

**4YFN**

**At Mobile World Congress**  
27 February - 1 March 2017  
Barcelona

**Women4Tech Partnership**



An event of





We Launch  
www.4yfn.com  
MOBILE

4YFN  
We Connect

4YFN  
We Launch

4YFN

33

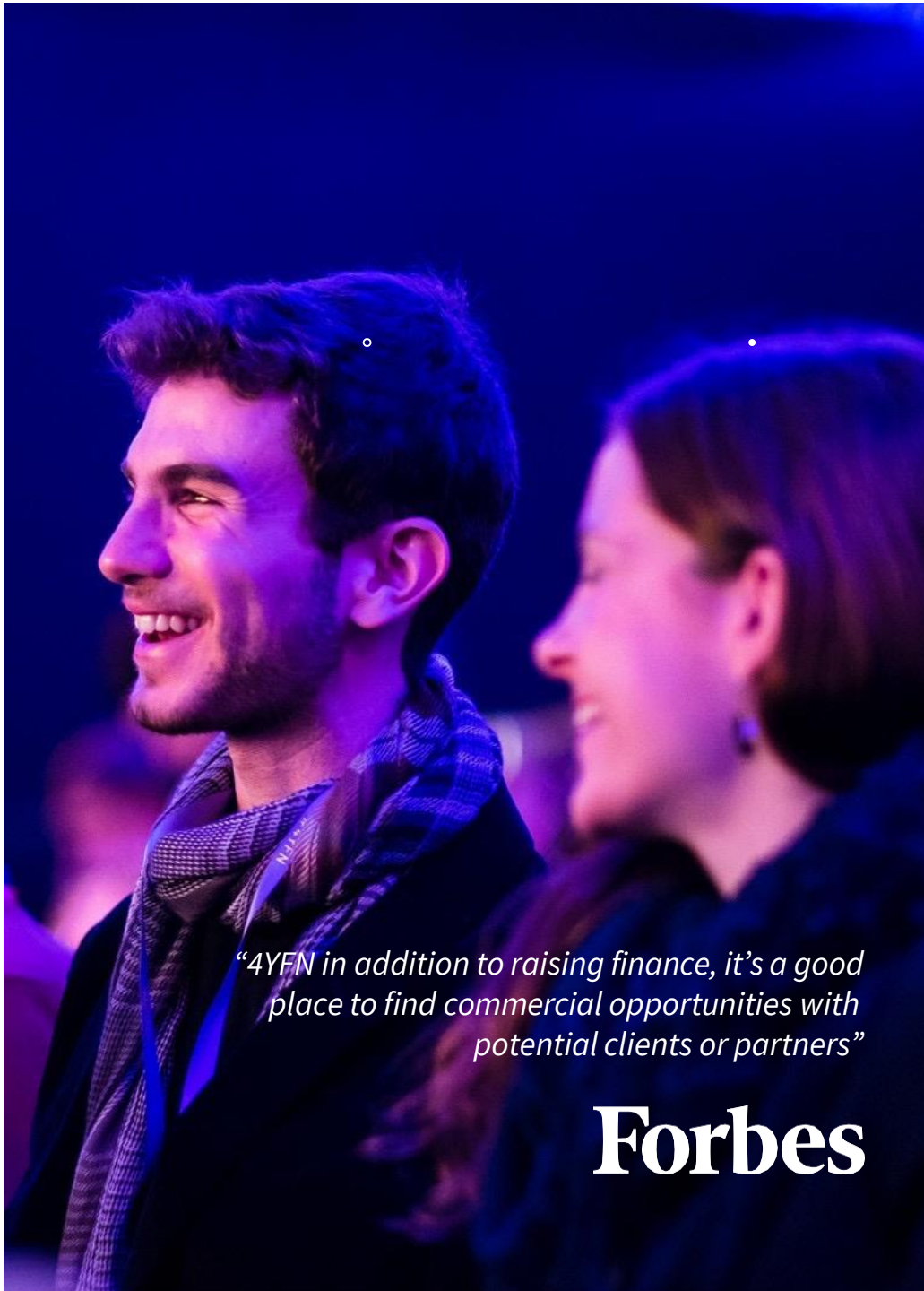
REALSPEAKER LIMITED

stormbootcamp

90%

Storm





*“4YFN in addition to raising finance, it’s a good place to find commercial opportunities with potential clients or partners”*

**Forbes**



*“The best part of the show was 4YFN - Four Years From Now - the pavilion that housed start-ups...little companies with an idea and a dream, and the bet is that we will see some of them in the big halls at MWC in four years or less. Worth your time to peruse”*

THE  
HUFFINGTON  
POST

# CONNECTING *STARTUPS*

## 4YFN [Four Years From Now]

brings together mobile technology that can change the way we do business and focuses on how these changes will impact our daily lives.

