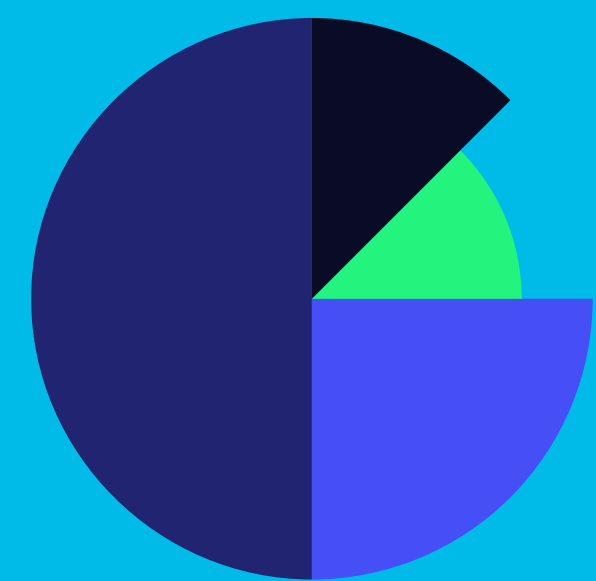


# PRESS KIT

# UNIQUE SUMMIT

The Unique Summit is a chance for companies with growth potential to meet other organisations, public administration, and investors to share ideas, present innovative solutions and boost the startup ecosystem in their territories. The co-organizers of StartupCities are Ostrava, Czech Republic; Braga, Portugal; Malaga, Spain; Cluj-Napoca, Romania; Cologne, Germany; Heraklion, Greece; Valencia, Spain; Vantaa, Finland and Varna, Bulgaria.

All of them stand out for their innovation and commitment to promoting dynamic entrepreneurship ecosystems. Other cities worldwide will have the chance to participate in the summit as co-organizers by submitting a video presentation of their top-notch initiatives to promote startups and apply innovative solutions in their territories.



# UNIQUE SUMMIT IN NUMBERS

The first summit

**MALAGA 2021**

**a total of 500 participants**

**20+**

European  
cities

**60+**

Institutions

**30+**

Investors

**320+**

Companies  
and startups

**2+**

Acquired  
investments

The second summit

**BRAGA 2022**

**a total of 800 participants**

**20+**

European  
cities

**60+**

Institutions

**30+**

Investors

**320+**

Companies  
and startups

**2+**

Acquired  
investments

In 2021, in Malaga, a total of 458 companies, investors and institutions from 20 European countries (a remarkable achievement in the pandemic context) met to showcase their entrepreneurial ecosystems and to promote new business opportunities. In 2022, in Braga, above 800 people divided into more than: 40 ecosystems from all continents, 200 startups, 3 dozen investors, and 125 corporations.

# GLOBAL STARTUPCITIES INITIATIVE

The Global StartupCities initiative was launched in 2018 with the aim of interconnecting innovation ecosystems outside the big hubs to accelerate new economic opportunities through matchmaking between startups, investors, and corporates in Europe. The StartupCities is the new economic engine, person-centred approach, based on entrepreneurs & innovators as our key economic boosters.

Since 2020, the initiative has gone global, with the bottom-up European Innovation Area as an umbrella and connector for boosting these new European business opportunities for any European entrepreneur on any continent. The Global StartupCities Summit is our annual main milestone and is known as the Unique Summit.

Main reason for launching this initiative was to create more opportunities for people living outside the capitals. The date of creation was officially 1st November 2019. The 9 founding members wanted to show that Europe is ready to change the world by combining innovation of innovation ecosystems from different European corners to work together as a big hub.

## FOUNDERS

### **Arturo Villar**

Founder and Coordinator of Global StartupCities Initiative

### **Taryn Andersen**

CEO and co-Founder of Impulse4women, Spain

### **Gerri Burton**

Managing Principal at New Learning Ventures (New Learning Ventures provides strategic consulting service to companies that are among the most innovative), USA

