



We are looking for an innovative solution in the area of “predictive leads/offering”, which can ideally be implemented in a variety of areas. The targeted measuring or filtering of potential customers and their interest in products or services raises the likelihood of sales, enables NFG to improve the quality of services and contributes to the optimization of our customers’ resource management. The solution may, for example, involve data analysis (big data) or a “crawling” approach – we are very open in this regard and do not want to apply further restrictions.

We are looking to collaborate with a technology startup that is already active on the market, and we are also open to a discussion about a partnership or an acquisition.

#### Eligibility criteria:

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- The company must be headquartered in Austria
- The company may not be older than 3 years
- Can already show a product that is ready for the market, initial customers and sales
- The company must be scalable and see advantages in a partnership with the New Frontier Group for expansion in CEE

#### What is in it for you?

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The winner receives an innovation bonus of EUR 7,500. The shape of the innovation bonus will be agreed upon with the finalists (various possibilities: marketing grant, conversion loan etc.).

We pursue strategic goals in our collaboration with startups. In our core business (i.e. technology consulting and implementation) we rely on the exceptional quality and professionalism of our portfolio and our partners. We are positioned to be a very strong distribution arm with a focus on B2B target customers in CEE through or corporate group, and we are looking for the right solutions for this market. We also offer access to highly skilled developers through our usual sales-support services – which can be an advantage for you if additional improvements or customizations of your solution are necessary.

#### Disclaimer:

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All persons who fulfil the above-mentioned participation criteria are entitled to participate. Participation is barred to employees of New Frontier Group (NFG) and their families, as well as to public officials.

NFG defines an assignment, on the basis of which innovative start-ups are registered via the project web site [www.innovation2company.wien](http://www.innovation2company.wien) on an online platform ([www.dealmatrix.io](http://www.dealmatrix.io)). The participants in question are pre-selected via these platforms, and are subsequently presented to the buddy company. The most suitable three start-ups are then selected for the final by NFG with the assistance of the coaches; the finalists are notified by email. In the final stage the ideas are finalised and presented. A winner may be selected from the finalists.

No legal claims may be made in connection with the contracts concluded between the start-up and NFG. Similarly, no legal claim may be made in connection with the final selection and/or nomination of a winner. The conditions for participation, parts of the process or even the entire process may be amended at any time. The amendments will be notified in a timely manner and publicised on the platform [www.innovation2company.wien](http://www.innovation2company.wien).

There is a possibility, and participants expressly acknowledge, that the research, development and other activities of the participants and NFG may overlap thematically. No claims of any kind may be made by the participants in connection herewith.

In registering for the competition, the participant gives his full consent to this disclaimer.