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## ***Storyball Takes Startup Victory at Pioneers '19***

- Storyball, a startup that has developed a smart toy which uses games, stories and challenges to get children playing, learning and moving without sitting in front of a screen, has earned the 'Pioneer of the Year' title.
- Chosen from 50 pitching startups, the eight best were given the chance to pitch their product to a jury of experts on the main stage.
- Pioneers '19, the eighth edition of our flagship event, took place on May 9th and 10th at the Hofburg Imperial Palace in Vienna.
- Present at Pioneers '19 were 2,500 corporate decision-makers, international investors, public sector officials and 550 hand-selected startups.

**Vienna – Storyball beat 50 top-notch challengers to emerge as the winner of the coveted Pioneers Challenge Award at Pioneers '19. The startup has developed a physical product of the same name, which is a smart toy that gets children away from screens and playing in the real world. Our flagship event in Vienna, which ran over the last two days in the Hofburg Imperial Palace, saw 2,500 tech innovators, 550 startups and a host of top speakers come together to go beyond the tech hype under the 'Walk The Talks' theme.**

"I think people really want to see how technology can engage us more and make us feel more, rather than just consuming the bigger and better things," said Storyball's Chief Product Officer Meir Biton. "It's about the purpose of what you're doing, not just how you're doing it. I hope we came across with a message that technology can be served in a different way."

"It's really an honour to be selected. Just being at this event comes with a lot of exposure so now we're really expecting to have a lot of people contact us!"

"Startup events are often superficial and inefficient," added Oliver Csendes, CEO of Pioneers. "Every year Pioneers brings over 1,100 international, carefully selected founders to Vienna for our flagship event. The Pioneers500 program is a seal of approval in the startup world and this selection is one of the reasons why international investors, executives, top decision-makers and significant speakers come to join us in the Hofburg every year. I'm curious to see what next year will bring for Storyball and I'm pleased to welcome them to our Hall of Fame."

Storyball has won a networking trip to Silicon Valley to meet the most influential people in the Californian tech hub, as well as a Talent Garden Flex membership and a video pitch professionally filmed by Austrian television network Puls4. Each of the remaining Top 8 finalists will get a Talent Garden Club membership for one team member for a year.

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Storyball qualified for the final after victory in 'The Good Life' pitching track. Their fellow finalists were **SolCold** (Powering a Sustainable World), **Auquan** (Digital Economics), **ONO** (Moving the World), **Oxford Cellentech** (Augmenting Nature), **contextflow** (Living Long & Healthy), **COZYO** (The Good Life) and **ZAPIENS** (Working Smarter).

Pioneers '19 was supported by **Google Cloud**, **Media Apparat**, **Red Bull**, **Raiffeisen Bank International**, the **Vienna Business Agency** and **PwC Austria**.

**About Pioneers**

At Pioneers, we inspire, empower and create. Our purpose is to foster growth and innovation with a focus on deep tech. Since 2009, our diverse team has built an ecosystem, creating collaboration opportunities for tech innovators. We bring together startups, corporate executives, public sector innovators, and investors through digital solutions, consultancy services, events and investments to create a prosperous future.

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