



MOBERA

Past, present and future

Jaroslav Škrabálek

MOBERA

European conference
on mobile platform

iOS, Android, WP7, Symbian



Background

Acemcee, s. r. o.

- ▶ Established in March 2010
- ▶ Event management
 - Partially mobile app development
- ▶ Primary focus on  **takeplace**
 - Digital and Mobile event management platform

Background

Acemcee, s. r. o.

- ▶ Idea of the Year 2010 (2nd place)
- ▶ Student Entrepreneurship 2010
- ▶ Incubated at
South-Moravian Innovation Centre
since 2010





We make your event run !

Takeplace

- ➔ Mobile and online event management platform
- ➔ Focus on high quality
- ➔ Assist event managers in all phases of the organizational process

Takeplace

The logo for 'takeplace' is centered on a light gray background. It features a blue speech bubble icon to the left of the word 'takeplace'. The word 'take' is in blue, and 'place' is in a light green color.The logo for 'takeplace' is located in the bottom right corner of the slide. It features a blue speech bubble icon to the left of the word 'takeplace'. The word 'take' is in blue, and 'place' is in a light green color.

MOBERA

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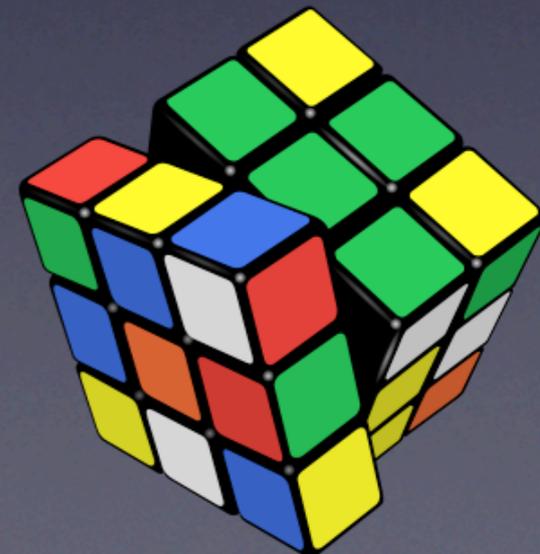
iOS, Android, WP7, Symbian



Why MOBERA?

Synergistic activity of ACEMCEE

- reference conference 
- reflecting experience
with the mobile sector



Why MOBERA?

Area of modern mobile platforms

- the most dynamic advancement
- largest business-development potential

„Within five years, 70 % of collaboration and communications applications designed on PCs will be modeled after user experience lessons from smartphone collaboration applications.“

