

Pitch.

Match.

Grow.

vol. 2

PwC North Macedonia



15-16 March 2023



Skopje Marriott Hotel



Introduction

What is Pitch.Match.Grow.?

Pitch. Match. Grow. is a startup event where we aim for the participants to receive useful first-hand information and #StraightToThePoint guidance for their development and growth.

We tend to accomplish this through informative, utilitarian and interesting panels, interactive workshops, activities where field experts share their experience and knowledge and networking opportunities that can help propel their business to new heights.

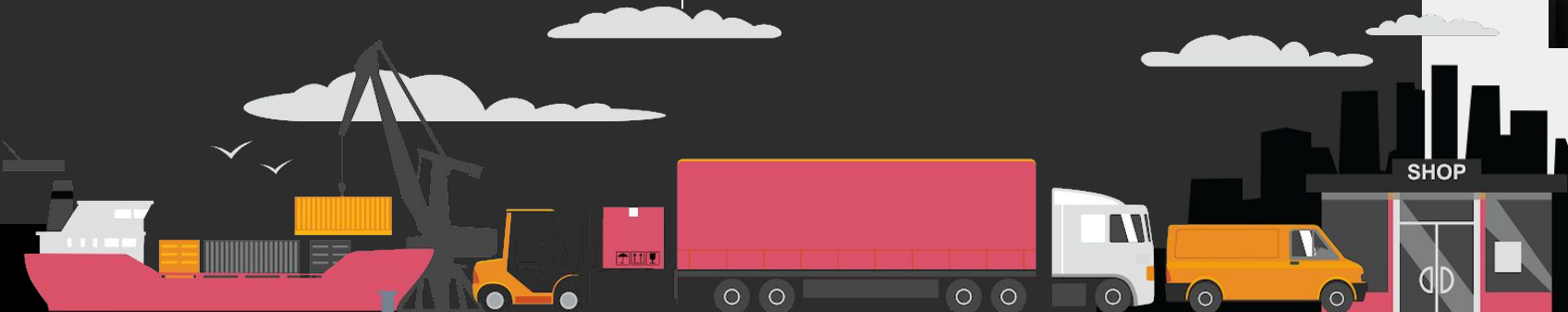
Main goals of the conference

- 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

Pitch.Match.Grow Vol.2 is an event that provides a unique platform where entrepreneurs and investors can come together and explore new opportunities for growth and development.

PwC as the organizer of the event and a company whose goal is to build trust in society and solve important problems, believes in the power of startups to drive innovation and shape the future in Macedonian society or globally.

At the same time, we understand and know that navigating the complex business world can be challenging and demotivating, especially for those who are just starting out. Pitch.Match.Grow conference is a great opportunity to connect with like-minded people and explore new ideas. Our experience shows that with the right and timely support and guidance, startups can achieve great things!



Highlights of the Conference

Inspiring stories from startup founders

Start-up founders shared their journey from humble beginnings to groundbreaking ventures, learning about the pivotal moments, daring risks, and game-changing decisions that shaped their path to success.

- Svetlana Kordumova - CEO @ Pixyle.ai
- Filip Arsov – CEO @ Synapse
- Josif Damjanov – Co-founder @Fitkit app & Coach Foods
- Nikola Velkovski – CEO @ Howitzer
- Aleksandra Mirevska Co-founder & COO @ Native Teams



Fireside chats

The audience could embark on an enriching journey of knowledge and inspiration from:

- Hajdi Cenan - CEO @Airt.ai
- Vanja Josifovski – CEO, Co-founder - Kumo.AI
- Uros Sikimic – Business Development Lead @ 3Lateral & EPIC Games story
- Antoni Laskovski – Manager @Metropolis AI Dev Partners, NVIDIA

Networking and B2B meetings

Attendees had the opportunity to network and expand their professional network, discover new synergies, and unlock doors to potential collaborations that can shape the trajectory of your entrepreneurial journey.

During the 2-day conference, PwC organized over 20 exclusive B2B meetings between startups and companies to discuss opportunities for future cooperation.



Highlights from the Conference

Panel discussions on investments and access to finance

All panels were structured as interactive sessions, with attendees given ample opportunity to ask questions and share their thoughts on the topics being discussed.

Panelists were experienced investors, startup founders, and ecosystem builders (11 Venture Capital, Vitosha Venture Partners, South Central Ventures, Driton Musoli - Angel investor @ Keiretsu Forum SEE) who shared their perspectives on the challenges and opportunities for investment in the Macedonian startup ecosystem.

Representatives from the Swiss Increasing Market Employability Programme (IME) shared more information on the options for access to finance for startups.

Attendees could more about the opportunities for startups in accessing capital and the role of government and international investors in supporting the ecosystem.

Bio-Hack My World: Launch by UNDP

Panelists from UNDP, UNICEF and experts from the technology, sustainability and waste management field shared their insights on the challenges of waste management and the potential for technology to help solve these challenges.

Panelists introduced the newly opened Laboratory for development of biotechnology established under the Faculty of Technology and Metallurgy supported by UNDP as part of the Project Bio-Hack My World and shared more details on the options for startups to use the laboratory in developing innovative solutions for reducing waste and repurposing waste materials.

Accelerators as a link between ideas and investment

This session included panelists from GIZ EU4EG project, Business Accelerator UKIM and Impala.

Panelists shared successful stories and outlined the important role of accelerators to provide investors with a pipeline of high-quality startups that have been vetted and prepared for investment. Attendees had opportunity ask questions on the range of benefits, including access to expertise, resources, and funding accelerators can provide.



Highlights from the Conference



Workshops on key topics



Workshop 1: Navigating the world of stock option incentive plans: strategies for retaining talent



Workshop 2: Fundamentals of Blockchain & Cryptocurrency



Workshop 3: Tax 101 – Not the Baba Jaga you thought



Workshop 4: Retaining Top Talent: Strategies for Sustaining a Competitive Edge

All workshops were organized in an interactive and engaging format that encouraged participation from attendees.

Each workshop included presentations, case studies, and hands-on exercises that allowed attendees to apply what they learned in a practical way.

The workshops were led by experienced professionals with an extensive knowledge on the topics.. Attendees were given ample time to ask questions and interact with the speakers, ensuring that they received personalized attention and guidance.

Attendees could choose to participate in four workshops on key topics related to startups and business management. The following were the main points discussed during each workshop:



Benefits of attending P.M.G.



Attending Pitch. Match. Grow. vol. 2 conference was the perfect opportunity for every startup. Our conference brought together experienced investors and promising startups from various industries, giving them the chance to pitch their idea and meet potential investors who might be interested in funding their project.

Networking with like-minded individuals

Connect with other startups founders and entrepreneurs who share the same passion for innovation and growth. Discuss your ideas, learn from their experience and build valuable relationships.



Pitch your idea to investors

Opportunity to showcase your business idea to experienced investors who are interested in funding startups. Refine your pitch, get valuable feedback and engage in meaningful conversations.



Get insights from experts

Successful business leaders share valuable insights and advice on how to grow a startup. Learn from their experiences, understand the latest trends and gain knowledge about developing business strategy.



Funding opportunities

Connect with a range of investors, including angel investors, venture capitalists, and other funding sources. Explore various funding opportunities, discuss the requirements and find the right investor who can support a business growth.



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