

**PIONEERS'18**  
MAY 24 & 25  
HOFBURG · VIENNA

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## Media Release

### Showcasing Corporate Innovation at Pioneers'18

#### *Introducing PwC's BXT Approach and the Experience Center*

Vienna, March 12<sup>th</sup>, 2018 - With digitization a key challenge facing startups and corporates alike, our partner PwC will offer a glimpse into its BXT approach by bringing together Business, eXperience and Technology. PwC will also present its Experience Center to the attendees at Pioneers'18, the ultimate meeting point for 2,500 selected startups, executives and investors on May 24<sup>th</sup>-25<sup>th</sup> in Vienna. Visitors to our flagship event at the Hofburg can stop by at the PwC Lounge to get a taste of how PwC helps companies keep pace with the times in the digital age.

With sites in more than 20 locations worldwide, PwC's Experience Center is a community of makers from around the world who – in interdisciplinary teams with its business staff – help clients break down silos, unearth new value, and pioneer tomorrow. Together, they solve complex problems and closely work together with clients to develop innovative and digital solutions through user centricity and a focus on experiences. And with innovation central to our events as ever, it's fitting that Pioneers'18 guests will be able to get a taste at the PwC lounge of how PwC enables and brings innovation to life.

“Thanks to artificial intelligence, robotics and other technologies, a startup or a company that is still on the drawing board today could be the market leader in ten years,” explains Gerald Dipplinger, Digital Leader at PwC Austria.

“We support companies as they develop new business models and a new strategy for the digital age. To do this we work at the intersection of Business, eXperience and Technology (BXT). At Pioneers'18, visitors can check out these three dimensions in the PwC Lounge and discover how to approach business challenges using the BXT model.”

One feature likely to attract a crowd in the PwC Lounge will be the eValuation tool, which provides startups with an assessment of their market value. With so many data-hungry investors at Pioneers'18, plenty of the more established startups from among our Pioneers500 selection will be lining up for the company valuation estimates the tool can provide at the end of a process that takes just 20 minutes.



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Now into its fourth year, the partnership between Pioneers and PwC has a greater scope than ever before. We're pushing forward with a heavy focus on connecting startups and corporations. As the key partner to Pioneers500, the program focussed on early-stage startups, PwC - together with some of their key clients - will join us in selecting the Top 50 who'll get to pitch on our main stage at the Hofburg. Furthermore, together with our consultancy arm Pioneers Discover, they will release a report on the 500 early-stage startups that will attend.

Finally, for startups interested in attending our two big events in Vienna this May, GovTech.Pioneers and Pioneers'18, the open call closes in just a couple of weeks on March 31<sup>st</sup>. Tickets, as well as the application form for startups, are available on the individual pages of the events.

- Ends -

#### Note to the Editors

Media Contact: For further information contact: [press@pioneers.io](mailto:press@pioneers.io). For more news from the world of Pioneers, visit our blog (<http://pioneers.io/blog>) or follow us on social media:



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#### About Pioneers:

Founded in 2009 in Vienna, Pioneers establishes and facilitates direct, meaningful business relationships between startups, corporate executives, and investors to foster growth and innovation. It is the ultimate One-Stop-Hub for global tech innovators to access high-value, curated and qualified data of early and Series A European startups. Pioneers offers various platforms to help redefine industries, develop future technologies and introduce cutting-edge solutions. Its services include digital services, consultancy, ventures services, events and inspirational, tailor-made offline experiences. Its flagship event takes place annually in the 500-year-old Hofburg Imperial Palace in Vienna and brings together a community of 2,500 founders, investors, executives and public sector representatives from over 100 nations. Of all future tech events globally, Pioneers has unparalleled access to European tech leaders. The 2017 edition was awarded with the bea World 'Best Conference/Congress' Award.

#### About PwC:

At PwC, our purpose is to build trust in society and solve important problems. We're a network of firms in 158 countries with more than 236,000 people who are committed to delivering quality in assurance, advisory and tax services. Find out more and tell us what



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