



## LEAN STARTUP LABS SUMMIT SERIES 2016 SPONSORSHIP OPPORTUNITIES

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### Overview

Lean Startup Company is producing a brand new series in 2016 called Lean Startup Labs. Fueled by demand from the Lean Startup Community, the series will showcase a variety of specialized summits across the country. **The mission of Labs is to share cutting-edge ideas and stories while making Lean Startup methods more accessible to a wider audience**, providing education and resources to serve entrepreneurs, startups, accelerators and large companies.

Capped at 200 participants per summit, each event offers an intimate atmosphere and an opportunity to learn, connect and find real solutions to challenges. Labs agendas will be very active and experiential with less passive listening. Programming includes talks, collaborative sessions and workshops based on Lean Startup principles. And, every summit will have it's own special twists added in such as offsite immersions, topical dinners and surprise guests.

The series debuts with the **NYC Enterprise Summit** on February 24-25, 2016 where a group of intrapreneurs, corporate innovators and leaders tasked with transformation in an established organization will gather. This event will focus on applying Lean Startup methodology within large, complex organizations and features road-tested insights along with practical tools and best practices.

This spring we'll host a startup, education and social good summit in New Orleans, and in summer 2016 a startup summit in Detroit. These events will host a mix of startups, entrepreneurs, accelerators, education, government, social-mission and non-profit, enterprise companies and more.

### Events-at-a-Glance

You now have the opportunity to sponsor a single summit or the entire Lean Startup Labs Series.

<b>Summit #1</b>	Lean Startup Labs: <b>NYC Enterprise Summit</b> , February 24-25, 2016
<b>Summit #2</b>	Lean Startup Labs: <b>New Orleans Startup, Education &amp; Social Good Summit</b> , Spring 2016
<b>Summit #3</b>	Lean Startup Labs: <b>Detroit Startup Summit</b> , Summer 2016



## LEAN STARTUP LABS: NYC ENTERPRISE SUMMIT

February 24 - 25, 2016

Location: Civic Hall (The Home for Tech in NYC)

156 5th Ave, New York, NY 10010

*Capped at 200 attendees*

Brought to you by the people who run [Lean Startup Company](#), the NYC Enterprise Summit brings together a group of inspiring business leaders for a dynamic event focused on **Lean Startup in the Enterprise**. Unlike any other Lean Startup event, this summit is tailored to those looking to apply Lean Startup Methodology within large, complex organizations.

This premier Enterprise Summit is two days, with a full day main event on February 25th that includes keynote talks, roundtable discussions and a Startup Tour in New York City. The event kicks off on February 24th with an optional day of Lean Startup training workshops. Attendees will be exposed to cutting edge examples along with practical tools and best practices for applying Lean Startup within an enterprise.

**For sponsors, the Enterprise Summit is an excellent opportunity to align with innovators, connect with business people who are making important choices right now about tools and services, and reach a pre-qualified audience with an interest and commitment to learning new skills and tools in the enterprise space.**

Whether you are looking to highlight your own expertise, generate leads, sell your product or bring in your team to learn, sponsoring the NYC Enterprise Summit puts you right in the center of the global enterprise conversation around innovation and growth.

**If your company provides any of these solutions,  
Lean Startup Labs is an essential element in your marketing mix.**

Analytics  
Agile/Scrum Training and Consulting  
Cloud/Stack Tools  
Developer Tools  
Consulting  
Legal  
Manufacturing  
Media Reach to Entre/Intrapreneurs  
Mobile Strategy  
Project and Process Management Tools

UI/UX Services  
VC and Other Equity Investment  
Business Operating Solutions

- Accounting
- Customer Service Software
- Financial Software
- Human Resources
- Marketing Tools
- Sales Management/CRM
- Ticket Software

## B2B vs. B2C

This event is primarily B2B, in that the attendees are business people looking for products and services for their companies and are creating B2B services themselves. Typically, they work in an established company and are interested in solutions for scaling their businesses.

