

HI THERE!

SOUTH SUMMIT

01. WHO WE ARE

A WORLDWIDE DECK OF BUSINESS OPPORTUNITIES

With focus on:
TECHNOLOGY, INNOVATION
AND ENTREPRENEURSHIP



REAL CONNECTIONS LIKE
YOU'VE NEVER SEEN



WHERE THINGS REALLY
HAPPEN



YOU HAVE TO LIVE IT

IN WHICH, WE:

- **Connect** startups, investors, corporations and institutions (public & private) around the world
- Provide **business added value** through our services: Encounters (large events, exclusive events,...), event productions, observatory, expert advisory (open innovation & institutional relationships) and non-profit initiatives (South Summit Foundation)
- Exhibit the **best of the ecosystem**
- Offer a **360° customized experience** through our sympathy, kindness and a well done job
- **All year round:** always connected with our stakeholders

AND ALL BECAUSE:
WE BELIEVE THAT
TOGETHER, WE CAN
SHAPE A BETTER FUTURE

We are a brand that generates **POSITIVE IMPACT**

Because there is **not business without IMPACT**

FROM SOUTH, TO A GLOBAL IMPACT

To bring the culture of the South to every corner and continue inspiring souls to spark economies and generate growth in the countries where we are present.



WITH OUR CORE PRINCIPLES

ONE&ONLY

SOUTH SUMMIT has a “why”, a “what” and a “how” regardless of where it operates. In all places we have the same attributes and we make things out in the same way.

Roles, responsibilities, functions, practices, policies and processes are unique and necessary for all our local partners

WORLDWIDE

SOUTH SUMMIT was born with a global vocation and we operate with a global sense.

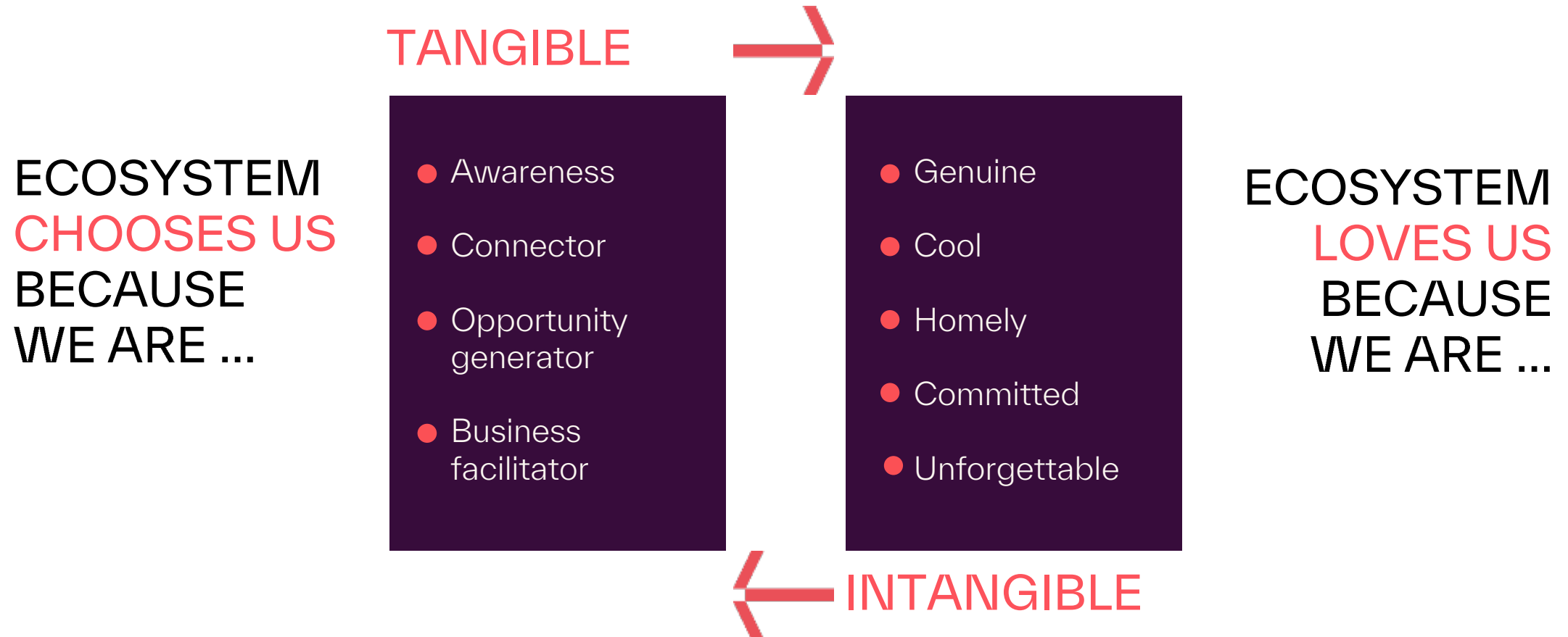
Our stakeholders (startups, corporates, speakers,, attendees and other audiences) are global and all of our deliverables are accessible to them, in terms of language, behaviors, ethics, and compliance.

SUSTAINABLE

SOUTH SUMMIT has an ambition. We are convinced that the transition to a global net zero economy is the greatest opportunity of our generation.

Humanity is facing massive challenges related to sustainable development, and we are convinced that innovation through entrepreneurship is the answer to these challenges.

WITH A UNIQUE IDENTITY



WE HAVE SPARKED SOME ECONOMIES ALREADY



SOUTH SUMMIT BOGOTÁ (IN 2017 AND 2019)

SOUTH SUMMIT MÉXICO (IN 2018)

SOUTH SUMMIT BRAZIL (IN 2022, 2023 AND TO BE CONTINUED)

AND MORE... **WORLDWIDE BRAND**

Initiatives fully oriented towards people and their concerns with **a very southern way of doing things.**

South Summit connects, initiates, and builds **strong relationships that endure** for years to come.

WE PROMOTE SUSTAINABLE INNOVATION AND ENTREPRENEURSHIP AT EVERY LEVEL



1

Highlighting and inspiring the ecosystem to **build climate related and sustainable solutions** that positively impact society.

2

Walking the talk – **carbon neutral events** with a commitment to 55% reduction in emissions by 2030.

3

Impacting human lives with initiatives that improve health and education, reduce inequality, and spur economic growth.