# CONNECTING *PEOPLE & IDEAS*



*FOUNDERS &  
INVESTORS*



*GOVERNMENTS &  
INDUSTRIES*



*COMPANIES &  
ENTREPRENEURS*



*MEDIA &  
INNOVATION*

# 4YFN is the fastest growing digital startup event in the world!

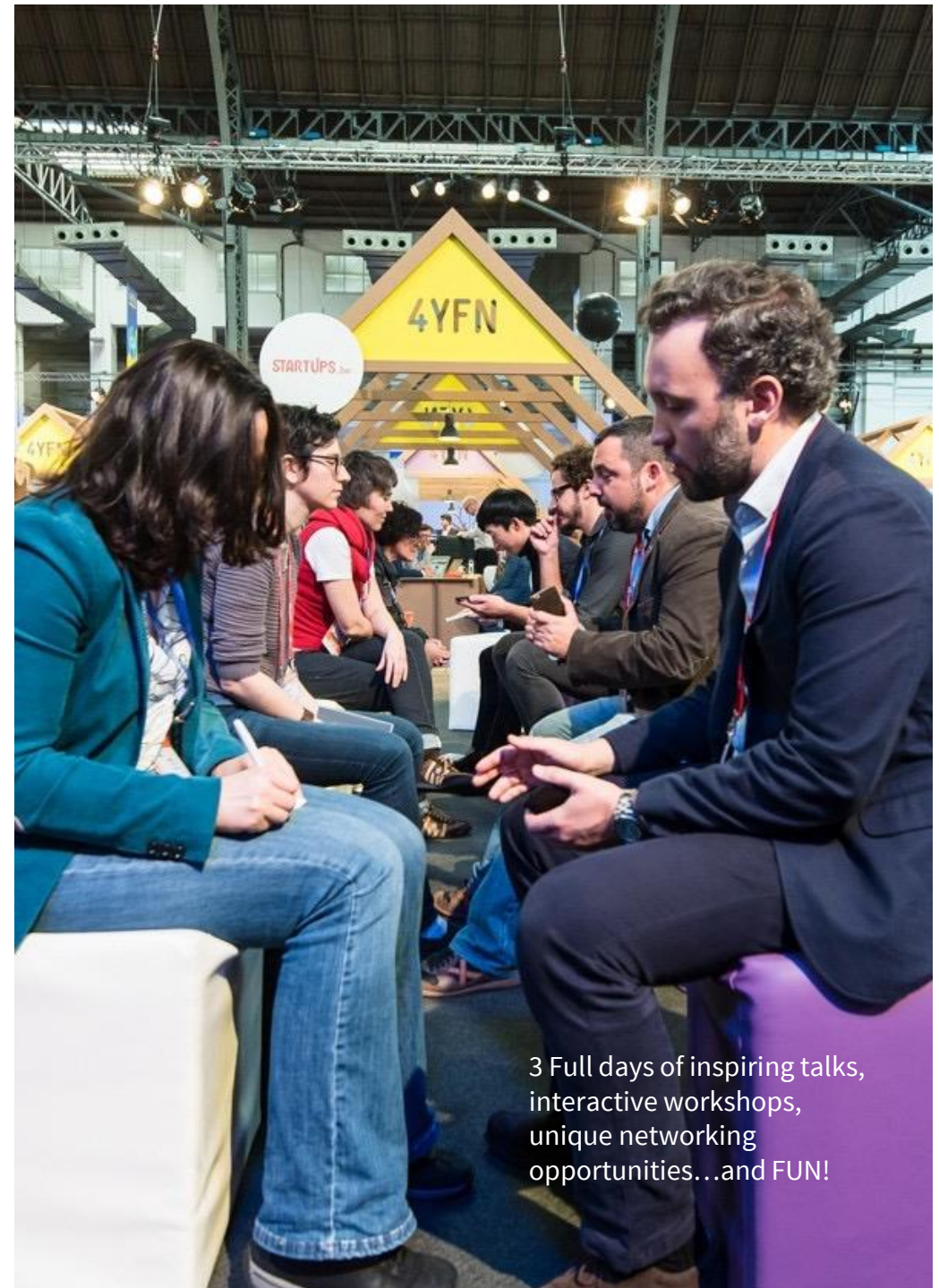
*The perfect place to discover disruptive innovation in the mobile digital space.*

4YFN is the home of the growing global tech startup community, creating lasting connections among startups, investors and corporations.

4YFN is the startup event of **Mobile World Capital Barcelona** and **GSMA Mobile World Congress**, the premier event for the global mobile industry:

**101,000 Attendees**  
**5,000 CEOs**  
**2,200 Exhibitors**

The Startup event of



3 Full days of inspiring talks, interactive workshops, unique networking opportunities...and FUN!

# 4YFN 2016 AT A GLANCE

**12,500**

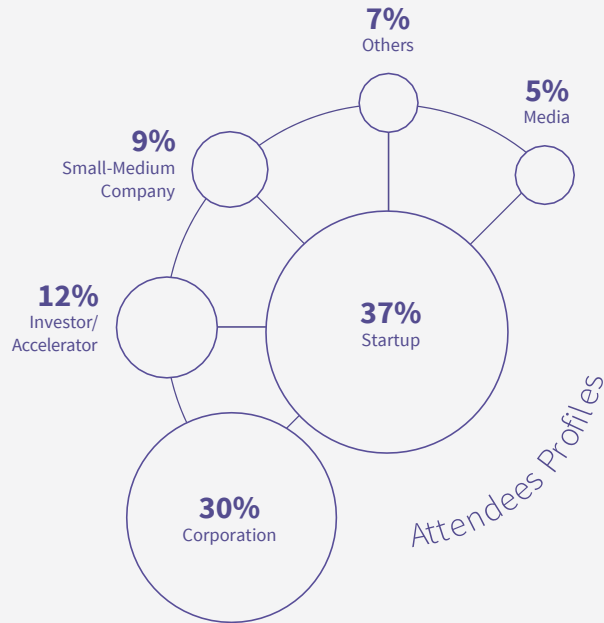
Attendees 4YFN 2016

**8,000**

Attendees 4YFN 2015

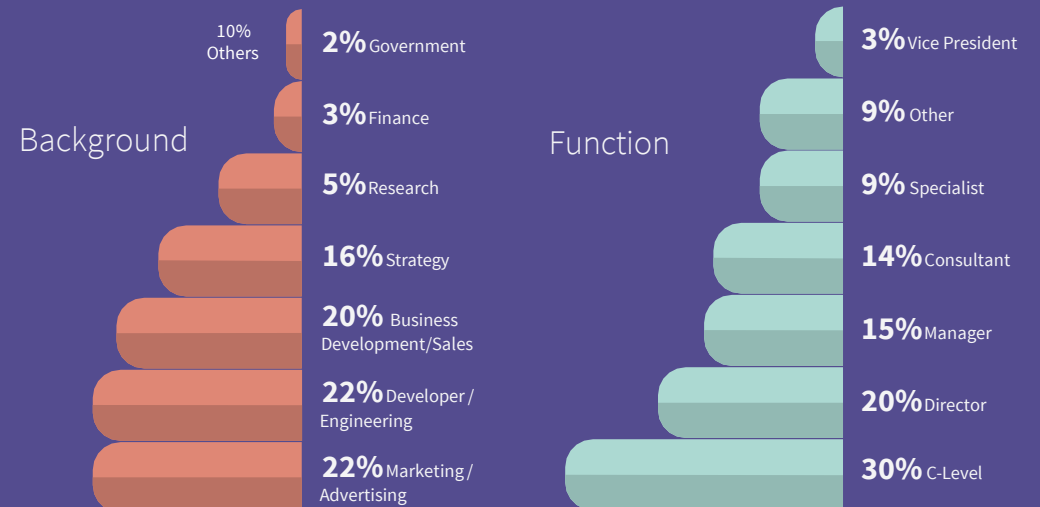
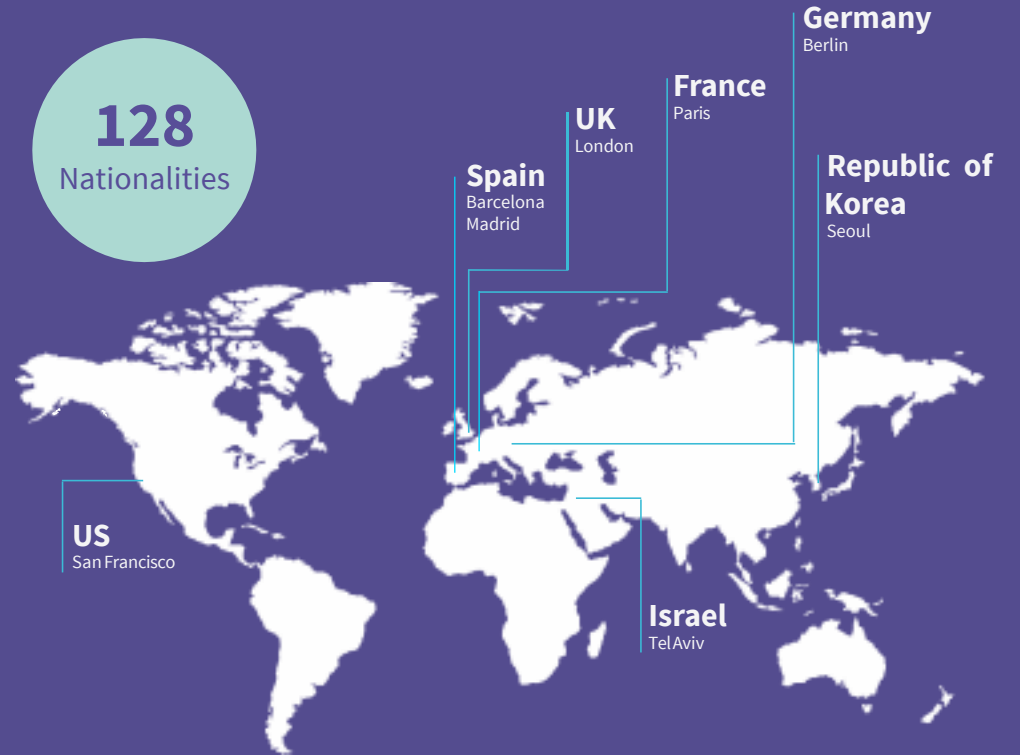
**2,300**

Attendees 4YFN 2014



 18,000 sqm	 12,500 attendees	 500 exhibitors
 150+H of content	 275 speakers	 60+ workshops
 3 startup competitions	 600 startup entries	 500+ investors

