b>6th Nov</b></p> <p>Big Data and Big Insights 12.05 - 12.15 <b>SaaS Monster</b></p> <p><b>7th Nov</b></p> <p>Data Wars: Using data to power a custom-tailored model 15.55 - 16.15 <b>PandaConf</b></p> <p><b>8th Nov</b></p> <p>They are listening: Children and voice recognition data 12.00 - 12.20 <b>Forum</b></p>
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## STARTUPS TO WATCH

<p><b>BLOCKCHAIN</b></p> <p><b>Energi Mine</b></p> <p>Energi Mine allows those contributing to reducing global energy demand to get financially rewarded for doing so, using AI and blockchain.</p> <p><b>Coinfirm</b></p> <p>Coinfirm is the global leader in regtech for digital currencies and the blockchain-based financial ecosystem.</p> <p><b>MOIN</b></p> <p>MOIN is a Blockchain-based cross-border money transfer solution. Users can transfer money abroad faster and more convenient with lower cost.</p>	<p><b>AI</b></p> <p><b>Ultimate.ai</b></p> <p>Helping enterprises scale their customer service.</p> <p><b>Textio</b></p> <p>Textio is the augmented writing platform that tells you who will respond to anything you've written.</p> <p><b>Effect.AI</b></p> <p>How can data structuring tools help your business to create and utilize AI solutions?</p>	<p><b>CRYPTO CURRENCY</b></p> <p><b>Bitwala</b></p> <p>Bitwala offers a bank account with a built-in bitcoin wallet that combines cryptocurrency trading and everyday banking in one place.</p> <p><b>Tokenbox</b></p> <p>Platform for cryptoinvestors, funds and traders</p> <p><b>Crypterium</b></p> <p>Pay with crypto anywhere in the world</p>	<p><b>BIG DATA</b></p> <p><b>data.world</b></p> <p>data.world is the smart catalog for data and analysis work in the enterprise</p> <p><b>CARTO</b></p> <p>CARTO is the platform for turning location data into business outcomes.</p> <p><b>ForePaas</b></p> <p>Analytics platform integrating an autonomous and comprehensive environment of data management, dashboards, APIs and Data Science</p>
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## SECTORS

These sectors will be heavily featured in the summit. If you're focused on one of these sectors, we suggest this keynotes and up-and-coming startups working in the sector:

## INSURANCE

<p><b>TALKS &amp; PANELS</b></p> <p><b>7th Nov</b></p> <p>Partnering to ensure change at scale 11.40 - 12.05 <b>MoneyConf</b></p> <p>Has tech changed the insurance industry forever? 14.20 - 14.40 <b>Centre Stage</b></p> <p><b>8th Nov</b></p> <p>Cashing in: How digitalisation is transforming economies 14.35 - 15.00 <b>Forum</b></p>	<p><b>STARTUPS TO WATCH</b></p> <p><b>Segguroo</b></p> <p>Segguroo is the insurance platform that allows you to manage all your insurances from one single place.</p> <p><b>Carpe Data</b></p> <p>Using proprietary algorithms and proven AI, Carpe Data harnesses the power of emerging and alternative data for insurance carriers.</p> <p><b>WeGroup</b></p> <p>WeGroup combines an innovative business model and cutting-edge tech to create an alternative for insurance that is fair, fast and rewarding.</p>
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## FINANCE

<p><b>TALKS &amp; PANELS</b></p> <p><b>7th Nov</b></p> <p>World War Trade 14.30 - 14.55 <b>Forum</b></p> <p>Platform or die: How can banks move forward? 12.25 - 12.45 <b>MoneyConf</b></p> <p><b>8th Nov</b></p> <p>Is crypto the future of banking? 12.20 - 12.40 <b>MoneyConf</b></p>	<p><b>STARTUPS TO WATCH</b></p> <p><b>Trustly</b></p> <p>Fast, simple and secure online banking payments.</p> <p><b>Oyo - Organize Your Office</b></p> <p>Organize your documents, your numbers, your people!</p> <p><b>Easy Payment Gateway</b></p> <p>is a payment platform that connects merchants to payment solutions by a drag and drop unique system and a full management suite.</p>
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## HEALTH