PROGRESS = PEOPLE
People are the corner stone

NOTHING GREAT WAS EVER ACHIEVED WITHOUT ENTHUSIASM

We were born 12 years ago with the firm conviction that innovation and entrepreneurship were the key to overcoming the economic crisis in Spain.

We have grown by inspiring individuals, countries, investors, companies, cultures to drive economies and create bonds that generate **real connections and opportunities**.

We invite you to experience it with us to understand that the world needs those with the **courage and bravery** that drive the desire to chart the course towards a better future.



OUR JOURNEY OF CREATION & GROWTH

We were born during in a moment of *burning platform*, as Spain Startup, with the conviction of the need of companies' mindset shift with respect to innovation and entrepreneurship.

We changed our name to South Summit as a reflection of our internationalization, attracting top-level international speakers and investors, making Madrid a relevant innovation hub for Spain and Europe.

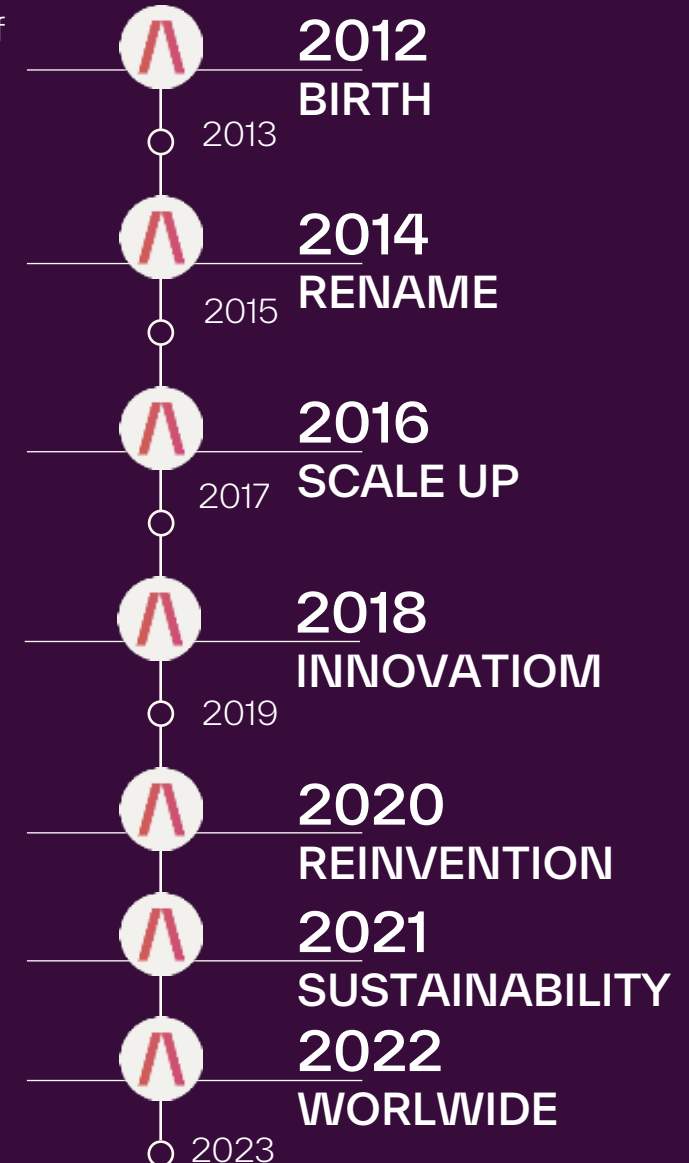
Entry into Latin America with the Pacific Alliance and the first international meetings in Colombia and Argentina.

We changed our claim to "Innovation is Business", making open innovation happen at our events.

Faced with mobility restrictions as a result of COVID-19, We immediately responded with the Virtual South Summit to bring the entire ecosystem together. Thus, the first omni-channel meeting with careful film production was proposed, creating an even more open and global platform.

We opted for the green transition on 4 main axes: sustainability, connection, innovation and business.

We opened an office in Brazil and organized the first edition of South Summit Brazil in Porto Alegre with great success.