## TOP REPRESENTED COUNTRIES



# 4YFN 2016 TOP SPEAKERS



**RICH MINER**  
*Investment  
Partner*  
Google Ventures



**BRACKEN  
DARREL**  
*CEO*  
Logitech



**NICOLA  
MENDELSONN**  
*VP Sales EMEA*  
Facebook



**DIRK  
AHLBORN**  
*CEO*  
Hyperloop



**ANDREW  
BOLWELL**  
*Chief Disrupter*  
Hewlett-Packard



**ISRAEL RUIZ**  
*Executive VP*  
MIT



**WERNER  
VOGELS**  
*VP and CTO*  
Amazon



**AMIR  
FAINTUCH**  
*Senior VP & GM  
Engineering*  
Intel Corporation



**JIMMY  
WALES**  
*Chairman*  
Wikipedia



*“4YFN in Barcelona is a room positively bristling with crazy ideas and potentially world changing innovations”*





# 4YFN 2016 MEDIA COVERAGE

WALL STREET  
JOURNAL

Forbes



Bloomberg

TC TechCrunch

techEU

THE  
HUFFINGTON  
POST



MIT  
Technology  
Review

REUTERS

AP

TNW  
THE NEXT WEB

INFORMILO

VICE

Herald Sun

EL PAÍS

RUDE  
BAGUETTE



EL MERCURIO

Handelsblatt



*The 4YFN business platform has the same role as FC Barcelona's football academy but within the business field: creating the ideal atmosphere to help promising companies dive into the first league in this case, the Mobile World Congress*

# ABC

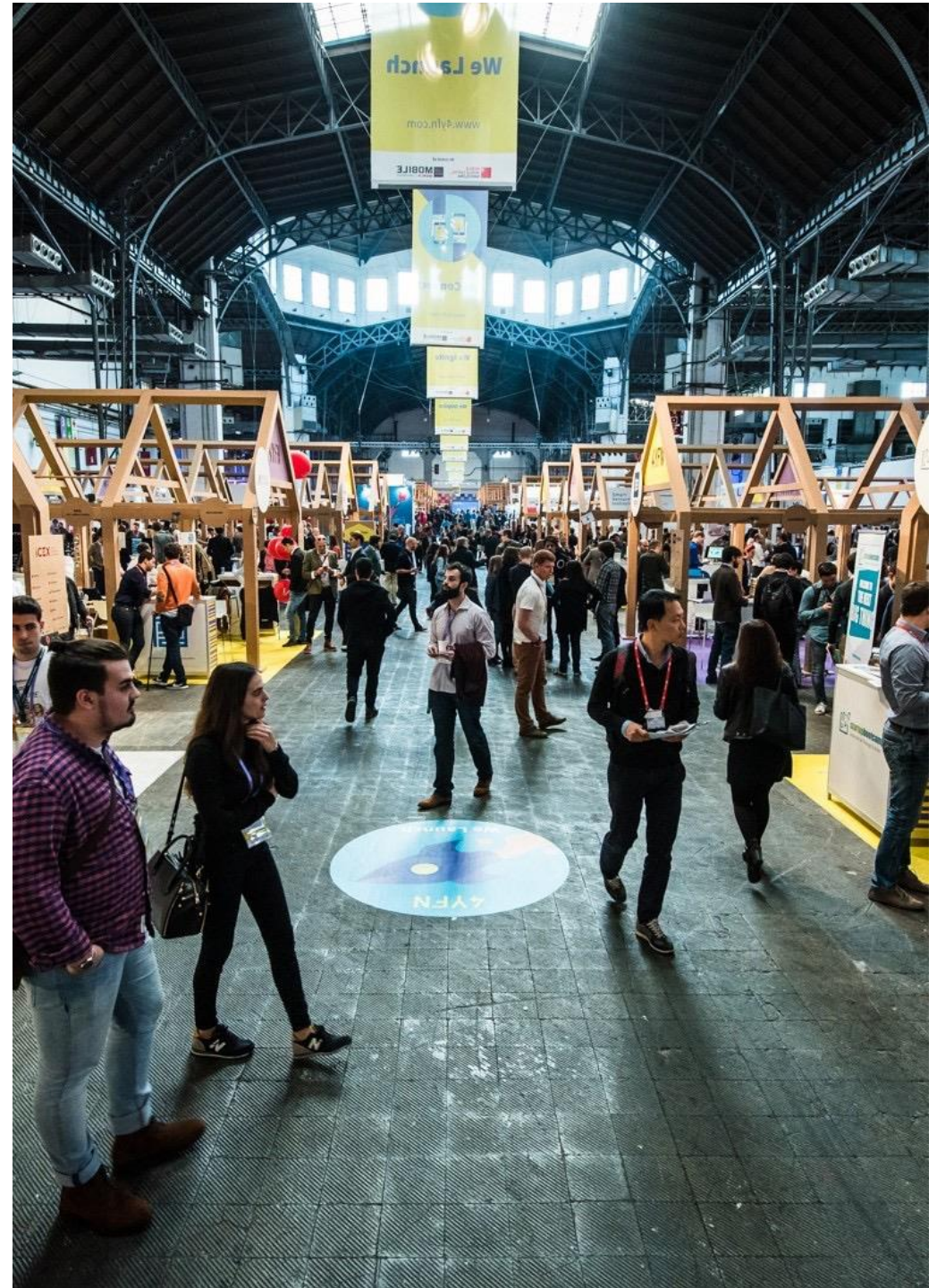
## 4YFN



# INNOVATION MARKET

*8,600+ sqm of exhibition area with a selection of the best mobile startups from all over the world.*

It is an opportunity to see what's coming, catch up on the latest innovations showcased to 16,000 attendees.





