

## **Pioneers takes top tech startups on a European roadshow.**

VIENNA, 3 November 2016

Pioneers Festival is launching a European roadshow that will showcase the tech startups leading the way in the Mobility, Financial Services, Retail, Healthcare, and Manufacturing industries.

The roadshow will visit five European cities in 2017, starting with Mobility in Munich and Fintech in Berlin, before returning to the city of Vienna for the annual showpiece Pioneers Festival in June. This is where the 500 best startups are flown in from all around the world with the help of Pioneers partner PwC. The roadshow then picks up again with Healthcare in Paris, Retail in Stockholm and Industry 4.0 in Madrid to follow in the second half of the year.

Pioneers has always advocated the collaboration between corporates and tech startups, and many success stories of startups like ProGlove, Musoni, Predictr collaborating with corporations like BBVA, Cisco, Erste Group have come out of Pioneers Festival. Pioneers is now aiming to further grow this kind of collaboration in specific industries with the newly launched roadshow and the revamped Pioneers Festival.

“According to HBR, it took telephone technology over 100 years to reach 80% adoption, personal computers 40 years to reach the same and it took the internet only 15 years to reach 60%,” says Pioneers Co-Founder Andreas Tschas. “The speed at which we adopt new technologies keeps accelerating, that means the technologies being developed today like autonomous driving, machine learning and virtual reality will be mainstream sooner than we think. Startups are leading the experimentation of these technologies, however the reach corporates have to the end user is what will achieve their adoption.”

One of the key elements that Pioneers is focusing on is Pioneers500, its hand-picked selection of the 500 most promising tech startups.

“The investment required to launch a tech startup in 2005 was EUR 500,000. Today that cost is down to less than EUR 5,000, which is great news for entrepreneurship, but makes keeping track and identifying the right opportunities a challenge for investors and corporates. We’re helping overcome that challenge by focusing our efforts on identifying the most promising startups that have a potential impact on our focus industries. We then connect the startups with the right potential partners at our events through our own matchmaking technology. It’s a win-win!” says Tschas.

Pioneers is currently accepting new applications from startups keen to join Pioneers500. Once a startup is accepted, they receive free full access to Pioneers events and network. The team is also welcoming new corporates and investors who are interested in joining their program and partnering with startups.

For further information please contact: [press@pioneers.io](mailto:press@pioneers.io)

Download hi-res images of the 2016 Pioneers Festival at:

[https://www.dropbox.com/sh/51bjt22y947w8ab/AABmq7yIf99Fe4q2bz\\_KerYha?dl=0](https://www.dropbox.com/sh/51bjt22y947w8ab/AABmq7yIf99Fe4q2bz_KerYha?dl=0)

### **About Pioneers**

Pioneer establishes business relationships between startups, corporates, and investors. The 7-year-old Vienna-based company focuses on identifying promising early stage startups and connecting them to corporates and investors to foster their innovations. Pioneers does so through organizing events, advising large corporations on collaboration with startups, and directly investing in startups.