<p><b>TALKS &amp; PANELS</b></p> <p><b>7th Nov</b></p> <p>Hacking Medicine 12.30 - 12.55 <b>DeepTech</b></p> <p><b>8th Nov</b></p> <p>Making smart surgery a reality 10.40 - 11.00 <b>HealthConf</b></p> <p>DNA Disruption: What genomics need needs next 11.25 - 11.40 <b>HealthConf</b></p> <p>Mass Produced Medicine. Have we got that wrong? 14.20 - 14.40 <b>HealthConf</b></p> <p>More people, more problems: Managing health at scale 14.40 - 15.05 <b>HealthConf</b></p>	<p><b>STARTUPS TO WATCH</b></p> <p><b>Triad Health AI</b></p> <p>Smarter exercise for Parkinson's, using smart speakers.</p> <p><b>OKRA Technologies</b></p> <p>Combine your data in one place, ask it a question, get an answer instantly. Actionable insight and evidence-based predictions in real time.</p> <p><b>Calm.com</b></p> <p>Calm is the #1 app for meditation and mindfulness. We offer guided meditations to help you manage anxiety, lower stress and sleep better.</p>
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## MOBILITY

<p><b>TALKS &amp; PANELS</b></p> <p><b>6th Nov</b></p> <p>The do's and don'ts of democratizing mobility 11.10 - 11.30 <b>Auto/Tech &amp; TalkRobot</b></p> <p>Don't look now: What will cars mean to us 20 years down the road? 12.25 - 12.50 <b>Auto/Tech &amp; TalkRobot</b></p> <p>Fast Forward: How data can drastically improve urban mobility 15.30 - 15.50 <b>Auto/Tech &amp; TalkRobot</b></p> <p><b>7th Nov</b></p> <p>Is there a right way to regulate ride-sharing? 14.35 - 14.55 <b>Auto/Tech &amp; TalkRobot</b></p> <p>The Journey to mass e-mobility is underway 15.10 - 15.30 <b>Auto/Tech &amp; TalkRobot</b></p> <p>Volvo reinvents the wheel of car buying 15.30 - 15h50 <b>Auto/Tech &amp; TalkRobot</b></p> <p><b>8th Nov</b></p> <p>Why is the scooter market suddenly worth billions? 16.10 - 16.30 <b>Centre Stage</b></p> <p>Getting Smart Cities ready for tomorrow's transport 14.50 - 14.55 <b>Auto/Tech &amp; TalkRobot</b></p> <p>Europe's great mobility plans 14.50 - 15.10 <b>Auto/Tech &amp; TalkRobot</b></p>	<p><b>STARTUPS TO WATCH</b></p> <p><b>Velocia</b></p> <p>An open network for mobility as a service, based on centralized technologies, users and service providers interact seamlessly.</p> <p><b>Ridecell</b></p> <p>Ridecell is the leading cloud platform for intelligent and profitable new mobility services.</p> <p><b>Ween</b></p> <p>Predict real-time flows of people to adapt the behavior of all their environments.</p>
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## MARKETING

<p><b>TALKS &amp; PANELS</b></p> <p><b>6th Nov</b></p> <p>The marketing insider's tips for 2019 14.40 - 15.05 <b>Centre Stage</b></p> <p>Brand Value in the Digital Economy 11.50 - 12.10 <b>PandaConf</b></p> <p>How to acquire, grow and retain customers 14.00 - 14.35 <b>PandaConf</b></p> <p>5 ways to build a global sporting brand 14.50 - 15.10 <b>SportsTrade</b></p> <p>Designing the brands of 2050 15.55 - 16.20 <b>creatiff</b></p> <p><b>7th Nov</b></p> <p>The SEO trends for 2019 you need to know about 15.10 - 15.30 <b>PandaConf</b></p> <p><b>8th Nov</b></p> <p>Marketing performance in the digital age - complexity to clarity, reaction to action 11.40 - 12.00 <b>PandaConf</b></p> <p>Decoding the marketing unknowns 12.20 - 12.40 <b>PandaConf</b></p> <p>A complete history of branding in 15 minutes 13.05 - 13.20 <b>ContentMakers</b></p>	<p><b>STARTUPS TO WATCH</b></p> <p><b>webware.io</b></p> <p>Webware is a complete digital toolkit to enable online success for your business. We do the heavy lifting so you don't have to.</p> <p><b>SE Ranking</b></p> <p>All-in-one SEO software for SEO pros, agencies, businesses and newbies. Get to the SERP's top quickly and efficiently.</p> <p><b>Match2One</b></p> <p>Match2One is a demotising programmatic advertising by offering SMBs an easy and effective way to run AI-driven display ads globally</p>
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## SOCIAL MEDIA

