

CURATE • CONNECT • COLLABORATE



SPROCKIT

INNOVATION • INDUSTRY • STARTUPS

Sprockit is the global marketplace that **CURATES**, **CONNECTS** and fosters **COLLABORATION** among leading Fortune 500 media, entertainment and technology companies and the world's top proven startups to bring innovative products, services and revenue models to market through partnerships, investments and acquisitions.



STARTUPS
MARKET-PROVEN
POISED TO SCALE

STARTUPS

Elite startups are invited based on their ability to efficiently and effectively solve industry pain points and their market-readiness, allowing them to provide immediate value to corporate partners.



SPROCKIT
SPROCKIT SYNCS
INDUSTRY
CONFERENCES

CORPORATES

Sprockit works with active, passionate and engaged senior-level decision-makers at influential companies. We leverage a deep understanding of corporate needs to find the right startups at the right time to solve challenges and exploit opportunities.



FORTUNE 500
CORPORATE
POWERHOUSES

BY THE NUMBERS

- 30 Annual startups
- 150+ Alumni members
- 10 Corporate partners
- 20+ Active industry thought leaders
- 15+ Countries represented by Sprockit members
- 5 Events held annually in 4 cities
- 100s Partnerships and funding deals made
- 21+ Exits, 7 acquisitions in 2019 alone
- \$1B+ Raised by Sprockit startups
- 2013 Founded in collaboration with NAB

NAB SHOW

The largest and most important media and entertainment event featuring 100K+ attendees from 160+ countries.

Sprockit startups get prime exhibit space in the highly trafficked Sprockit Pavilion, as well as marketing support and exclusive speaking opportunities, including a spotlight in an NAB Show-produced press release and VIP receptions. [Learn more.](#)

SPROCKIT SYNCS

Intimate, day-long industry meetings for corporates and startups to develop solutions to industry pain-points and focus on building relationships, partnerships, and deal-making.

[Sprockit Syncs](#), held in Los Angeles, Silicon Valley and New York City at corporate partner's offices throughout the year, includes startup and corporate presentations, 1:1 meetings with corporate partners, breakout discussions and thought leadership sessions.

TECHNOLOGY CONFERENCES

Sprockit hosts branded activations during leading conferences with a heavy media, entertainment and technology presence, including Mobile World Congress.

These activations cut through conference noise and connect executives to Sprockit companies through panel discussions, keynotes, startup showcases and networking receptions.



Trusted by our Corporate Partners



"Sprockit is a place where we find innovation."
Samsung NEXT

"Google appreciates the innovative approach Sprockit companies bring to the table. At each meeting, including Sprockit Sync SV at Google in Mountain View, we discover companies with solutions that can immediately address pressing needs in the media and technology space."
Google

"I see Sprockit as an ecosystem play whereby the startup community can really drive that innovation and then we can leverage it."
FOX Networks Group

"We went from a fledging startup to acquisition in less than 4 years, and Sprockit was a big part of that."
Social News Desk, Inc
(acquired by Graham Media Group)

"Sync meetings are amazing... I sat next to a couple of executives and now they are our customers. You don't just get to know these people from a transactional standpoint, but on a personal level."
Stringr

"Sprockit is well-known for identifying the hottest tech companies in media and entertainment and helped put the spotlight on Unruly during a very crowded NAB show. And with Sprockit's support we were able to develop strategic partnerships that lasted long after NAB Show ended."
UNRULY
(acquired for \$176M by News Corp.)

Select Alumni





The Startup Program

Sprockit attracts extraordinary startups and emerging-growth companies, mostly led by serial entrepreneurs and former executives. This elite group consistently forms meaningful partnerships and is invested in and acquired by industry leaders.

Startups not only partner with corporate partners, but also each other to deliver new solutions and grow their networks.

Sprockit leverages its deep understanding of the most pressing needs of its corporate partners to find the right startups to solve challenges and leverage opportunities during activities throughout the year.

The corporate executives who participate come from the most forward-thinking and successful media, entertainment and technology companies and are charged with seeking and driving innovation. They include business, technical and corporate development decision-makers.

Select Startups



In their words

"Sprockit connected us with its impressive plethora of corporate members, and we were able to have meaningful conversations with corporations such as Verizon, Hearst and Google. Worth every minute and every dime."

Applicaster

"As a direct result of being part of the program, we have built relationships with Fox, Google, Univision, ABC, Comcast and others. Deals rarely get done in the 20 min Sync meetings, BUT if you put in the work, the connections that Sprockit makes possible are game-changing."

Advocado



Benefits of Sprockit

THE FIRST YEAR

- **Drive revenue via partnerships.** Connect with 60-80 executives from corporations and startups as well as other industry experts at all-day private meetings (Sprockit Syncs) held at a corporate partner's office. Syncs take place in February, July and October with quick pitches, 1:1 meetings, industry panels, group discussions and networking receptions. View highlights from the [Silicon Valley Sync, July 2019](#) here.
- **Maximize industry exposure** with a strong presence at NAB Show. Startup members receive truly turnkey exhibit space in the Sprockit Pavilion at NAB Show, complete with premium graphics, Wi-Fi, meeting room space, a hotel room for four nights, and more. Your NAB Show experience will include networking receptions, the annual Sprockit Awards and VIP reception, and marketing and PR support, including a spotlight in a NAB Show-produced press release. Seven years strong, the Sprockit Pavilion is a renowned NAB Show destination. View video highlights from [NAB Show](#) here.
- **Engage with Sprockit global community** through our private virtual platform.
- **Access partner programs, including AWS Activate** (up to \$100K worth of credits) and the **Google Cloud Startup** community (\$20K worth of credits).
- **Participate in additional opportunities at key industry events**, including discounted exhibit space at Mobile World Congress, meetups at CES and more.

Program Fee: \$15,000

YEAR TWO AND BEYOND

Now it's time for deeper engagement to build on your Year One successes. Opportunities include:

- Larger exhibit space at NAB Show in the Sprockit pavilion
- Participation in Sync private meetings with a new cohort of startups and corporates
- Continued participation in Sprockit's private virtual platform
- Opportunities to showcase at additional industry events

To Apply

1. Startups who can solve a pain point for corporate partners are identified through referrals from the Sprockit community and other industry experts or by emailing startups@sprockit.com.
2. Sprockit does an initial vetting of companies. Select companies are invited to interview and evaluated on fit.
3. Once accepted, Sprockit onboards its startups and prepares them for engagement in the community.