## WORKSHOPS

*Hands-on Learning Experiences*

Our workshop programmes host a diverse range of hands-on activities centered around the knowledge necessary to improve the way business is conducted.



## NETWORKING

*Connecting People*

4YFN holds afternoon and evening networking programmes and drinks at some of the hottest venues in Barcelona during Mobile World Congress.



## KEYNOTES

*Envision the Future*

At our three main stages take place talks and discussions centering around the challenges that Digital Media, Internet of Things, Disrupted by Mobile are imposing on every economic activity in order to get a glance on what is coming next.



## BUSINESS MEETINGS

*Access to Partners*

Our event brings together leading startups in the Founders & Investors programme in a place where they can network and unite with future investors and business partners.

## WOMEN4TECH

GSMA Women4Tech (W4T) is an important new programme focused on successfully addressing the gender gap in the mobile industry.

With the support from the public and private sector, globally, **Women4Technology** focuses on four key areas:

- **Women Empowering Technology**
- **Women Encouraging Technology**
- **Women Transforming Technology**
- **Women Innovating in Technology**

Our events at Mobile World Congress (MWC) & 4YFN will:

- Showcase best practices and industry action for female leadership in the digital age.
- Inspire positive action by integrating gender equality into the mainstream working environment.
- Drive the commitment for greater inclusion of women in the mobile and digital ecosystem

Women4Tech supports the United Nations Sustainable Development Goals, in particular SDG 5: “to achieve gender equality and empower all women and girls”



# WOMEN4TECH

## PARTNERSHIP OPPORTUNITY@4YFN

GSMA's Women4Tech programme presents a variety of initiatives at 4YFN bringing meaningful content, activities and recognition of gender equality and gender diversity into the global tech startup community.

Your company may be aligned with these programmes as a partner with the following opportunities:

- **Women4Tech Interactive Workshops**
- **Women4Tech "Hack D Gap" global challenge**

**Price: €85,000.00**

*"I go to learn as much as possible, as well as network & business development"*

*"I attend the conference for a variety of reasons and am interested in a variety of programme features for women"*



# WOMEN4TECH PARTNER @ 4YFN

€ 85,000

## Hospitality

- 35 4YFN event badges
- 6 4YFN event badges with access to VIP Networking Lounge
- 2 Invitations to the 4YFN Chairman's Reception
- 4 Invitations to 4YFN Official Party

## Content Opportunities

- **3 Branded Interactive workshops** (45min / 50pax)
- Agendas included on 4YFN Website for each session or workshop
- **Women4Tech "Hack D Gap" global challenge including pre-event visibility and onsite Finale**
- Session titles, times, locations included in on site agenda signage listed within overall agenda's of 4YFN

## Space

- **Women4Tech "Hack D Gap" global challenge branded Startup Corner for 6 Finalists**
- 100-word corporate profile on 4YFN website
- 100-word corporate profile on the MWC 2017 website in the online exhibition listings
- 100-word corporate profile included in the 2017 MWC Exhibition Catalogue under the 4YFN Section

## Brand Awareness

- 4YFN Venue: Logo on badges and directional signage
- Logo on 4YFN digital assets: Website, newsletter, communications, press releases and emails
- Editorial content highlighting partnership in 4YFN social networks and press communications
- Use of 4YFN logo in company promotional and communication activities
- In addition, the brand will be featured on MWC communication materials (Website, eBrochure, and the Exhibition Catalogue)



\* Nicola Mendelsohn, VP Sales EMEA Facebook

# WOMEN4TECH

## INTERACTIVE WORKSHOPS @ 4YFN

Brand an event @4YFN that brings MWC & 4YFN attendees together at the home of the growing global tech startup community to further advance gender diverse professional communities and networks in the Mobile and Technology digital ecosystem.

- Position your company during 3 full days of W4T inspiring talks, interactive workshops and unique networking opportunities @4YFN.
- Inspire positive action from the global mobile ecosystem
- Drive the commitment for greater inclusion of women in the digital ecosystem

4YFN

27 FEB - 1 MARCH 2017

4YFN HALL 8, MONTJUIC,  
BARCELONA





4YFN

**WOMEN4TECH**  
**“HACK D GAP”**  
**GLOBAL CHALLENGE**

4YFN and Women4Tech will organize a global “Hack D Gap” challenge for startups and/or individuals eager to create innovative products and services focused on creating impact towards diversity and gender balance among the leaders and employees in the tech industry.

There’s a world of challenges that need diverse teams and innovative thinkers to tackle them.



There are 3 areas guiding the global challenge objective:

- 1) **Awareness solutions:** tools and initiatives that support and showcase awareness around the world in the areas of gender equality and gender diversity for the global tech industry.
- 2) **Management in the workplace:** solutions supporting companies in monitoring and maintaining a gender diverse balanced workplace
- 3) **Balance in practice:** technologies and tools that promote and support gender diversity and worklife balance in tech companies.