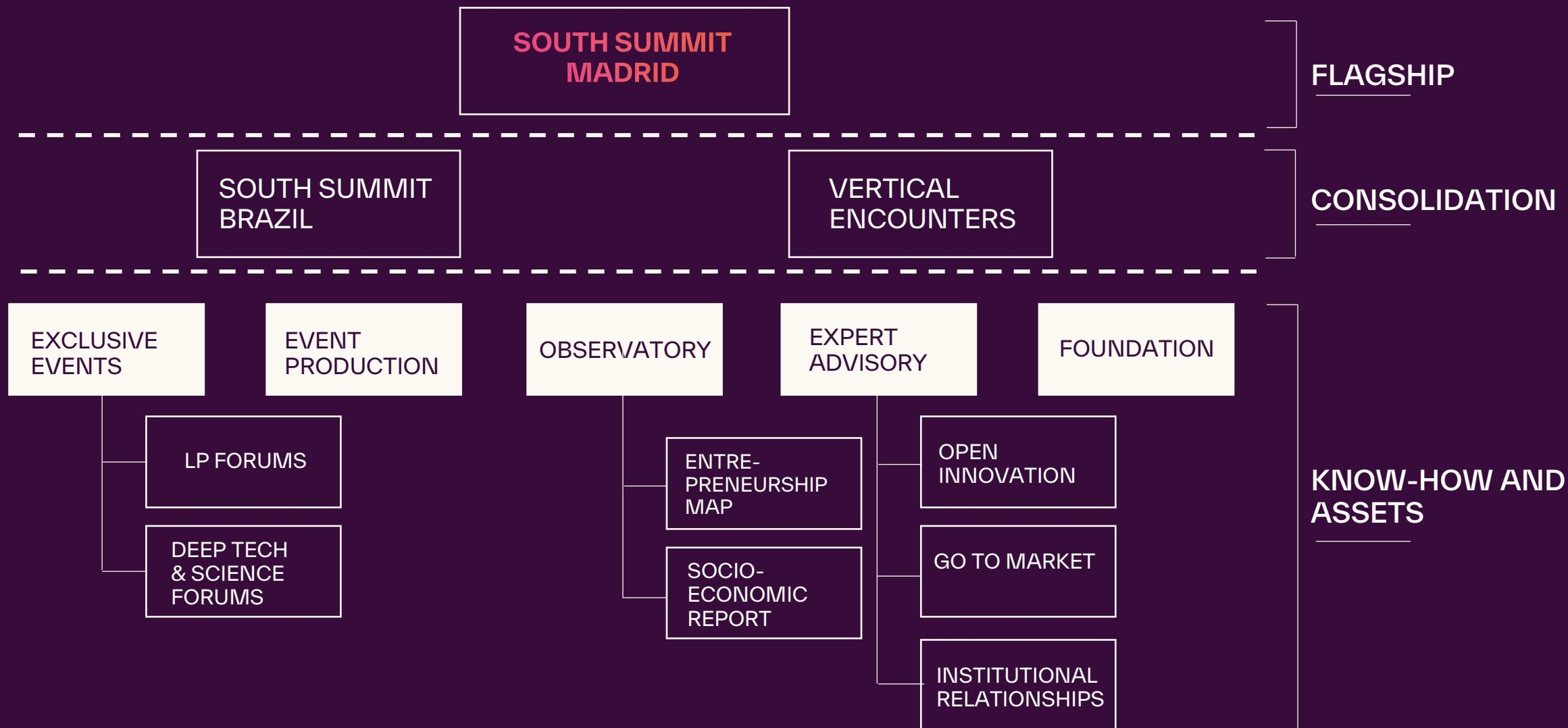




02.

WHAT WE OFFER

A SET OF SERVICES



THAT MATERIALISE ON



TO LIVE

The experience of a unique people-oriented event

TO GAIN VISIBILITY

In front of stakeholders

TO GROW

Your business pipeline and economic result with new assets, partners and clients

TO CONNECT

The key agents of the ecosystem

TO AMPLIFY

Your purpose and the impact of your brand and business

TO LEAD

In your industry and market, innovating in a systematic and solid way

03. HOW WE DO

AND WE ONLY CONSIDER
ONE WAY OF DOING IT

SOUL
TO
SOUL

“Every detail is taken care of meticulously. They make every person feel special, no matter who you are”

OUR COMMITMENT WITH SUSTAINABILITY IS REAL

SOME CERTIFICATES THAT
SHOW IT:



AND ALSO WITH JUSTICE, PEACE AND STRONG INSTITUTIONS

South Summit is firmly committed to compliance with the law and reinforces its ideal of zero tolerance against the commission of criminal conduct through the implementation of its **Compliance Management System**.

WITH ENGAGED TEAM

The attitude, the will &
the bravery

South Summit is a multidisciplinary,
intergenerational and international team
led by **María Benjumea**.



MARÍA BENJUMEA

A LIFE DEDICATED TO ENTREPRENEURSHIP AND INNOVATION

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SOUTH SUMMIT



HONORARY COMMITTEE



THEIR MAJESTIES



**JOSÉ MARÍA ÁLVAREZ-
PALLETE**
TELEFÓNICA PRESIDENT



CARLOS
BBVA PRESIDENT



IGNACIO GARRALDA
MUTUA MADRILEÑA PRESIDENT



JOSÉ BOGAS
ENDESA CEO



JOSEP OLIU CREUS
SABADELL PRESIDENT



TASO DU VAL
TOPTAL CEO



RAFAEL DEL PINO
FERROVIAL PRESIDENT



DIEGO ALCÁZAR SILVELA
IE PRESIDENT



DIEGO DEL ALCÁZAR
IE CEO



JUAN JOSÉ GÜEMES
IE UNIVERSITY
VICE PRESIDENT FINANCE



PABLO ISLA
IE & INDITEX FORMER
PRESIDENT



MARTIN VARSAVSKY
VAS VENTURE
FOUNDER



**BERNARDO
HERNÁNDEZ SOLON**
VENTURES FOUNDERS



ALICIA KOPLOWITZ
OMEGA CAPITAL
FOUNDER



EDUARDO LEITE
RIO GRANDE DU SUL
GOVERNATOR



JOSÉ RENATO HOPF
SS BRAZIL PRESIDENT



SUPPORTED BY MY “OLDEST BROTHER”

IE University and South Summit go hand in hand, both are related companies, in capital and securities.

IE University promotes leadership and entrepreneurship like no one else through education, innovation and research. The institution offers a technology-based learning ecosystem for leaders who make a difference in the world through innovation, global vision, entrepreneurship, sustainability and a unique focus on the humanities. IE University is made up of five schools: IE Business School, IE School of Science and Technology, IE Law School, IE School of Architecture and Design and IE School of Politics, Economics and Global Affairs, which offer undergraduate, graduate, executive education and doctoral training. The institution has more than 8,000 students from 140 countries on its campuses in Madrid and Segovia, and the platform of 75,000 graduates of the institution is present in 180 countries.



THE
NEXT
FIFTY



GREAT ALLIES IN SPAIN...



GREAT ALLIES IN BRAZIL...



