

## INVESTMENT DAY

### INTERNET OF THINGS (IoT) AND DIGITAL TRANSFORMATION

3rd June 2019

**Auditorium Parc Bit, Centre Empresarial Son Espnayol, C/ Laura Bassi, 07121 PALMA**

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9.00h Keynote speech – State of the art  
*Huawei\_ to be confirmed*

9.30h INTO Workshop (I) – IoT as a key factor for the digital transformation of the tourism industry  
*Alberto de Torres - Nektu*

11.00h Break

11.15h INTO Workshop (II) – IoT as a key factor for the digital transformation of the tourism industry  
*Alberto de Torres - Nektu*

13.00h Networking lunch

14.00h Investors' needs and expectations regarding innovative startups in e-Tourism sector  
*Mario Brassesco - Conector Travel Tech*

14.15h Pitch Startups  
(4 minutes for the presentation and 1 minute for questions and answers / 10 Startups maximum)

15.30h Brokerage event: Bilateral meetings between startups and investors

17.00h End of sessions

Partners:



Associated partner:



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[LINKS UP](#) is a European Project, funded by the Interreg SUDOE Programme, aiming at supporting the competitiveness and growth of e-Health and e-Tourism SMEs from the SUDOE transnational region (Spain, Portugal, Occitanie & Nouvelle Aquitaine south west regions of France).

To do so, LINKS UP focuses its activities on 3 key business areas:

1. Access to finance through the promotion of financial tools and the organisation of investment events
2. Access to market through connection between corporates and start-ups and internationalization
3. Professionalization through brokerage event activities and softlanding services

The [Innovation & Tourism International Seminar \(INTO\)](#) is a consolidated event organised by the Government of the Balearic Islands through the Directorate General of Innovation & Research with the collaboration of Fundació Bit that has been celebrating since 2014, whose main goal is to foster the transfer of knowledge and promote innovation throughout the entire value chain in the tourism industry in order to improve the competitiveness of the Balearic Islands.

The Seminar, that takes place every year in Palma (Mallorca) seeks to be a platform for the debate of research proposals and the presentation of good business practices among representatives from the public administrations, entrepreneurs, researchers, professors, students and professionals from a wide variety of fields to promote innovation in the sector.

In each edition a current topic of interest is analysed. Thus, for the last 13 editions, a variety of themes related to **tourism products** have been analysed, such as culture, yachting and health, **as well as marketing instruments** like branding and social media. We have also debated the **new ways** of addressing sustainability in the sector with major issues like climate change. Likewise, we have examined issues related to the evolution

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in the **technology** used in the tourism industry in order to analyse tourist behaviour and use these new technological tools to create and/or transform tourist destinations in a sustainable way.

In this context, and taking into account the synergies between the LINKS UP Project and the INTO Seminar, the “**Investment Day – Internet of Things and Digital Transformation**” is taking place the following **3<sup>rd</sup> June 2019** in the Auditorium of Parc Bit in **Palma**. This action is fully dedicated to start-ups and investors of the transnational region, with the aim to help them access to finance, from one hand, and bring them real investment opportunities, from the other hand. Also, they will have the chance to participate in the workshop where, through several dynamics and methodologies, the attendees will learn how to design an IoT solution and how it can contribute to the companies’ digital transformation.

In order to achieve these objectives, the event will be structured in 4 sections that will start with a **key note speech** led by a representative of Huawei (to be confirmed), who will frame the whole program of the day explaining the state of the art in the IoT industry.

After that, the attendants will work together in a **workshop session** led by Alberto de Torres from [Nektiu](#), with the aim of finding solutions to certain needs of the tourism field previously identified, what could lead to establish the foundations of new business models or future collaborative projects among participants.

Then, the start-ups will have the opportunity to briefly present their projects to private investors and other entrepreneurs in a **pitch deck session**, led by Mario Brassesco from [Conector Travel Tech](#), with the aim of raising interest of the investors and trying to attract financing to strengthen and grow their projects.

Finally, the attendants will be able to participate in the **brokerage event**, holding short 10-20 minutes bilateral meetings with specific investors and start-ups in order to help them specify investment opportunities or concrete business cooperation activities.

The costs related to travel and accommodation will be entirely charged by the Links Up project and technicians of the entities implied in the organisation will accompany start-ups and investors during the event.

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