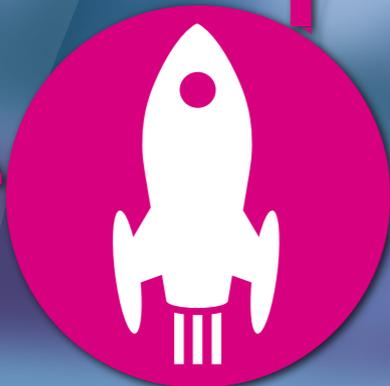


**LAUNCH  
PAD**



**RetailWeek**  
*Live*

Powered by



CONTENT

**SKYROCKET  
YOUR START-UP  
TO SUCCESS**

8 - 9 March 2017 | InterContinental London, The O2, London

[live.retail-week.com/launchpad](http://live.retail-week.com/launchpad)



@retailweek



#RWL17

# THE CONCEPT

RETAIL WEEK LIVE IS THE LARGEST GATHERING OF RETAIL LEADERS IN THE UK.

IT IS THE PLACE WHERE ALL OF RETAIL MEETS UNDER ONE ROOF,  
PROVIDING A PLATFORM FOR YOU TO:

**ENGAGE** with the most senior audience in UK retail

**MEET** retail's most senior technology and digital leaders

**BUILD** your retail blackbook and make important new contacts

**ELEVATE** your business and take it to the next level

**FLAUNT** your wares to industry and media

**Launch Pad @ Retail Week Live** is dedicated to bringing together the brightest minds in retail and the start-up community to generate new and innovative ideas, which will shape the retail experience of the future.

From keynote speeches, to panel discussions, pitching sessions and networking activities this is the destination for retailers wanting to keep up with the fast pace of change and start-ups wanting to impress influential decision-makers in retail.

THE CONCEPT

# THE FORMAT

Launch Pad is one of the 5 main stages at Retail Week Live.

At the heart of Launch Pad will be the Retail Week Pitch Perfect sessions where early stage start-ups vie to win over the judges and audience by pitching innovative propositions that promise to shape the future of retail.

## 1 PITCH



Start-ups pitch their game-changing solutions across three heats on the Launch Pad stage

## 2 IMPRESS



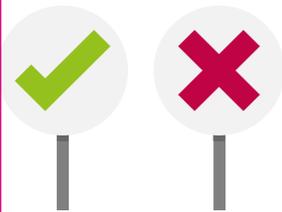
You have just three minutes to wow the judges and audience

## 3 ANSWER



This is followed by three minutes of intense questioning from a panel of retail and tech judges