Gartner, PWC

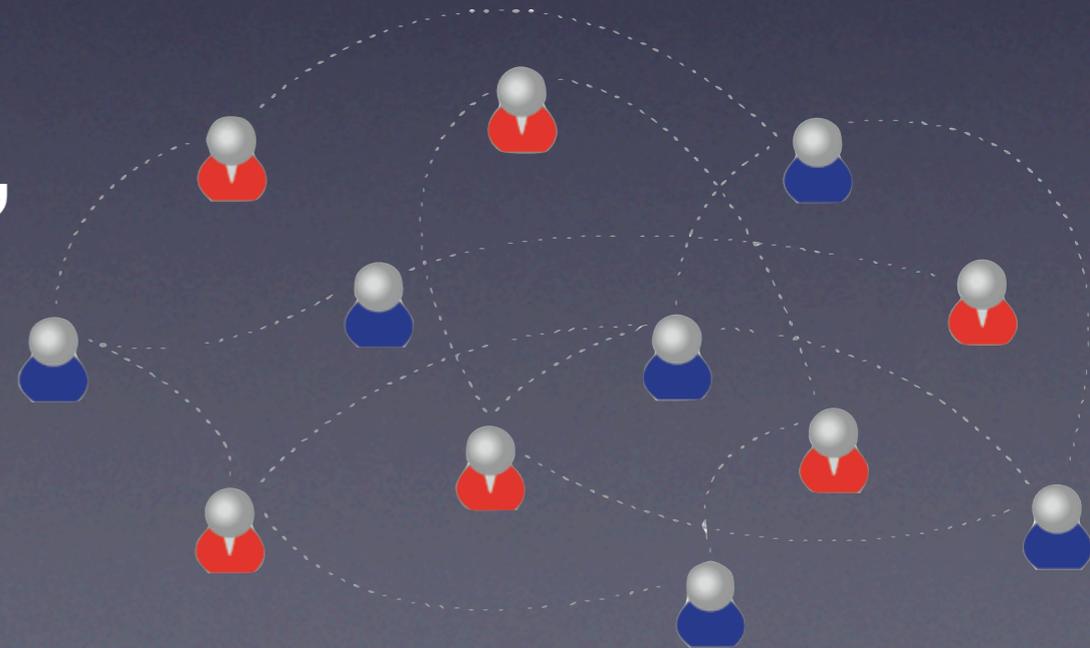


Why MOBERA?

Comprehensive perspective:

- Present state of mobile platform progress
 - Development potential
- from the applied (software) point of view

Ideas and money,
talents and investors,
mobile companies
connection

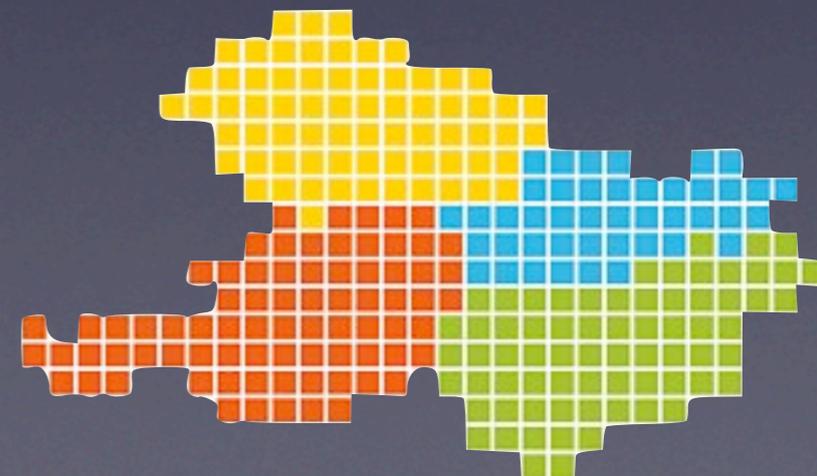


Why MOBERA?

CEE region support

Question:

Can an analogue of Silicon Valley be established in the CEE region?



Why MOBERA?

How do you see the future of mobile technology? What will be the trends that will change our lives in the years to come, in your opinion?

I am a believer in technology consolidation, I think that smart phones will become much smarter and will be able to carry more and more functions in the future. The increased ease of usage and the number of utilized functions will create new business opportunities and bring long term benefits.

Ondřej Bartoš, Credo Ventures

MOBERA 2011



MOBERA 2011

42 talks

3 sections

Business,
Development,
UI Design

Auspices JmK and MPO

25 partners



MOBERA 2011

Key players from mobile industry
around the world



MOBERA 2011

2 of 3 pillar managed

Quality on the first place ➡ postponing

Lessons learned:

Marketing

European reach

Timing

Controlled growth



MOBERA 2011

<http://mobera.eu/2011>

<http://blog.mobera.eu>

MOBERA 2013



MOBERA 2013

3 thematic days

Business,
Development,
UI Design

7 talks each day,
21 talks in sum



MOBERA 2013

Community: MOBERA Hackathon

iOS, Android, WP7

Business: B2B Brokerage

Networking



MOBERA 2013

Video invitation

Advertisement videos



Goals

Comprehensive strategy

Business model “empty shell”

Social network, Press, Mail Newsletter

Participant approach - EU



Goals

Running social network communication

Press reach in EU region –
Techcrunch, Mashable, TheNextWeb,
BusinessInsider etc.

- Identification of targeted press & media



Goals

Partnership with hubs, clusters,
innovation and incubation centers

Survey about mobile platform usage,
mobile application development,
business and marketing etc.

Proposals of supporting activities
competitions, panel discussions



Challenges

- Promotion of the new year
- Increase awareness of MOBERA conference
- Sensitive communication of the conference's restart



Challenges

Marketing & Communication strategy focused on the EU region

- Communication diversification to the participants and partners / sponsors
- Acquiring attendees
- Design of promo materials



SPRING 2013



MOBERA

THANKS FOR YOUR ATTENTION.

Jaroslav Škrabálek, mobera.eu, 14/05/2012

