

TRACE3

VENTURE CAPITAL BRIEFINGS

Staying ahead of the innovation curve is imperative to gaining and maintaining a competitive advantage. Gain exclusive access to the latest research, observations, and emerging trends before they are exposed to the public market.



Achieve limitless success through IT by being the first to leverage early development solutions. Our exclusive Venture Capital briefings connect you to the most effective emerging technologies for transformative results specific to your industry, market segment, and enterprise.

Amidst today's accelerated marketplace, identifying the right technologies ahead of the competition can provide both an edge in performance and a growth in revenue. The conundrum is, how to recognize what's relevant before change eclipses exposure.

At a Trace3 VC Briefing, you will spend a day in Silicon Valley speaking with companies hand selected to suit your organization's most challenging issues. Let us help you discover the newest technologies and approaches available to solve your organizational concerns.

GETTING STARTED

The Trace3 Innovation Group engages with your organization to develop a deep understanding of your interests, needs, and challenges. Our team then determines the Venture Capital firm's portfolio of technologies which best match your requirements to build an impactful briefing for you and your team. The hands-on process results in a fully customized agenda, explicitly tailored to your needs and specific areas of interest.

MORE THAN TECHNOLOGY

This 'roll-up-your-sleeves' Innovation Symposium opens with a keynote presentation from one of our influential VC firms. The speaker will share their observations, learnings and predictions on where technology is headed--allowing you to "peek behind the curtain" and know why and where they are investing their resources. You will be exposed to conceptual approaches still on the drawing board well before meeting with your curated tech startups. This effort ensures that you are well informed before you determine the most effective technologies that will best support your enterprise.

Following your VC insider presentation you will meet and engage with each of the tech start-ups we've selected for a 30-minute, senior executive-led, presentation in order to learn about their company and the technology at hand.

Keep in mind that our team has already briefed them on your needs, wants and current pain points. This allows you to cut straight-to-the-point without having to reiterate the reason why you're there. After the presentations are finished, the download session begins. Once you come back to us and share your thoughts, together we determine the most dynamic technologies for your company and define how best to bring them back into your enterprise. As your trusted advisor we take the time to listen to your thoughts and concerns, then best align you with the startup that fits your needs.

After a one day briefing session, you will be equipped to apply the most relevant bleeding edge solutions into your key initiatives and our team will coordinate and manage all transactions with the emerging tech of your choice--working alongside you every step of the way.

VENTURE RELATIONS—THE SPECTRUM OF VC'S

Partnering with technology companies and premier Silicon Valley venture capital firms to offer you innovative solutions that fit the size and scope of your business needs.



TESTIMONIALS

CUSTOMER EXPERIENCE

"Trace3's VC briefing program is a game changer for the business as a whole, it allows technology organizations to cross the chasm from operations to true business enablement. I use this program to stay abreast of the latest innovation taking place in the industry across many disciplines, and the fact that it is highly curated makes it the best and most relevant way of seeing the future."

- Chris Laping, CIO Coffee & Bagel Brands

VC EXPERIENCE

"I have had the opportunity to be part of the Trace3 VC Briefing program in 2018 and believe they have set the bar! Today's CIOs are looking for new approaches to bring value to their businesses. The Trace3 VC Briefing Process allows for CIOs to formally align their needs with startups and innovators in the VC sector. As a VC, this formalized Trace3 process is best-in-class with high impact for the CIO and the startup alike. The program provides a unique level of competitive insight and impact that CIOs should all take advantage of. The emerging startup community also gains access and feedback in a formalized offering. I highly recommend corporate IT leadership teams, and emerging startups both take full advantage of this amazing program."

- Gamiel Gran, Mayfield Partners

EMERGING TECH EXPERIENCE

"Emerging technology startups are up against a lot of early stage go-to-market challenges when they first launch their business. Investors may believe in your vision, but the true test is whether there is consumer appetite. Getting in front of business and technology leaders is critical for success and adoption. Trace3's VC Briefings gave our team one-on-one access to industry-leading CxOs, and the incredible opportunity to get feedback on our technology-- including insight into what they feel was not being addressed in the market. By being featured in this program we've been able to quickly iterate on our solutions to fill these market gaps and attract high-value users as loyal customers."

- David Erickson, CEO Forward Networks