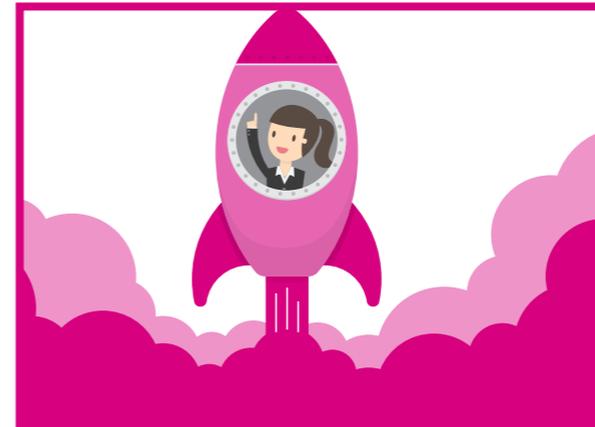
## 4 THE VOTE



The judges score each start-up and the audience cast their votes

## 5 THE VERDICT

The 2017 Launch Pad winner is crowned



THE FORMAT

## THE 2017 LAUNCH PAD JUDGES



Rishi Chowdhury  
Co-Founder  
IncuBus



Tim Parfitt  
COO  
Loaf



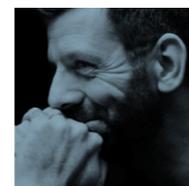
Jane ni Dhulchaointigh  
CEO  
Sugru



Angela Maurer  
Head  
Tesco Labs



Will Mercer  
Head of Strategy  
The Trampery



Simon Devonshire  
Government's  
Entrepreneur in  
Residence



Erin Platt  
Managing Director,  
Commercial Banking  
Silicon Valley Bank

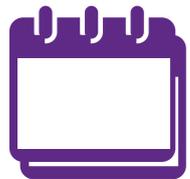


Jon Kamaluddin  
Non-Exec Director  
Farfetch

# THE AUDIENCE

**OVER THREE QUARTERS OF RETAIL WEEK LIVE ATTENDEES ARE SENIOR DECISION MAKERS. OVER 100 ARE CEOS.**

**TWO DAYS**



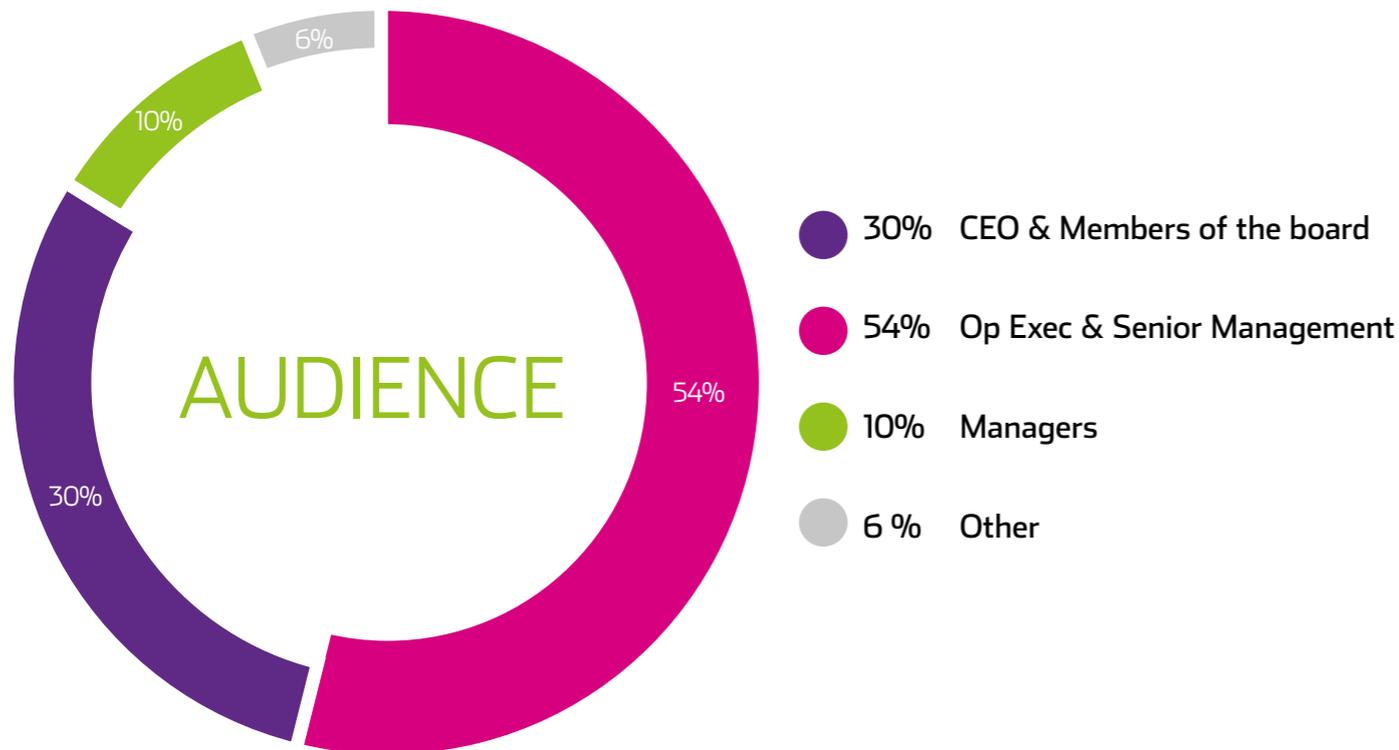
**1,200 DELEGATES**



**60% RETAILERS**



**150 SPEAKERS**



**100%**  
OF TOP 10  
RETAILERS

**90%**  
OF TOP 20  
RETAILERS

**60%**  
OF TOP 100  
RETAILERS

**THE AUDIENCE**

# THE AUDIENCE

The 2016 attendees included retail chiefs from renowned brands including:



THE AUDIENCE

# THE PROPOSITION

Aside from being the most affordable way for growing start-ups to visit Retail Week Live, Launch Pad also offers some awesome perks.

## EACH START-UP GETS TO:

- Pitch live on stage to an audience of 1200+ retail leaders
- Flaunt your wares to retailers, the press and investors in your very own demo pod
- Attend all keynotes and sessions with 3 free passes for you and your team
- Build your contacts and connect with retailers and investors using the event app
- Feature in the Retail Week Start-Up Digital Directory 2017
- Win the pitching competition.

## THE PRIZES:

- Retail Week Live Start-Up of the Year trophy
- A one-year subscription (worth £11,000) to Retail Week Prospect (an intelligence resource providing in-depth profiles on 160 retailers and over 900 profiles on the key retail decision makers)
- Full coverage in Retail Week

**WHAT'S THE COST? = £1000 FOR EARLY STAGERS AND £2,500 FOR GROWTH STAGERS**

**SIGN UP TODAY**

**@ [live-retail-week.com/launchpad](http://live-retail-week.com/launchpad)**

**THE PROPOSITION**