4YFN

# WOMEN4TECH“HACK D GAP” GLOBAL CHALLENGE

*A focused challenge supporting the values of gender diversity and gender equality in the startup and entrepreneurial communities.*

Our main value will focus on:



Direct access to a network of **+120 startup & developers communities** from main hub cities, members of the **4YFN Ambassador's Programme**



Partner with a brand strongly **engaged with the startup & innovation culture**



More than **15,000 tech entrepreneurial** community leads curated by 4YFN team



A dedicated and specialized team expert in creating & developing engagement programmes **directed to startup & developer communities**



Tech entrepreneurial community leads curated by **GSMA Mobile World Congress team**



Be part of the Mobile World Congress innovation platform **(Impact on 100,000+ MWC attendees)**



**Evolved and focused communication channels** (emailing, distribution lists, 4YFN networking tool and Investors Club to reach out to the tech entrepreneurship communities)



**+500 accredited journalists**  
**+ than 4 mill euros clipping value** (in 2016)

4YFN

# WOMEN4TECH “HACK D GAP” HOW IT WORKS?

Women4Tech "Hack D Gap" is a 4 months competitive global challenge that supports the search of innovative solutions focused on creating impact towards diversity and equality.

Gender diversity has a specific relevance in the startup ecosystem because collaboration makes better complex problem solving and increases innovation.

The “Hack D Gap” format encourages global participation of professionals in the competition.

