




Rio2C 2022 Innovation Market Guide

The best connection to take off your idea



#RIO2C 2022



Rio2C is the largest gathering of creativity in Latin America. In addition to the 6 days of intense programming of **Summit**, **Conference**, **Market** and **Festivalia**, the event clarifies the dynamics of the sector, debates trends, points out new paths and, above all, boosts careers.

The Innovation Market aims to foster and provide connections of the Innovation Ecosystem of the National and International Creative Industry, becoming a reference in exponential growth for Startups.

CHECK OUT HOW TO MAKE THE BEST CONNECTION TO YOUR IDEA



innovation

Rio2C innovates throughout its multidisciplinary to learn from past experiences, discuss the present and build the future. The panels show how innovation integrates all social segments and analyzes the various aspects that govern the city: sustainability, infrastructure, culture and politics. Main names of the industry talk about ways to produce and consume entertainment, education projects, impact business, AI, IoT, Robotics, among others.

The event boosts the ecosystem by connecting executives, startups in Business Rounds, Market Meetings, Pitching sessions, Mentoring, cohabitation lounges, lunches, happy-hour and exclusive parties.

INNOVATION MARKET RIO2C 2022



PITCHING



ONE-TO-ONE MEETINGS



MENTORING



CORPORATE CHALLENGES

WHAT IS RIO2C 2022's INNOVATION MARKET LOOKING FOR?

Rio2C's Innovation Market seeks Impact Business, which are engaged with one or more of the 17 (SDGs) development objectives of the UN and aligned with 6 tracks, giving the opportunity to professionals and entrepreneurs who are in search of news, business and networking.



MARKET TRACKS

GAME AND eSPORTS

EDUCATION AND WORK

MARKETING , MEDIA AND OTHER STORIES

SCIENCE AND TECHNOLOGY

FASHION , GASTRONOMY AND LIFESTYLE

ARCHITECTURE, DESIGN AND ARTS



GAME AND eSPORTS

- Technologies that have positive impact in health, conditioning; Performance and well-being/lifestyle of athletes;
- Entrepreneurship and eSport business and games
- Brands, Sponsorship, advertising in sport
- Monitoring and data technologies, performance gadgets
- Telemedicine
- Artificial Intelligence (AI)
- Internet of Things (IoT)
- Broadcast Rights
- Streaming and communication channels
- Trends and perspectives for the game and eSports industry
- Neuroscience - performance and emotional intelligence
- Fan Experience

EDUCATION AND WORK

EDTECH

Digital Learning Object (DLA), Educational game, Online course, Tool to support administrative and financial management, Pedagogical management support tool, Student assessment tool, Curriculum management tool, Authoring tool, Class support tool, Collaboration tool, Mentoring tool, Educational management system (GIS | SIS), Classroom Manager System, Virtual Learning Environment (VLE), Educational Platform, Adaptive Educational Platform, Online Content Offering Platform, Digital Repository, Maker Tool, Educational Hardware, Other Products or Services

HRTECH

Solutions for the development of human capital: Talent Pool, Team and Process Management, Skills Development, Engagement and Performance, Selection Process, HR Software, Benefits, Point Management, Quality of Life, Flexible Contracting, Diversity and Inclusion, On/Offboarding

MARKETING, MEDIA AND OTHER STORIES

ADTECH E MARTECH

- **Advertising and Promotion:** Search & display, OOH (Out Of Home) , Geomarketing, Programmatic Media, Marketing Analytics & Performance, Design
- **Content & Experience:** E-Mail & SMS Marketing , Marketing Automation & Campaign Management, Content Marketing , Sensorial Marketing, SEO, Storytelling, brandend game, branded content
- **Trade & Sales:** E-commerce Marketing & Tools, Market Research & Survey, Loyalty Programs, Big Data & Business Intelligence
- **Social & Relationship:** Events, Meetings & Webinars, Customer Relationship , Influencers & Buzz , Social Media Management & Monitoring



SCIENCE E TECHNOLOGY

DEEPTech E Cleantech

It is the technology sector that groups **science-based businesses..**

- Artificial intelligence
- Internet of Things (IoT)
- Robotics and drones
- Biotechnology
- Advanced materials
- AR/VR
- Blockchain
- Photonics and electronics
- Quantum computing
- Renewable energy
- Clean technology
- Social and environmental sustainability;





FASHION, GASTRONOMY AND LIFESTYLE

FOODTECH

Internet of Things (IoT), big data and Artificial Intelligence (AI), among others, to transform the agri-food industry into a more modern, sustainable and efficient sector in all its stages, ranging from food production to distribution and consumption.