AND INTERNATIONAL INVESTORS



04. OUR ACHIEVEMENTS

04.1 BUSINESS GENERATOR



IN +10 YEARS
WE HAVE MADE
BIG NUMBERS

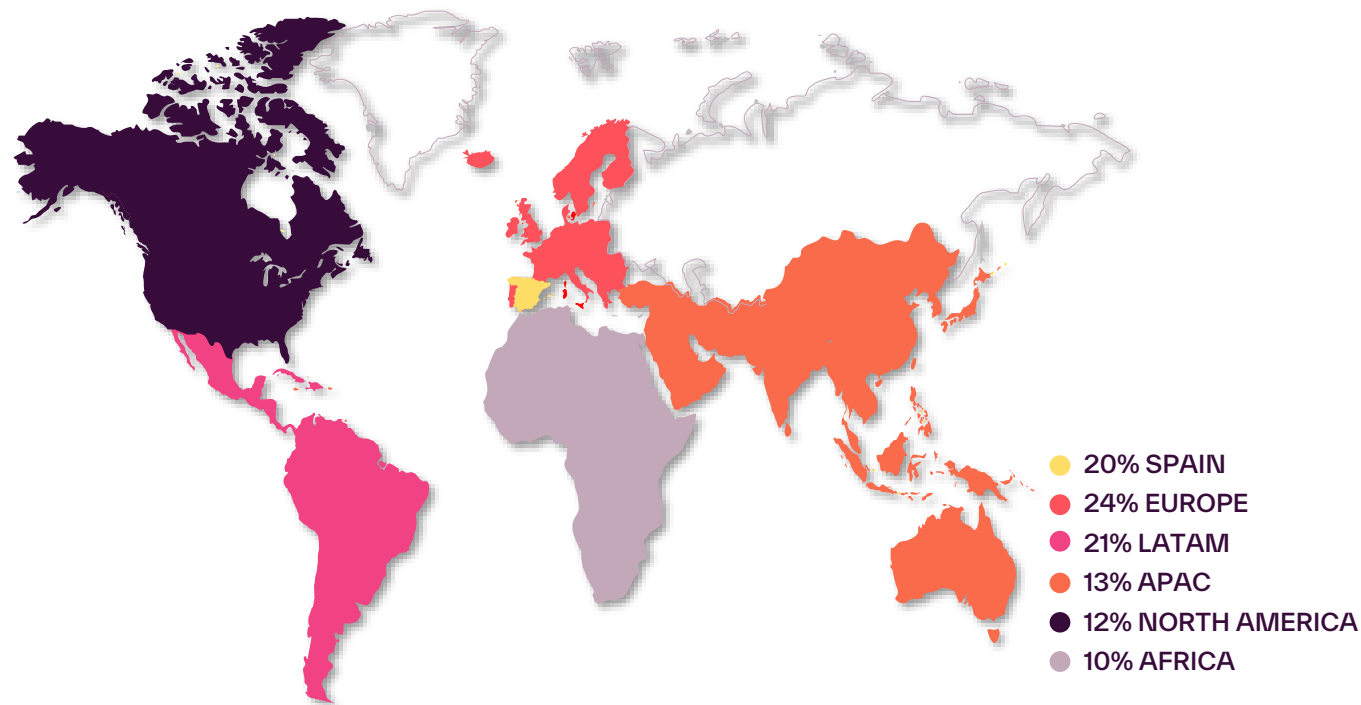
+\$12B
IN FUNDS FOR OUR STARTUPS

| | |
|-----------------------------------|----------------------|
| +32K STARTUPS COMMUNITY | 7 UNICORNS |
| 90% SURVIVAL RATE | +100 EXITS |

*Information provided by: 

WE ARE AN INNOVATION & BUSINESS GENERATOR

A perfect match for the best startups



100

FINALIST PER YEAR

+4,500

PROJECTS PER YEAR

80%

INTERNATIONAL



ON THE SIDE OF THE TALENT

SOUTHSUMMIT.IO

SOUTH SUMMIT



Glovo

OSCAR PIERRE
Co-Founder & CEO

Finalist 2016 |
Raised:

\$1,4B



Indisys

PILAR MANCHÓN
Co-founder & CEO

Finalist 2012 |
Raised:

\$26M



cabify

JUAN DE ANTONIO
Founder & CEO

Finalist 2014 |
Raised:

\$475M



localyze

FRANZISKA LÖW
Cofounder & CTO

Finalist 2019 |
Raised:

\$47M



jobandtalent

JUAN URDIALES
Co-Founder & Co-CEO

Finalist 2013 |
Raised:

\$1B



aircall

OLIVIER PAILHES
Co-Founder & CEO

Finalist 2016 |
Raised:

factorial

JORDI ROMERO
Founder & CEO

Finalist 2020 |
Raised:

\$1B



DEVO

PEDRO CASTILLO
CTO & Founder

Finalist 2015 |
Raised:

\$381M



RatedPower

ANDREA BARBER
Cofounder & CEO

Finalist 2017 |

UNDISCLOSED



wallbox

ENRIC ASUNCION
Founder & CEO

Winner 2017 |
Raised:

Went Public (IPO)

\$181M



CLOSE TO PEOPLE WHO INSPIRE



ERIC SCHMIDT,
Former President of
Google (2014)



GWYNNE SHOTWELL,
President of SpaceX
(2014)



STEVE WOZNAK,
Co-founder of Apple
(2015)



ALLEN BLUE,
Co-founder of
LinkedIn (2016)



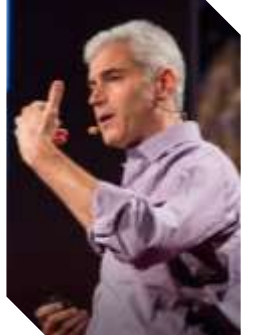
NIKLAS ZENNSTRÖM,
CEO & Founder of Atómico
& Co-founder of Skype
(2016)



DHIRAJ MUKHERJEE,
Co-founder of Shazam
(2017)



JEANETTE EPPS,
NASA Astronaut
(2018)



ANDREW WINSTON,
Manager Winston Eco-
Strategies (2017)



WERNER VOGELS,
Vice President and
CTO Amazon (2017)



SEBASTIAN RUALES,
Cofounder Rappi
(2019)



HIRSH LOTLIKAR,
Co-founder & CEO
Super World (2022)



MARCI ZAROFF,
Founder & CEO
EcoFashion (2022)



IKER CASILLAS,
Founding partner
Spotboost (2022)



AL GORE,
Former US VP
(2022)

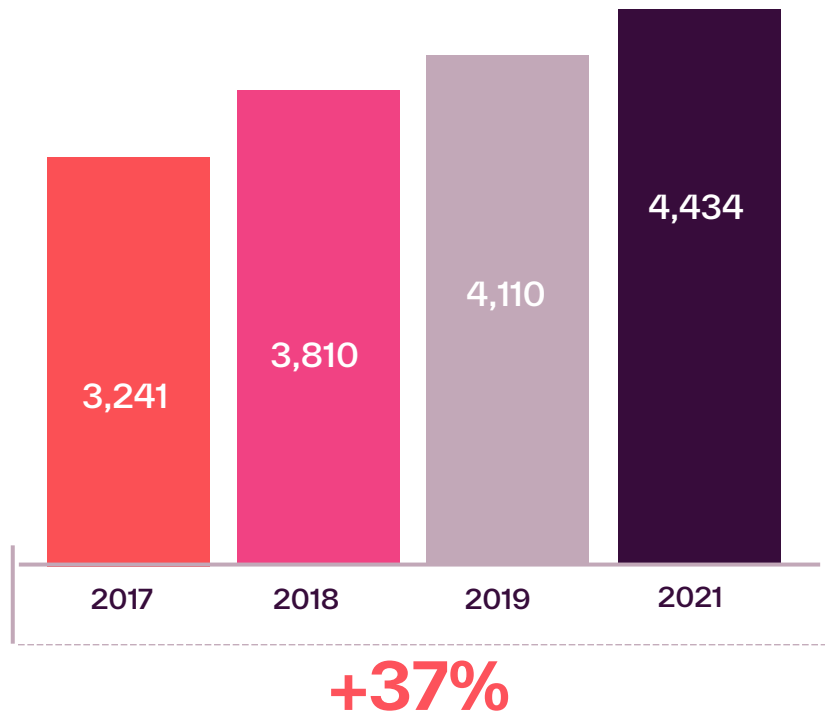


VITALIK BUTERIN,
Co-founder of
Ethereum (2023)