<p><b>TALKS &amp; PANELS</b></p> <p><b>6th Nov</b></p> <p>Creativity and the secret success with paid social 14.40 - 15.05 <b>creatiff</b></p> <p>How to get 70 million views in a month 14.10 - 14.25 <b>SportsTrade</b></p> <p><b>7th Nov</b></p> <p>A beginner's guide to social video 14.10 - 14.40 <b>PandaConf</b></p> <p><b>8th Nov</b></p> <p>Is building a business with influencers a good idea? 15.05 - 15.25 <b>ContentMakers</b></p>	<p><b>STARTUPS TO WATCH</b></p> <p><b>SpokeHub</b></p> <p>Make better decisions faster using the first social platform that integrates AR/VR to enhance brand experiences and consumer engagement.</p> <p><b>Ask a Local</b></p> <p>Many people know the problem what is fake news, fake reviews. But do you have a solution? Our solution is very simple. Just ask a local!</p> <p><b>Bond Flare</b></p> <p>Mar-tech tool for venues and events with real cost per client acquisition. Mobile offline social network for befriending and networking.</p>
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**CURRENT THEMES:** These are the current themes with global and social impact that are spreading the all over different sectors and will be the focus of several discussions throughout the summit:

## TRENDY TECHS

<p><b>SUSTAINABILITY</b></p> <p><b>6th Nov</b></p> <p>How we hacked plastic 11.50 - 12.10 <b>Auto/Tech &amp; TalkRobot</b></p> <p>Is tech doing enough to save the planet? 14.10 - 14.35 <b>Forum</b></p> <p>Feed the world. Make it a better place. 15.20 - 15h45 <b>Forum</b></p> <p><b>7th Nov</b></p> <p>Why SCANIA want to lead a sustainable transport revolution 11.45 - 12.00 <b>Auto/Tech &amp; TalkRobot</b></p> <p><b>8th Nov</b></p> <p>Is fashion finally cleaning up its act? 11.50 - 12.10 <b>Modum</b></p>	<p><b>NEWS CREDIBILITY</b></p> <p><b>6th Nov</b></p> <p>Rebuilding trust in a fake news world 12.10 - 12.30 <b>PandaConf</b></p> <p><b>7th Nov</b></p> <p>Building trust for billions 14.20 - 14.35 <b>ContentMakers</b></p> <p>When the truth pays off 15.10 - 15.30 <b>ContentMakers</b></p> <p><b>8th Nov</b></p> <p>Fighting on the frontline of the cyber war 10.30 - 10.50 <b>Centre Stage</b></p> <p>Is journalism death? 11.35 - 11.55 <b>Forum</b></p>	<p><b>DATA PRIVACY</b></p> <p><b>6th Nov</b></p> <p>Your privacy is compromised, what are you going to do about it? 14.00 - 14.25 <b>Centre Stage</b></p> <p>Data etiquette in a regulated world 15.10 - 15.30 <b>SaaS Monster</b></p> <p>Setting the standard in cloud security 15.30 - 15.50 <b>SaaS Monster</b></p> <p><b>7th Nov</b></p> <p>CyberSecurity: In search of the Holy Grail? 12.05 - 12.30 <b>SaaS Monster</b></p> <p><b>8th Nov</b></p> <p>Do we need a declaration of digital human rights? 10.45 - 11.10 <b>Forum</b></p> <p>They are listening: Children and voice recognition data 11.55 - 12.15 <b>Forum</b></p>	<p><b>EQUALITY</b></p> <p><b>6th Nov</b></p> <p>Our 50/50 moment: Connecting the second half of the world to a better web 10.30 - 10.55 <b>Forum</b></p> <p>More social good in tech, more tech in social good 13.35 - 14.10 <b>Forum</b></p> <p>Punching above your weight: Diversity and small economies 14.55 - 15.20 <b>Forum</b></p> <p>Will flex-work create a more equal workplace? 14.55 - 15.15 <b>Startup University</b></p> <p>Investing in women 16.15 - 16.35 <b>Startup University</b></p> <p><b>7th Nov</b></p> <p>Building a fairer digital economy 11.55 - 12.15 <b>Centre Stage</b></p> <p>The social evolution of wealth 16.35 - 16.50 <b>MoneyConf</b></p> <p>Financial fairness and where to find it 14.50 - 15.10 <b>MoneyConf</b></p> <p><b>8th Nov</b></p> <p>Does greater diversity = greater profits? 11.10, 11.35 <b>Forum</b></p>
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## ECOSYSTEM

Who are the main incubators? Which are the main acceleration programs?