RETAILTECH

Virtual environments; E-commerce; Consumer Engagement; Artificial intelligence (AI); Internet of Things (IoT); Logistics; Operations; Payments.

HEALTHCARE

Health Education; Relationship with Patients; MedTech; Pharmaceutical; Management; Wearable; AI and Big Data; Image recognition, facial and voice; Sensor Monitoring; Virtual Reality; Nanotechnology; Robotics;



ARCHITECTURE, DESIGN AND ARTS

SMARTCITIES AND FAVELA 2.0

- Urban infrastructure
- Waste management
- Mobility
- Safety
- Green solutions
- Urban quality of life
- Municipal Operations
- Urban planning and management

WHERE: Pitching Square

Initial stage (in operation phase)

5 minutes to of judges committee and Audience

Registration will be made based on the **6 tracks of Rio2C 2022**, via Rio2C website.

Innovation Commission will select **selection of 24 startups**, 4 startups selected by track;

Startups will have **5 minutes to Pitch** and the bank roll **7 minutes of questions.**

Judges will select **1 of each track** to go to **Semifinal**;

- The **Semifinal** and **Final** will be on Friday at Pitching Square, and the bank* will choose the winner;
- Participation of up to **2 Startup Representatives**, a **Creator credential** will be provided to a selected Startup representative and we will give **50% discount** on the purchase of the **second Creator credential**

*Judges Judging committee composed of Angel Investors and Accelerators

CHECK OUT THE INNOVATION COMMISSION AND PLAYERS CONFIRMED IN THE PITCHING OF STARTUPS IN RIO2C.COM

#RIO2C 2022

STARTUPS PITCHING |

Startups Pitching Dynamics

1. LOCATION



Go to the Pitching Square

2. IDENTIFICATION



Identify yourself at the Accreditation Desk an hour in advance

1 hour before
Accreditation



5 minutes



the entrepreneur will have 5 minutes to pitching presentation including ppt and videos



7 minutes



after presentation we will open to questions from the judging committee

3. PARTICIPATION



Present yourself at Pitching Square 20 minutes before

20 minutes
before

ONE-TO-ONE MEETING |

HOW TO REGISTER

FORMAT: 15 minutes individual meetings

6 tables – 1 for each track

Initial stage (in Traction phase)

Registration will be made based on the rio2c 2022 tracks, through the Rio2C website.

The **players** of the market will **match up** to **4 registered projects**.

Meetings will be **scheduled** in advance.

Startups will have 5 minutes to **sell their project** and the Players 10 minutes of **questions**.

- Participation of up to 2 Representatives per Startup, a Creator credential will be provided to a selected Startup representative and we will give 50% discount on the purchase of the second Creator credential

Market Players: Investors, Accelerators and Venture Capital

CHECK OUT THE CONFIRMED PLAYERS FOR THE ONE-TO-ONE MEETINGS IN [RIO2C.COM](https://rio2c.com)

#RIO2C 2022

MENTORING

FORMAT: Individual meetings up to 30 minutes

Space with rotating tables, without prior registration

Business Mentoring with expertise in the areas of Planning and Management, Entrepreneurship, Investments and Intellectual Property and aligned with the Rio2C verticals:

- Startups
- Games
- Music
- Editorial
- Audiovisual

CHECK OUT THE STARTUPS PRESENT AT RIO2C 2022 IN [RIO2C.COM](https://rio2c.com)

#RIO2C 2022



CORPORATE CHALLENGES

FORMAT: Pitch Closed for guests of the proposing company

There will be 4 challenges launched by large companies for startups to present their ideas and develop unique solutions

Soon more information.



SCHEDULE | INNOVATION MARKET

F E B R U A R Y

M A R C H

A P R I L

INNOVATION MARKET REGISTRATION

Feb, 18 to March, 14

**STARTUPS
EVALUATION
FOR
PITCHING AND
ONE-TO-ONE**

MEETING
March, 07 to
March, 18

RESULT

April, 04

The background features a series of vertical bars in various colors (yellow, orange, pink, purple, blue, green) on the left side. On the right, there is a faint, stylized graphic of a hand holding a smartphone. The smartphone screen displays a video player with the text 'RIO 2C' and a timestamp '00:02:09'.

The best connection to take off your idea