PAU GASOL,
Former NBA All-Stars
(2023)

TO INCREASE OUR MEDIA APPEARANCES



+17,8M
OF ECONOMIC VALUE IN 2022

+800M
PEOPLE REACHED IN 2022

*Information provided by: 

AND TO CONTINUE BUILDING OUR GLOBAL COMMUNITY

SOCIAL MEDIA



Total Community:
+105,000 FOLLOWERS

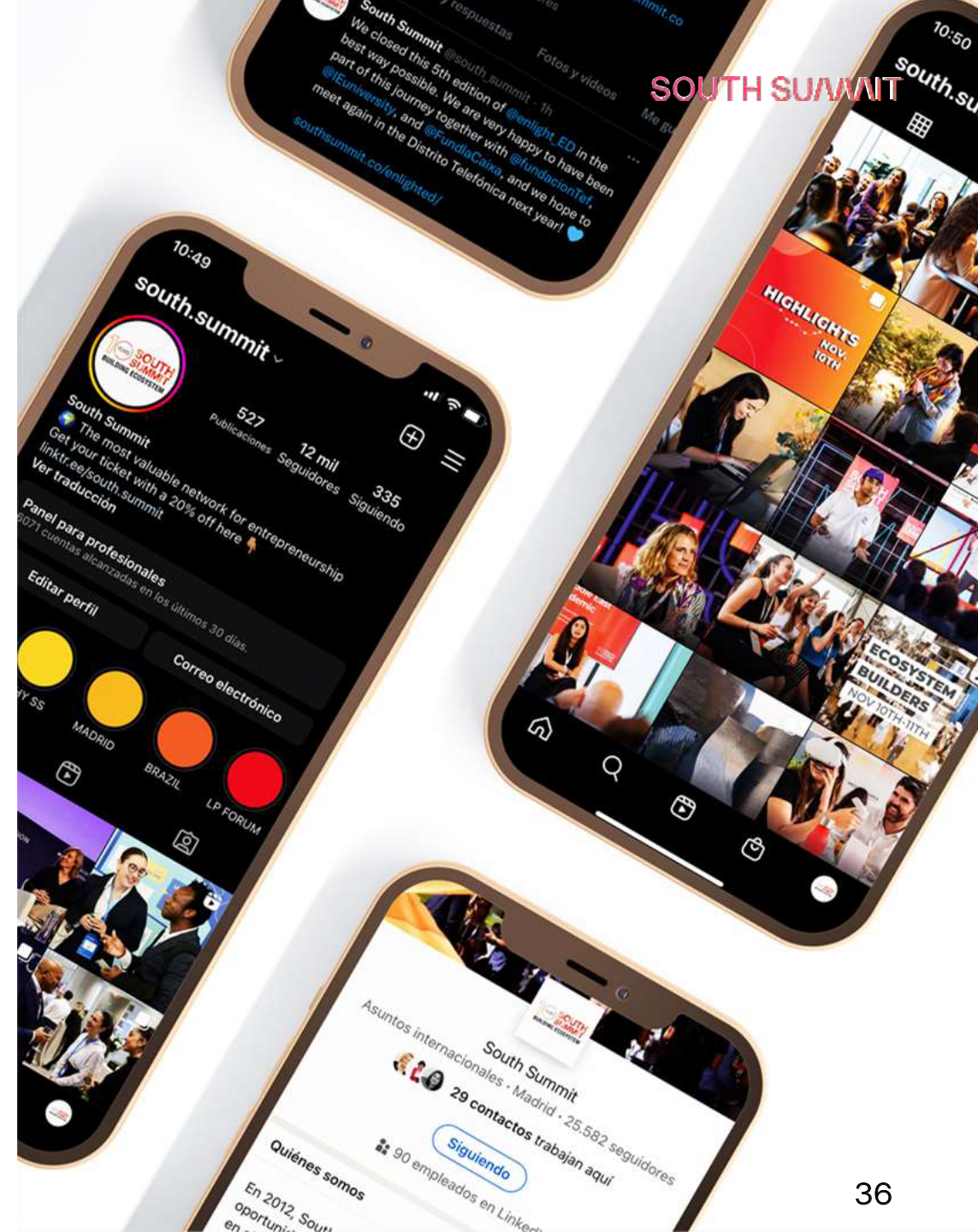
DATABASE

TOTAL: +111,955:

- Startups
- Corporates
- Investors
- Institutions
- Hubs
- Research
- Students
- Government

WEB

Visits:
+80K/week - +350k/week
Unique Users:
+50k/week - +100k/week



04.2

SOCIAL ECONOMIC IMPACT



HI SPANISH ENTREPRENEURIAL SYSTEM!

In 2012, Spain was not on the map of entrepreneurship or innovation: Only few people knew what a startup and an ecosystem were.

Today, these words are in our vocabulary, both from the corporate and institutional world as well as from the citizen perspective: Even children know it. And all this because we took action...