WOMEN4TECH @ 4YFN  
“HACK D GAP” GLOBAL CHALLENGE

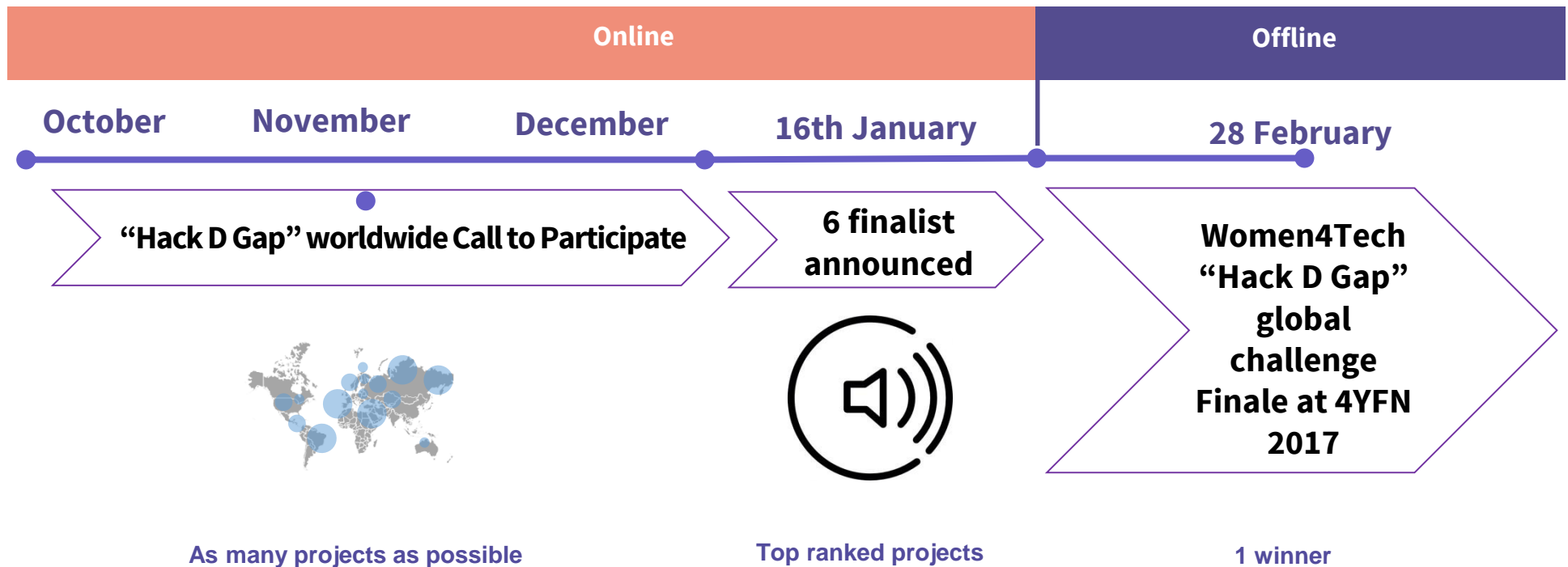


Minimum 4 Months

4YFN

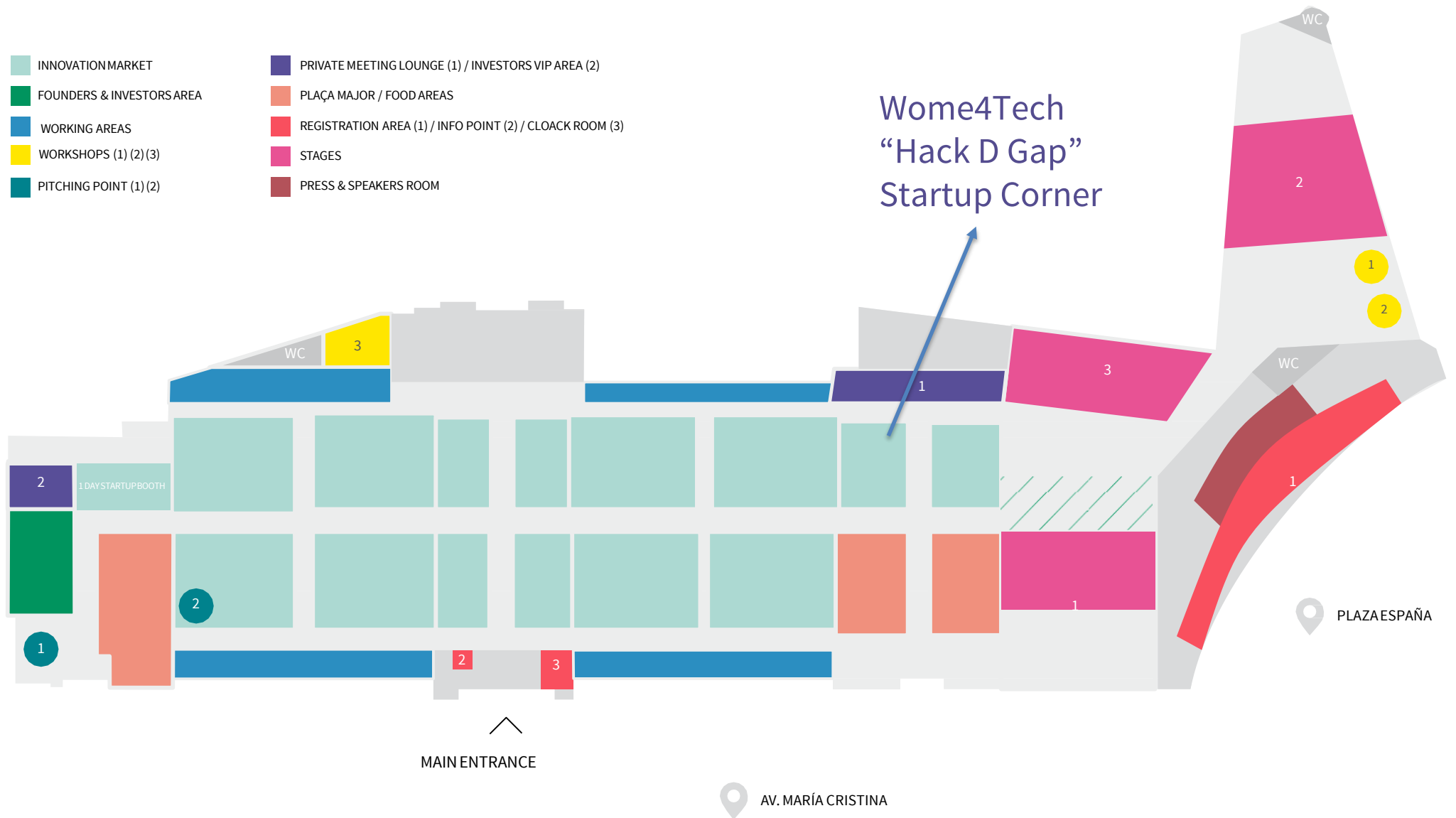
# WOMEN4TECH “HACK D GAP” DELIVERY FRAMEWORK

*The W4T “Hack D Gap” global challenge will combine offline and online reach out efforts for the highest impact in the targeted communities (i.e.: local and international; developers, entrepreneurs and marketers)*



# THE VENUE

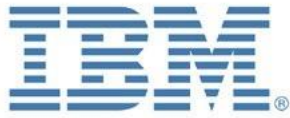
- INNOVATION MARKET
- FOUNDERS & INVESTORS AREA
- WORKING AREAS
- WORKSHOPS (1) (2) (3)
- PITCHING POINT (1) (2)
- PRIVATE MEETING LOUNGE (1) / INVESTORS VIP AREA (2)
- PLAÇA MAJOR / FOOD AREAS
- REGISTRATION AREA (1) / INFO POINT (2) / CLOACK ROOM (3)
- STAGES
- PRESS & SPEAKERS ROOM



# 4YFN 2016 PARTNERS

## Lab Partner

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## Gold Partners

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Telefonica

OPEN  
FUTURE\_



## Founders & Investors Partner

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## Silver Partners

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ITRI  
Industrial Technology  
Research Institute



## Bronze Partners

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hub:raum



JAG SHAW  
BAKER

HAVAS

nominalia  
A DADA BRAND



## About GSMA

The GSMA represents the interests of mobile operators worldwide. Spanning more than 220 countries, the GSMA unites nearly 800 of the world's mobile operators with 250 companies in the broader mobile ecosystem, including handset and device makers, software companies, equipment providers and Internet companies, as well as organisations in industry sectors such as financial services, healthcare, media, transport and utilities. The GSMA also produces industry-leading events such as Mobile World Congress, MWC Shanghai and the Mobile 360 Series conferences.