Awareness	Research & Familiarity	Short List & Consideration	Decision & Purchase
<ul style="list-style-type: none"> <li>Introduce your product to our community of innovators while increasing product visibility and stature within the community</li> <li>Build excitement and allow people to experience your product</li> <li>Get feet on the ground and learn how entrepreneurs make decisions</li> </ul>	<ul style="list-style-type: none"> <li>Help attendees understand and become comfortable with your product and/or services</li> <li>Become visible, active and relevant in the Lean Startup Labs community and/or provide meaningful contributions</li> <li>Drive interactions with industry partners and events</li> </ul>	<ul style="list-style-type: none"> <li>Generate leads</li> <li>Demonstrate leadership as an innovator, showcasing case studies and/or proven methods for implementing change and growth</li> <li>Make a lasting impression by demonstrating why you're the preferred solution</li> </ul>	<ul style="list-style-type: none"> <li>Help customers understand the costs and benefits face-to-face or by providing a digital offering</li> <li>Acquire customers and/or get on-site signups for your product or service</li> <li>Give customer perks and incentives throughout both days</li> </ul>

Opportunities for sponsors to reach attendees from enterprise companies*:	
<ul style="list-style-type: none"> <li>Decision-makers buying tools and services to help their businesses succeed</li> <li>Developers searching for the best stack services on which to launch and scale their products</li> <li>Business managers and engineering leads in urgent need of expertise in modern product development</li> <li>Business leaders and marketers eager to better measure business activity</li> </ul>	<ul style="list-style-type: none"> <li>UI/UX/design leads seeking intuitive ways to assess customer and user experiences</li> <li>Product managers looking to level up their cross-functional approaches and support productivity</li> <li>Leaders and individual contributors across functions looking for job opportunities with forward-thinking companies</li> </ul>

*\*we customize sponsorships based on your current goals and initiatives.*



## Media Outlets Who Have Covered Lean Startup Company

33 Voices Accelerator London (UK) BBC (UK) Berkeley Byte Business Insider Castalia (Japan) Dev Ex EFE (Spain/Latin America) Entrepreneur Handbook Entrepreneur.com Fast Company The Fetch Forbes Forrester (Italy) Forrester Research GigaOm The Guardian (UK) Ha'aretz (Israel)	Harvard Business Review Huffington Post (US & UK) Impact IQ IM Business Media Inc. Magazine Innovation Excellence Innovation.net InfoPresse International Business Review The International Journal of Innovation Science Jaffe Juice KABC-TV KQED L'Atelier (France) Le Figaro (France) Lioness Magazine Mapping Company Success	Moofaces TV Netokracija (Croatia) Nikkei (Japan) Pando Daily Pharmacy Marketing Quarterly Ping West (China) Pop 17 shmula.com Socialmedia.biz Social Times Spark Media Startup Juncture (Netherlands) TechDay News VentureBeat Whatchado Wired Your Story (India)
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## What Others Have to Say...

"We worked closely with the Lean Startup team to host a sponsored lunch for attendees. They helped us get the right folks in the room and worked with us to craft an experience that reflected an inclusive nature that exceeded our goals. From the food and service to the beautiful room and killer view: we were able to have engaging conversations in an intimate atmosphere. What a first class experience!" ~ *Kara DeFrias, former Sr. Manager of Innovation and Experiential Design at Intuit*

"Part of our sponsorship involved a bundle of scholarship passes. We had a ton of interest from our network, and people were really excited about it. It was nice to do something proactive for our non-funded companies." ~ **Andressen Horowitz**

"Your audience is much different than most, and you're the masters of it. We had conversations with startups and entrepreneurs, helping us figure out what business-related content they want to see, which helps our business grow." ~ **O'Reilly Media**

"The mention from stage was personal and powerful. I appreciate it, and it represents a real relationship. The Lean Startup brings together a community that most other conferences don't have. It's more of an early-adopter territory. People are trying to create value and do things in the world that are hard. They're working on what needs to be done. You've got a tiny subset of the world focused on making change that will transform parts of the world. It's a special thing, and people recognize that. It's also collaborative and open." ~ **Moves the Needle**

"We weren't even on-site for the event, and still had a really great experience. The sponsorship was managed well, and we appreciated the photos that were emailed to us in real-time. We also liked the reminders about when things were due in preparing for the sponsorship." ~ **Moo**



**Lean Startup Co.**  
Learn From Entrepreneurs

## **UPCOMING EVENT DETAILS**

### **LEAN STARTUP LABS: NYC ENTERPRISE SUMMIT**

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#### **Wednesday, February 24, 2016: Pre-Summit (Optional)**

Full day including Lean Startup 101, 201 and 301 Workshops

Kick Off Reception

VIP Dinner

#### **Thursday, February 25, 2016: Enterprise Summit General Session**

Full day including a Morning Program and an Afternoon Program including Master Classes, Discussions and Startup Tours in NYC

**I'd love to discuss sponsorship ideas with you customized for your organization.**

Contact Stacy Conlon, Business Development Manager

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