PATH OF GROWTH SINCE 2012

A PROGRESSIVE INCREASE IN THE INVESTMENT
VOLUME IN SPANISH STARTUPS

FROM | 2012

»» **150** INVESTORS

»» **5** INTERNATIONAL

»» **€126M** INVESTED

»» **€4,362M** ECOSYSTEM VALUE

TO | 2021 IN SOUTH SUMMIT

»» **1,300** INVESTORS

»» **324** INTERNATIONAL

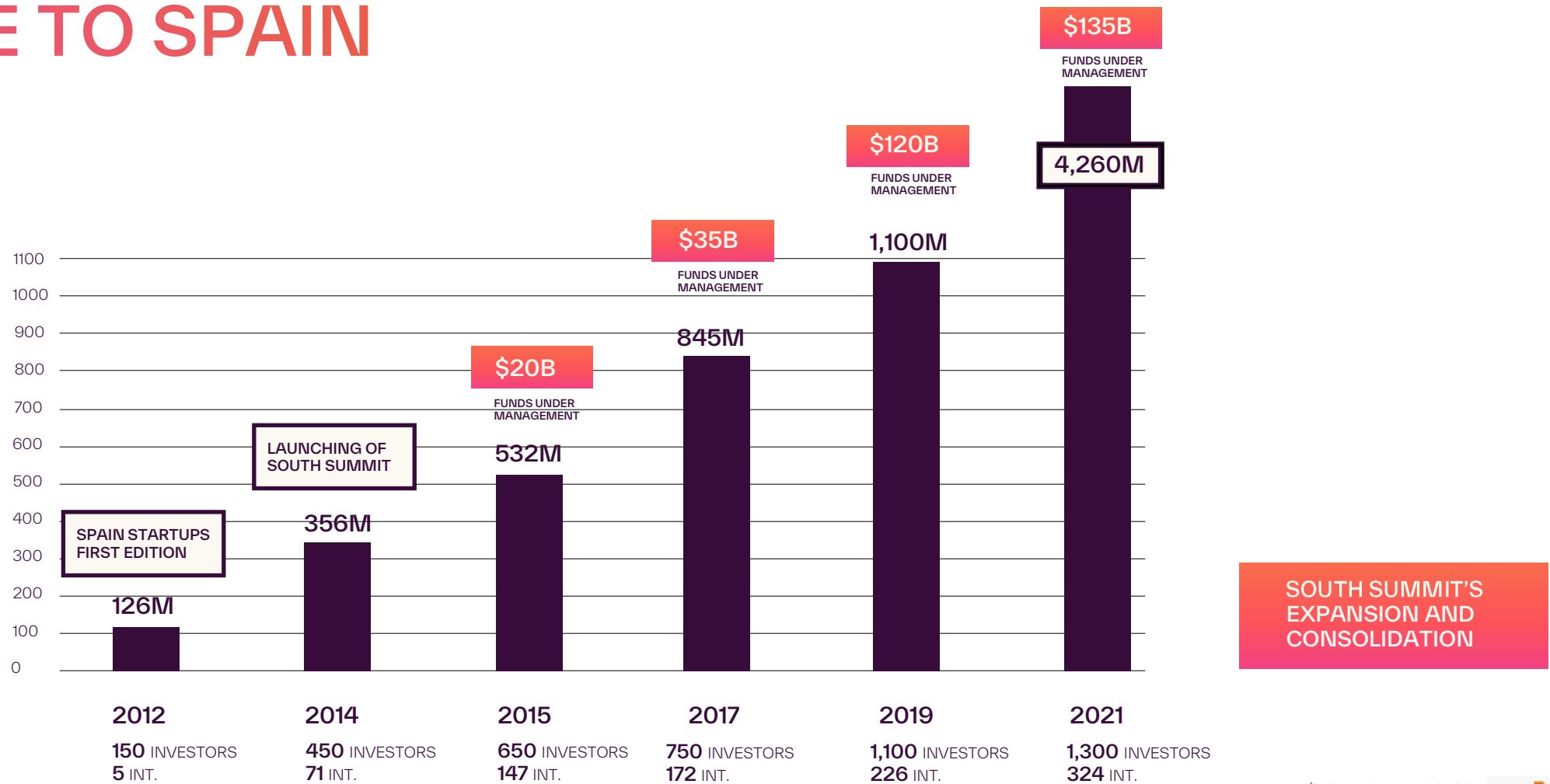
IN SPAIN

»» **€4,260M** INVESTED

»» **93,600M** ECOSYSTEM VALUE

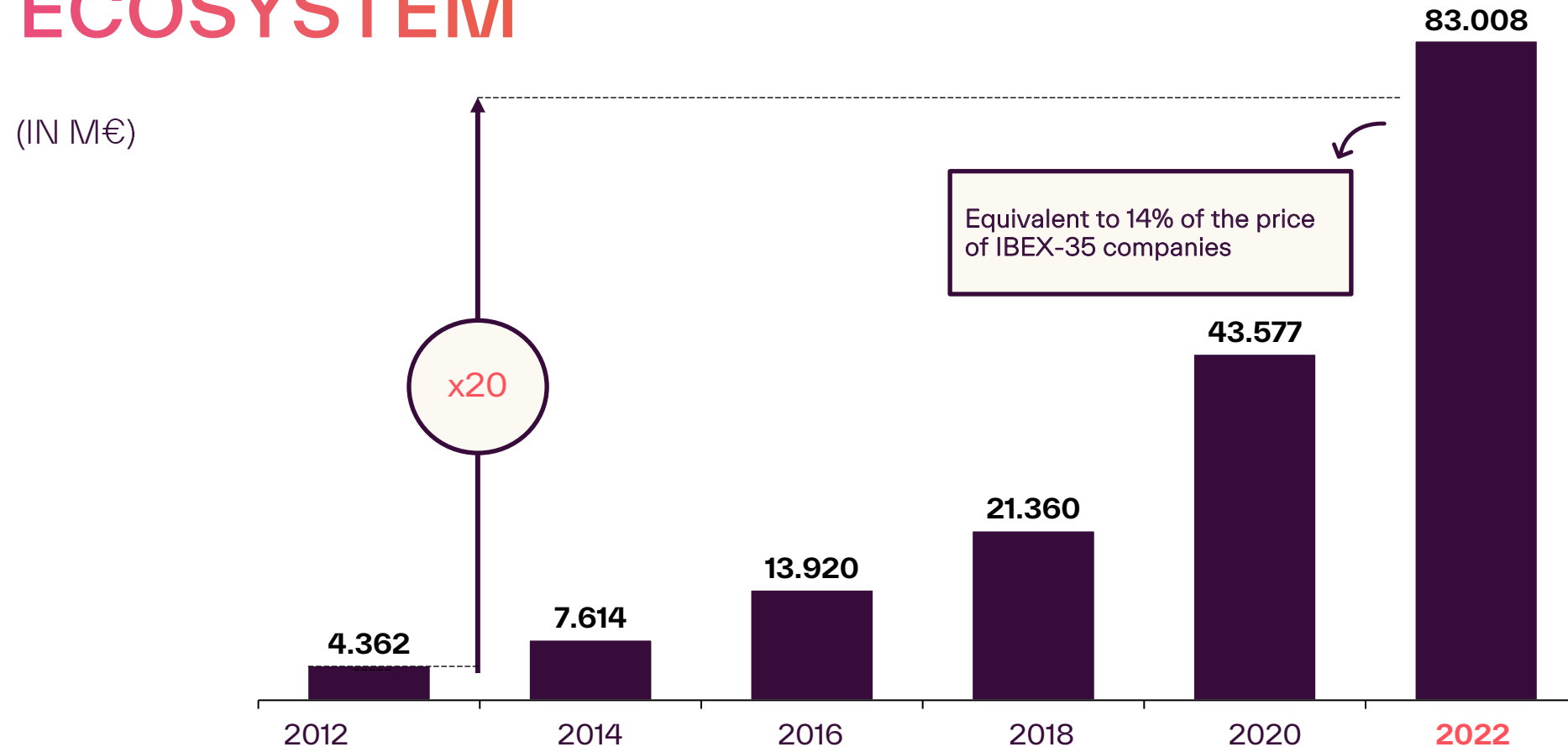
*Information provided by: 