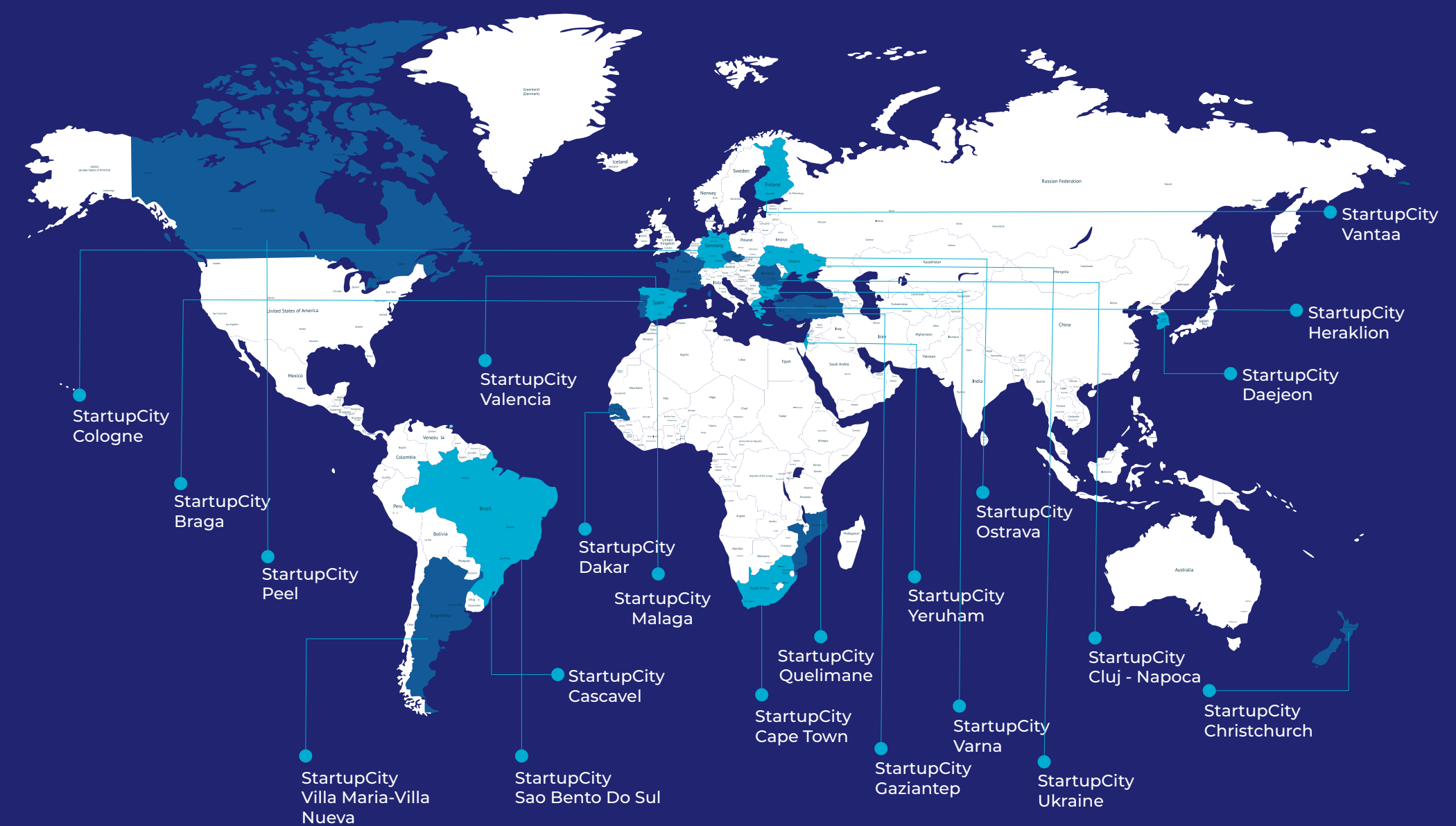
### **Dimitar Vasilev**

Chairman of Management Board at Bulgarian Business Forums and Leader for Young at Global StartupCities initiative, Bulgaria

## MISSION

**"GLOBAL SUPPORT TO ANY  
ENTREPRENEUR & INNOVATOR  
ANYWHERE WITH THE PIONEER  
GLOBAL INNOVATION AREA"**

## INVOLVED CITIES



# TIMELINE

# HEAD OF UNIQUE SUMMIT OSTRAVA 2023

- 2018 Global StartupCities Initiative was launched
- 2019 Global StartupCities Initiative was created
- 2020 Online Unique Summit (pilot)
- 2021 Unique Summit in Malaga
- 2022 kick-off of the pioneer Global innovation Area - Unique Summit in Braga
- 2023 Unique Summit in Ostrava

**Andrea Hoffmannová**  
Vice Major of Ostrava

**Pavel Csank**  
Chairman of the board of Moravian-Silesian Innovation Centre

**Adéla Hradilová**  
Board Member of Moravian-Silesian Innovation Centre

**Alena Danielová**  
Project Manager of Unique Summit Ostrava

**Vendula Margaretis Rechová**  
Communication Manager of Unique Summit Ostrava

## STARTUPS AT UNIQUE SUMMIT



## INVESTORS AT UNIQUE SUMMIT

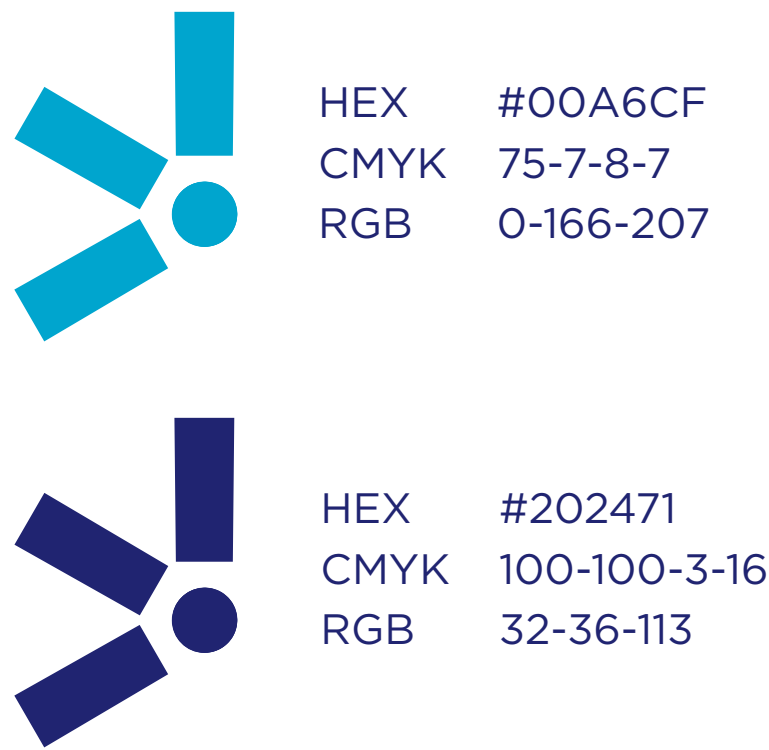


# DESIGN GUIDE

## LOGO VERSIONS



## COLOURS



## FONTS

Gotham BLACK

### Headers and titles

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz12345  
67890+ěščřžýáíé

Gotham Book

### Main text

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz12345  
67890+ěščřžýáíé

## HOW TO WRITE NAME OF SUMMIT



## ILLUSTRATIONS AND ICONS



## LOGO CLEAR SPACE

