

Virtual

Let TechMarketView help you find innovation partners quickly and efficiently.

TechMarketView Innovation Partner Programme goes *VIRTUAL*

The TechMarketView Innovation Partner Programme has successfully helped some of the UK's leading enterprise software & IT services companies find innovative start-ups and scale-ups as potential partners to bring exciting and differentiated solutions to their customers. **Now we can run the entire programme for you online.**

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| 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.

Virtual

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 INNOVATION PARTNER PROGRAMME

CIVICA

CAPITA your next partner? a look for innovative

TECHMARKETVIEW INNOVATION PARTNER PROGRAMME

CHEMISTRY sopra steria

CGI

CGI is looking for partners with 'Northern exposure'!
TechMarketView is helping CGI, one of the world's largest IT and business consulting services firms, find innovative small and medium sized companies based in the North of England as potential partners.
Apply today for an incredible opportunity to work with CGI to take your propositions into large clients in your regional market and potentially across the UK.
Pitch event

Building an extended regional Ecosystem aligned to Emerging Technologies, to accelerate the Digital Transformation of key sectors across the North of England

Northern exposure
CGI is expanding its business in the North of England as part of its 'metro market' growth strategy. With a large number of employees – referred to as 'members' – already living and working in the region, CGI is looking to extend its network of partners to support this activity and help grow its business in the communities it is operating in.

| Your business | Emerging technologies | Sector focus |
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| You must be a UK tech-focused company whose head office is based in the North of England or have a significant presence there. You may be a solution development company or a consultancy with subject-matter experts and practitioners steeped in these technologies and sectors. Needless to say, you must not be a subsidiary of, or backed by, a competitor to CGI! | CGI is looking for local companies with innovative software solutions and/or skills that play to one or more emerging technology themes, in particular: <ul style="list-style-type: none">Advanced AnalyticsAgile/DevOpsArtificial IntelligenceCustomer and employee experienceIntelligent AutomationSmart Cities (including Immersive, 5G, drones, digital twin) | These solutions should address particular use cases, ideally in one or more of the following industry sectors: <ul style="list-style-type: none">ManufacturingTransport & LogisticsLocal Government |

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*.

Want to learn more?

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