



Pitch.

Match.

Grow.

vol. 2

PwC North Macedonia

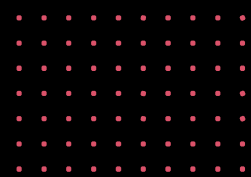


15-16 March 2023



Skopje Marriott Hotel

# About Pitch. Match. Grow. volume 2



## What is Pitch.Match.Grow.?

An event designed to provide a unique platform for its participants to:

- get useful first-hand information and guidance #StraightToThePoint for companies' development and growth;
- pitch business ideas;
- connect with investors and potential partners;

We strive to achieve this through informative and interesting panels, workshops and activities where experts with practical experience share their knowledge.



## Main goals of the conference

- promoting entrepreneurship and economic growth in the local community
- boost innovation
- direct and valuable information regarding access to finance for Start-ups
- networking (matching) between start-ups and investors



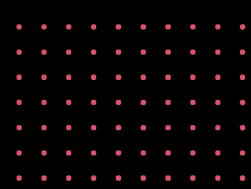
## Who is attending?



- Representatives from start-ups  
Students (FCSE, FME, etc.)  
(potential) entrepreneurs
- Donors (UNDP, USAID, EU delegation, SDC etc.)
- Other support institutions (chambers, accelerators, business incubators, business angels and investors).
- Regional directors of PwC (at SEE level) responsible for cybersecurity, digitalization and development of startups
- Experts on various topics relevant for the start-up community



# Pitch. Match. Grow. in 2020



Our first event was organised in 2020 and immediately gained huge visibility in the media.

Industry stakeholders, business representatives, government officials recognised its potential and joined the event.

We definitely DID it!

## P.M.G 2020 statistics:

- 200 regular participants
- 10 pitching start-ups
- 6 successful start-up stories
- 7 investors
- 6 speakers



## Start-ups that shared success stories



Elevate Global  
H4  
Cognism  
Paket.mk  
Notarised  
Pixyle.ai  
GetOut

## Start-ups that pitched ideas



SalesRocks  
RexSolutions  
Gradi Pametno  
Smart Traffic Safe Systems  
AntWeb  
Vidict Media Server  
Qpick



# Agenda – day 1



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15.03.2023 (Wednesday)

|       |   |
|-------|---|
| 09:30 | Registration of participants  |
| 10:00 | Opening - Welcome to vol.2 of the #StraightToThePoint Startup Conference  |
| 10:20 | <b>Fireside Chat with Hajdi Cenani CEO @ Airt.ai</b><br>Moderated by: Tanja Kuzman - SEE Director for Digital, Startups & Innovation @ PwC  |
| 11:00 | Networking Coffee Break   |
| 11:30 | <b>Workshop 1 (Navigating the world of stock option incentive plans: strategies for retaining talent)</b> <ul style="list-style-type: none"><li>PwC North Macedonia</li></ul> <b>Workshop 2 (Fundamentals of Blockchain &amp; Cryptocurrency)</b> <ul style="list-style-type: none"><li>Joao Pedro Azevedo - Senior Blockchain Engineer @ Topos Network</li></ul>   |
| 13:00 | Lunch   |
| 13:45 | <b>Session: How to break through the Noise? Macedonian stories!</b> <ul style="list-style-type: none"><li>Svetlana Kordumova - CEO @ Pixyle.ai</li><li>Filip Arsov - CEO @ Synapse</li><li>Josif Damjanov - Co-founder @ Fitkit app &amp; Coach Foods</li><li>Nikola Velkovski - CEO @ Howitzer</li><li>Aleksandra Mitrevska - Co-founder &amp; COO @ Native Teams</li></ul> Moderated by: Nina Nikolikj, SwissEP |
| 14:45 | Short Coffee Break  |
| 15:00 | <b>Launch by UNDP</b><br>Speakers: prof. Vesna Rafajlovska - Dean of the Technology and Metallurgy Faculty<br>prof. Jana Klopcevska - Associate Professor at the Technology and Metallurgy Faculty<br>Borce Pucoski - Educational Officer @ UNICEF<br>Ivan Zografski - Co-Founder @ Solveo Design Thinking Facilitator<br>Moderated by: Igor Izotov - Head of Exploration @ UNDP                                  |
| 15:45 | <b>Fireside Chat with Vanja Josifovski + Q&amp;A</b><br>Moderated by: Momir Polenakovikj, Senior Consultant @ PwC   |