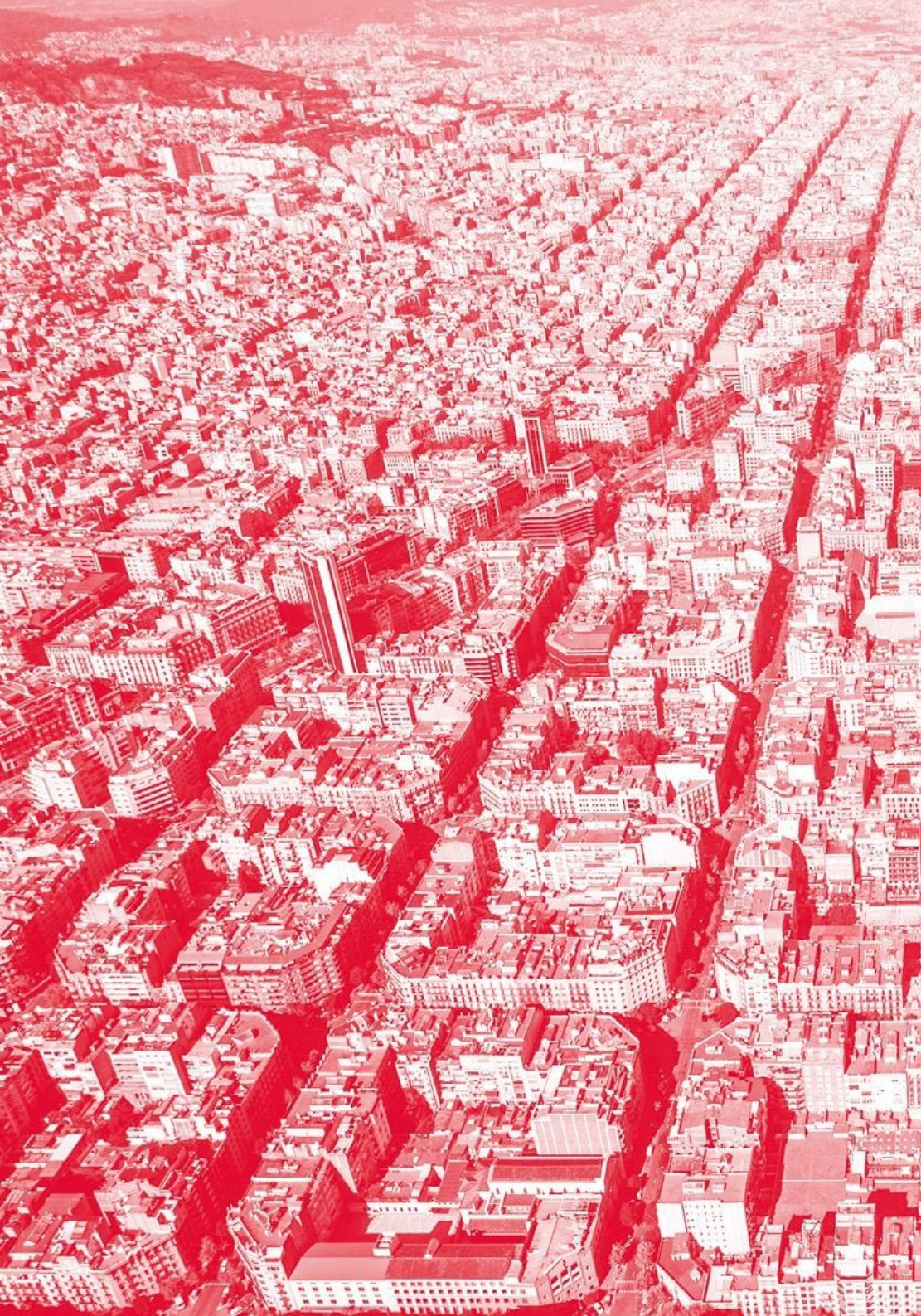
For more information, please visit the GSMA corporate website [at www.gsma.com](http://www.gsma.com). Follow the GSMA on Twitter: @GSMA.

### Contact Us

Contact us for more details on sponsoring, exhibiting, advertising, or partnering, including custom-made options that fit your company's objectives and budget.

[exhibitors@4yfn.com](mailto:exhibitors@4yfn.com)  
[partners@4yfn.com](mailto:partners@4yfn.com)





## About ***Mobile World Capital Barcelona***

Mobile World Capital Barcelona is an initiative driving the mobile and digital transformation of society while helping improve people's lives globally.

With support of the public and private sector throughout Barcelona, Catalonia and Spain, MWCcapital focuses on three areas: the digital empowerment of new generations, professionals and citizens; the digital transformation of industries and the acceleration of digital innovation through entrepreneurship.

Collectively, our mSchools, mLiving and mVenturesBcn programmes are positively transforming the education system, the industry, and the economy.

MWCcapital hosts the Mobile World Congress and delivers 4YFN, a business platform for the startup community.



+Info at [www.mobileworldcapital.com](http://www.mobileworldcapital.com)



*See You in Barcelona!*

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**4YFN At Mobile World Congress**  
27 February - 1 March 2017

An event of



**4YFN**

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[partners@4yfn.com](mailto:partners@4yfn.com)

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