

Virtual

Let TechMarketView help you find innovation partners quickly and efficiently.

TechMarketView Innovation Partner Programme goes *VIRTUAL*

The TechMarketView Innovation Partner Programme helps enterprise software & IT services companies find exciting UK and Irish start-ups and scale-ups as potential partners to bring innovative and differentiated solutions to their customers' business.

Now we can run the entire programme for you **ONLINE!**

PARTNER PROFILE	We work with you to profile your ideal partner. We help your partnering team define the solution you are looking for and the type of partner that would be a good fit for you and your customers. This is done entirely virtually!
YOUR PROPOSITION	We help you create a proposition to attract the right candidates. Remember, you are 'selling' your company to them as much as they will be 'selling' theirs to you!
PROGRAMME MARKETING	We promote your programme through our marketing channels including UKHotViews and social media. We also contact our extensive database of start-ups and scale-ups, venture capital firms, incubators start-up/scale-up networks and media organisations.
CANDIDATE TRIAGE	We present you with a candidate list so that you can select the ones you'd like to invite to pitch. We handle all applicant communications but you can contact any candidate directly when you need.
VIRTUAL PITCH SESSIONS	We organise and run the pitch sessions. We schedule and run VIRTUAL pitch sessions to suit you – typically up to six pitch sessions in a day – using Microsoft Teams or the platform of your choice.
CHOOSE YOUR PARTNER!	You choose your partner! After the pitch sessions, it's over to you to decide with which companies you'd like to engage in further discussions about a potential partnership.

We can find you innovative partners in as little as three months.

Why it works

- **We are a trusted brand.** TechMarketView is widely respected in the industry for our support of UK start-ups and scale-ups through programmes such as Little British Battlers and Great British Scale-ups and the TechMarketView Innovation Partner Programme. TechMarketView is also represented on the Board of UK technology industry association, techUK.
- **We know how to do it.** TechMarketView has been running start-up and scale-up programmes since 2012, attracting applications from hundreds of exciting companies, many of which are not on anybody else's radar.
- **We have fantastic reach in the market.** Your message will potentially reach thousands of tech industry executives and professionals as well as investors and end-user organisations every day through TechMarketView UKHotViews. With over 20,000 readers, it's arguably the most influential daily commentary on the UK tech scene.
- **You know what it will cost.** We agree the fee to run your V-TIPP and that's all you pay no matter how many candidates apply or how many you may partner with. We don't charge retainers or success fees so you can budget with confidence.

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TECHMARKETVIEW INNOVATION PARTNER PROGRAMME

How we promote your programme

We'll create a branded marketing flyer like the ones below to send to our extensive network of financial investors, including venture capital firms, corporate advisers, incubators and start-up/scale-up networks. The flyer will also be available to download from our website. We'll also notify previous applicants to our programmes as well as frequently promoting your V-TIPP on the UKHotViews website and in our daily email as well as through our social media channels.

"Capita engaged with the TechMarketView Innovation Partner Programme on three occasions and each time TechMarketView presented us with really exciting and innovative start-ups and scale-ups that met our brief"

John Downes, Partner, Capita Scaling Partner

"The programme was a success, with a significant number of very strong applications from north-based organisations."

Paul Buxton, Vice President Utilities and North Sector, CGI UK and Australia

"We are grateful for TMV's partnership in this programme, and have begun work with 5 small businesses off the back of the programme's success."

Myron Hrycyk, UK Partnerships and Alliances Director, Sopra Steria

"We were delighted with the response: we received over 50 high-quality applications and have progressed partnership discussions with 5 very exciting businesses."

Douglas Ibrahim, Head of Strategy, Civica

TechMarketView

TechMarketView is the most influential boutique analyst & advisory firm in the UK. Trusted by tech suppliers and tech users as they navigate change, TechMarketView analysts are known for robust analysis of suppliers and disruptive market trends, blending UK depth with forward-looking insight.

TechMarketView is passionate about supporting UK start-ups and scale-ups. We have raised the profile of hundreds of young companies in the marketplace and helped them meet prospective partners and investors through programmes like *Little British Battlers*, *Great British Scale-ups* and the *TechMarketView Innovation Partner Programme*.

The collage features several flyers from the TechMarketView Innovation Partner Programme. Key flyers include:

- Civica:** "Capita engaged with the TechMarketView Innovation Partner Programme on three occasions and each time TechMarketView presented us with really exciting and innovative start-ups and scale-ups that met our brief".
- Capita:** "The programme was a success, with a significant number of very strong applications from north-based organisations."
- CGI:** "We are grateful for TMV's partnership in this programme, and have begun work with 5 small businesses off the back of the programme's success."
- Sopra Steria:** "We were delighted with the response: we received over 50 high-quality applications and have progressed partnership discussions with 5 very exciting businesses."

Each flyer includes the TechMarketView logo and details about the programme's goals and benefits.

Want to learn more?

Contact
Anthony Miller,
Managing Partner
amiller@techmarketview.com
Tel: +44 (0)20 3002 8463
Mob: +44 (0)7796 958 859