Beta-1 was created in 2010, having among its mission helping new and established businesses grow the startup way, by running acceleration and innovation programs, organizing events, promoting investment, and creating workshops at their hub. Nowadays they have built a huge community based on +900 startup Alumni, including the ones of its famous flagship **acceleration** program Lisbon Challenge, together with the +12000 people that already attended Beta-1 events.



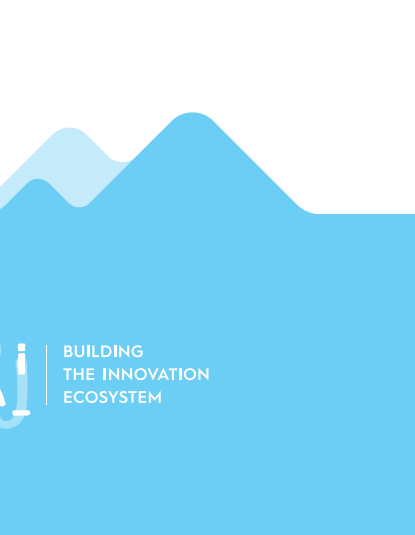
Startup Lisboa was founded in 2011. This **incubator** supports the creation of companies and tracks their first years of activity through mentoring, strategic partners, access to investment, specialised services, networking activities and work spaces. They have renovated three historic buildings in Lisbon's Center with work & residence spaces. They have supported about 280 startups and have entrepreneurs from 35 countries working in their offices.



Fábrica de Startups is an **incubator** founded in 2014 with a multiple stage program that supports the development of startups in different stages. They have three main **acceleration** programs; Fastidea, Faststart, and Fastgrowth, in addition to open programs.



LISPOLIS is an **incubator** located at Lumiar, one of the 53 civil parishes of Lisbon. Its main goal is to welcome innovative start-ups as well as companies that develop / want to develop technology-based projects with universities. Companies benefit from general services, such as access control, reception, housekeeping and communications support, specialized services, promotion and networking activities



BGI is an **accelerator** for tech-based ventures in Europe. Their aim is to help grow the innovation ecosystem in Portugal - and Europe - and commercialize technologies of deep innovation that can change the world.

**- MAIN STARTUPS IN THE ECOSYSTEM -**

<p><b>FARFETCH</b></p> <p>Farfetch brings together independent boutiques to provide a wide selection of elegant brands and styles.</p>	<p><b>Uniplaces</b></p> <p>Uniplaces is an international platform for booking student accommodation online. The Uniplaces team verifies every student home on the website.</p>	<p><b>Aptoido</b></p> <p>Aptoido allows Developers, OEMs, Telcos and Integrators to create and manage their own Android store.</p>
<p><b>codacy</b></p> <p>Codacy is an automated code review tool that helps developers to save time in code reviews and to tackle and manage technical debt.</p>	<p><b>talkdesk</b></p> <p>Talkdesk is an easy-to-use, cloud-based call center software solution that helps improve customer interactions while reducing costs.</p>	<p><b>feedzai</b></p> <p>Feedzai, a data science company, offers software that uses big data analysis and machine-based learning to prevent fraud in commerce.</p>
<p><b>LANDING JOBS</b></p> <p>LandingJobs is a referral-based tech recruitment platform that matches the best tech professionals to the best companies out there.</p>	<p><b>prodsmart</b></p> <p>ProdSmart is a system that allows factory managers to motivate workers, reduce waste, optimize the production pipeline and predict their factory's future to better manage it, saving money and working better.</p>	<p><b>definedcrowd</b></p> <p>Definedcrowd combines Crowd-as-a-Service and Machine Learning to accelerate enterprise data training and modeling.</p>
<p><b>Unbabel</b></p> <p>Unbabel offers an online translation service that combines Artificial Intelligence with Crowd-Sourcing, to provide seamless translation.</p>	<p><b>attentive</b></p> <p>Attentive is an information-assistant tool for sales teams. Its app integrates with CRM tools such as Salesforce and Hubspot and sends alerts about their clients and competitors.</p>	<p><b>jungle</b></p> <p>Jungle specializes Artificial Intelligence for predictive maintenance. It uses the ever-expanding streams of data within organisations to help predict what operations will look like in the near future.</p>