THE FUNDS THAT HAVE COME TO SPAIN



*Information provided by:

VALUE OF THE SPANISH ENTREPRENEURIAL ECOSYSTEM



*Information provided by: 

OUR BET AS A EUROPEAN LEADER

We are an engine of reinvention.
We turn local ecosystems into global ones.
Madrid has achieved huge growth in the last years

HIGHLIGHTS OF MADRID'S ENTREPRENEURIAL ECOSYSTEM.
OUR POSITIONS IN THE RANKING:

2^a

European position
in n° of exits above
100M€ in 2020

4^a

European position in
n° investment rounds
of VC (2016-today)

5^a

European position in
number of startups
and scaleups

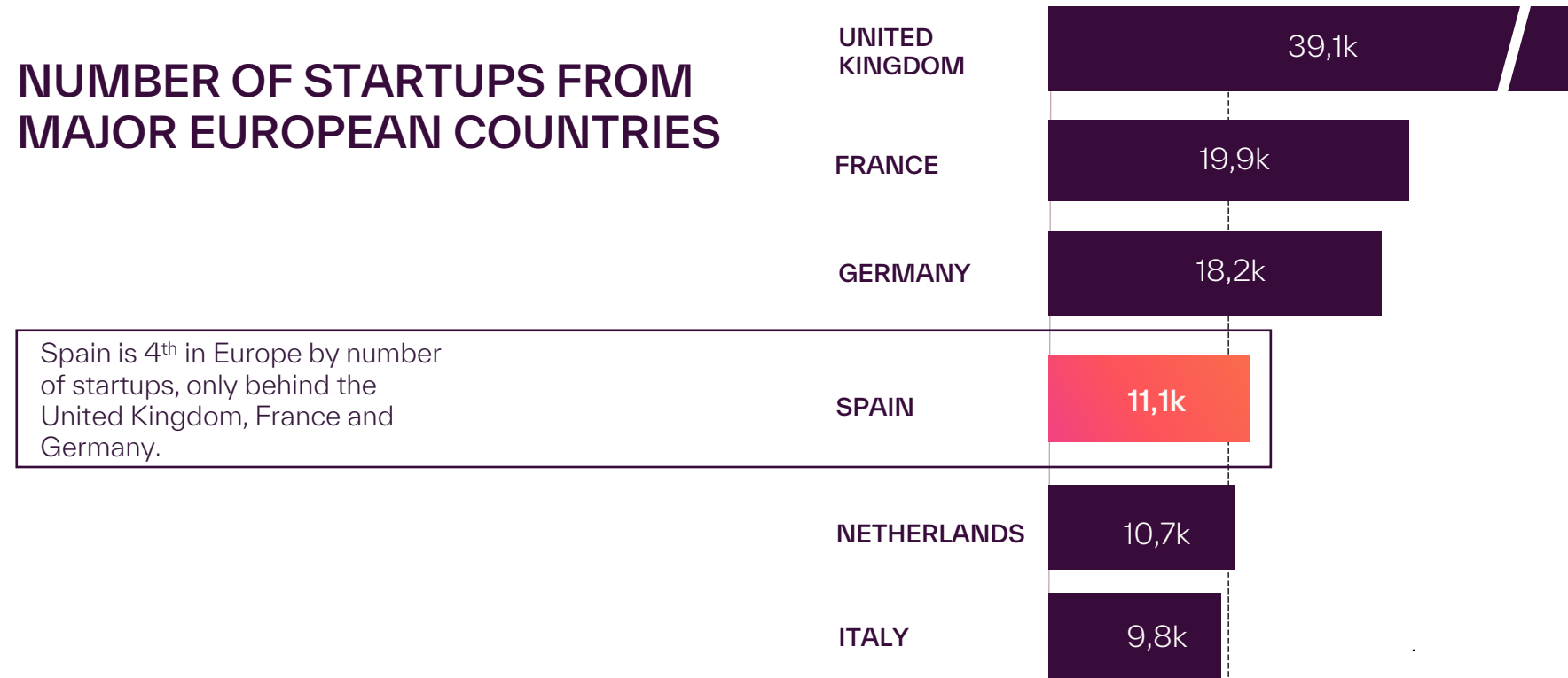
6^a


position among European
cities with better prospects
for startups, technology and
innovative investments