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# Agenda – day 2



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16.03.2023 (Thursday)

|       |  |
|-------|--|
| 09:30 | <b>Panel discussion: Investments in the Macedonian ecosystem</b><br>Speakers: 11 Venture Capital, Vitosha Venture Partners , South Central Ventures, Driton Musoli - Angel investor @ Keiretsu Forum SEE<br>Moderated by: Igor Madzov, Startup Macedonia   |
| 10:15 | <b>Session: Accelerators - The link between ideas and investment</b><br>Speakers: Mark Barrett - GIZ EU4EG project<br>Aleksandar Stamboliev - Business Accelerator UKIM<br>Tamara Dimitrova - Impala<br>Moderator: Johanes Heidecker - Advisor to the Prime Minister of North Macedonia                                      |
| 11:00 | <b>Networking Coffee Break</b>   |
| 11:30 | <b>Workshop 3 (Tax 101 – Not the Baba Jaga you thought)</b> <ul style="list-style-type: none"><li>• PwC North Macedonia</li></ul> <b>Workshop 4 (Retaining Top Talent: Strategies for Sustaining a Competitive Edge)</b> <ul style="list-style-type: none"><li>• Milosh Durkovic - Managing partner @ Amrop Serbia</li></ul> |
| 13:00 | <b>Lunch</b>   |
| 13:45 | <b>Fireside chat: How to be noticed on a global map - 3Lateral &amp; EPIC Games story</b> <ul style="list-style-type: none"><li>• Uros Sikimic, Business Development Lead @ 3lateral</li></ul> Moderated by: Tanja Kuzman - SEE Director for Digital, Startups & Innovation @ PwC  |
| 14:30 | <b>Access to Finance: Explore Your Options for Growth</b> <ul style="list-style-type: none"><li>• Enabled by: The Swiss Increasing Market Employability Programme (IME)</li></ul>  |
| 15:00 | <b>Session: Unleash the power of AI with NVIDIA</b><br>Speaker: Anthony Laskovski - Manager @ Metropolis AI Dev Partners, NVIDIA   |
| 15:45 | <b>Closing speech</b><br>PwC North Macedonia   |
| 16:00 | <b>B2B meetings (pitch &amp; match)</b>  |



| Benefits  | VIP Partner   | Partner   | Supporter   |
|---|---|---|---|
| Exhibition space  |    |    |    |
| Logo on conference webpage and other promotional materials                                      |  |  |  |
| Social media promotion  |  |  |  |
| Logo on conference after movie video  |  |  |  |
| Complementary tickets   | 10  | 5   | 3   |
| Discount for additional tickets   | 50%   | 30%   | 15%   |
| Roll-up banner inside the conference room   |  |  |  |
| Presentation in the official conference e-brochure  | 1 page  | 1/2 page  | 1/3 page  |
| Promo materials in conference bags  |  |  |   |
| Logo on conference bags   |  |  |   |
| Dedicated e-mail newsletter announcement  |  |  |   |
| Logo on stage   |  |  |   |
| Video promotion during coffee breaks  |  |   |   |
| Joint press release   |  |   |   |
| Exclusive access to all participants at the event by organizing 1-on-1 meetings after the event |  |   |   |
| Opportunity for a 30 min panel / session on the conference                                      |  |   |   |
| Packages are available for a limited number of sponsors   | 1   | 2   | 4   |
| Price of package  | € 10,000  | € 5,000   | € 2,500   |



Please share with us your interest to cover event expenses by choosing among the presented sponsorship packages by 05.03.2023 the latest

# Sponsor benefits



- ✓ Boost brand visibility using a modern event platform
- ✓ Build business relationships
- ✓ Expand company content strategy
- ✓ Differentiate yourself from competitors
- ✓ Gain valuable insights from the start-up community
- ✓ Strengthen your company's image
- ✓ Introduce your company to other business partners and emerging entrepreneurs
- ✓ Connect with attendees via branded exhibits
- ✓ Opportunity to demonstrate corporate social responsibility and support local entrepreneurship
- ✓ Enhance company's reputation and increase credibility

# Contact us

**PwC North Macedonia**

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Take a look at the atmosphere at



[Pitch. Match. Grow. volume 1](#)

*If you have any questions or concerns about the sponsorship or the event, please don't hesitate to reach out to us. We are more than happy to provide any additional information you may need.*