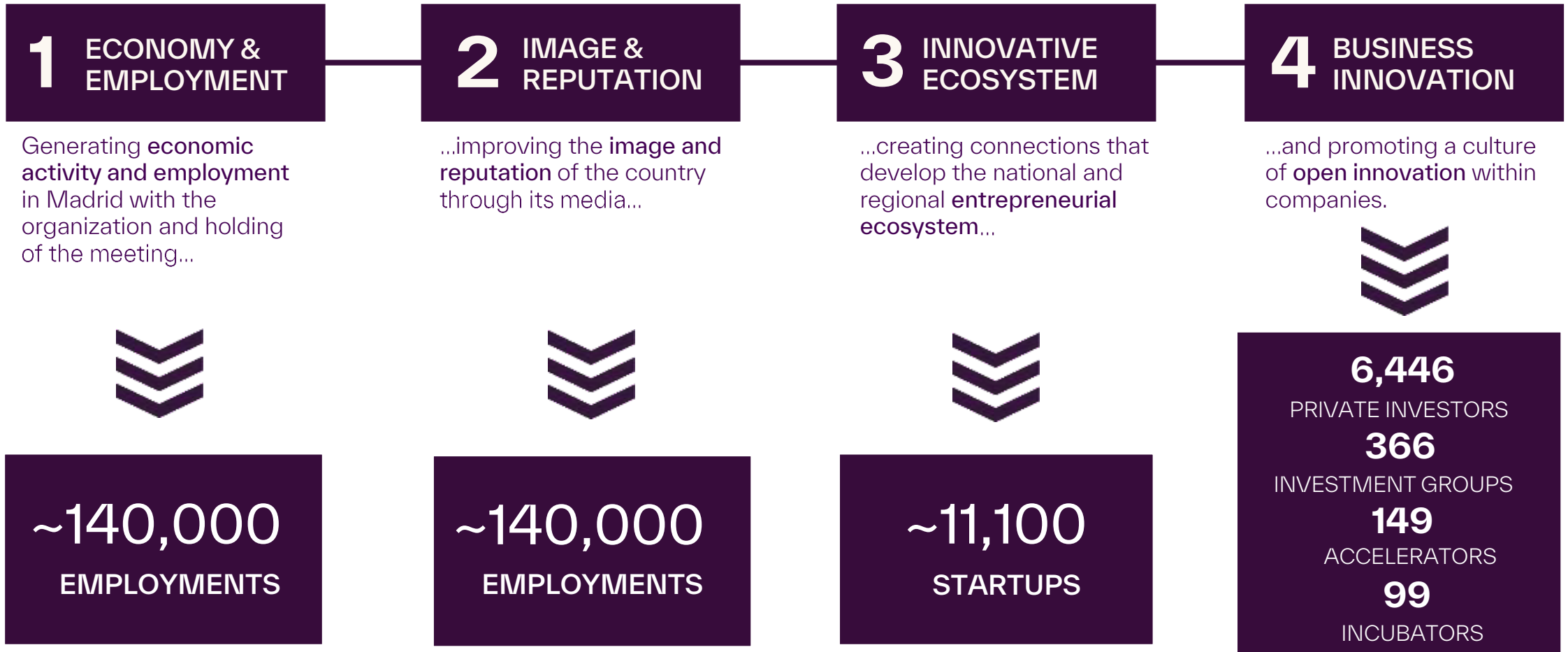
FROM NOT EXISTING TO BEING THE FOURTH COUNTRY IN EUROPE

NUMBER OF STARTUPS FROM MAJOR EUROPEAN COUNTRIES



*Information provided by: 

CONTRIBUTING TO THE SPANISH SOCIETY IN A PRODUCTIVE FRAMEWORK



05. OUR FLAGSHIP

05.1

SOUTH SUMMIT MADRID

Scan to watch video





SOUTH SUMMIT

#SOUTH SUMMIT23

MADRID
JUNE 5-7 | LA NAVE

2030

**BUT IS NOT WHAT
WE SAY, IS WHAT
OUR KPI's SHOW**

2023 SOUTH SUMMIT MADRID



+17,000
Attendees



+6,500
Startups



2,000
Investors



+6,000
Executives



+125
Countries



650
Speakers



175,000
Connections



+250
Media



OUR THOUGHT AND WORK PATH



INNOVATION IS BUSINESS

Innovation is essential for businesses as it drives competitiveness, growth, and customer satisfaction in a constantly changing market.



SHAPE THE FUTURE

South Summit promoted the synergies among all players in the ecosystem by taking innovation to the next level, "decoding complexity".



DECODING COMPLEXITY

South Summit opted for the green transition on 4 main axes: Sustainability, connection, innovation and business.



TODAY 2030

It's 2030 and we have reached one of humanity's all-time greatest milestones; a 55% reduction in greenhouse gas emissions. 2030 is a critical turning point on our road to a net zero economy and a milestone we cannot miss. Join us at South Summit where we will travel to the future, to 2030, to learn and be inspired by our future selves who have made every sacrifice, taken every tough decision, and adapted and innovated along the way to meet this ultimate goal.

TOPICS THAT ARE IMPORTANT FOR US

CLIMATE TECH

Let's utilize innovation and our creativity to save the planet with conscious investments, gigacorns, ESG metrics and more.

FUTURE OF MONEY

Fintech on 2030 will go beyond finances. We are facing a wave of solutions that are restructuring the financial system as we understand it.

AGRITECH & FOOD

Let's explore the entire Agritech cycle. Regenerating our ecosystem is crucial to feed coming generations and growing populations.

NURTURING ECONOMY

Companies need to rethink how they build, adapt and contribute and not only take to reach Net Zero by 2030.

INDUSTRY 5.0

Through construction, robotics, data, logistics and transport, we are redefining the structures that will transcend us.

HEALTH

Data, Robotics, IoT, Digitalization are restructuring a more decentralized and accessible health system in 2030.

DATA & DIGITISATION

Let us explore the power of data on industries and our society' in terms of transparency, ethics, etc., to create a better and more collaborative future.

HUMANITY

2030 will be human-centered. We need a wise development of societies, considering all aspects.

SPORTSTECH

Find the last advances in sports technology that revolutionized the way we experience sports and athletic performance.

INNOVATION & ECOSYSTEM

Let us learn how to work together within the ecosystem, create opportunities and invest in the future that our generations deserve.

ENERGY TRANSITION

We are boosting clean energy, we have accelerated decentralisation, industry decarbonization and provide sustainable and affordable energy for all.

SPACETECH

The Aerospace track delves into the latest advancements in the aerospace industry, including cutting-edge technologies, business models, and innovations that are transforming the way humanity relates to the sky and space.

05.2

SOUTH SUMMIT BRAZIL

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BRAZIL
MARCH 20-22 | PORTO ALEGRE

BUT IS NOT WHAT
WE SAY, IS WHAT
OUR KPI's SHOW

2023 SOUTH SUMMIT BRAZIL



+22,000
Attendees



+3,000
Startups



+600
Investors



+7,000
Executives



+50
Countries



+900
Speakers



+40,000
Connections



+700
Media



SOUTH SUMMIT AS A RELEVANT ACTOR. IMPACT AND RESULTS

South Summit Brazil - Porto Alegre
2023: a turning point for the local job
market.

- South Summit turns the region a leading hub for technology-based startups.
- Porto Alegre has local, highly skilled **talent**. The city also **attracts professionals** from outside and **with international backgrounds**.



ONCE SOUTH SUMMIT
ALWAYS SOUTH SUMMIT
SEE YOU SOON!