



We invite you to take part in the Startup Alley within [Mobile Beach Conference 2017](#). This year we'll choose up to 10 startups to share their projects with the event guests – mobile market opinion makers and industry leaders – and to receive support and recognition. The participation is free (we will provide each project with a booth). To take part, you have to fill in the [application form](#) and pass the pre-selection round. The event committee of Mobile Beach Conference will make decision about participation depending on the fact if the project meets the Alley requirements.

All B2C and B2B product companies at the stage of **seed** or **early growth** with the mobile application being as one of the main channels of user acquisition will be taken into consideration.

Requirements:

- mobile application as one of the main user acquisition channels;
- MVP availability;
- target CaC and LTV understanding;
- up to 3 years from foundation date;
- the global market is a target market;
- transparent business model;
- 3+ team members.

Your product has to belong to the **following categories** (the tasks resolved):
for **B2C**: Soft, Big Data, Shopping, AR, Services, Health&Care, Entertainment. You have to be focused on innovations.

for **B2B**: Analytics, Big Data, CRM, cloud technologies, marketing decisions. You have to be focused on technology.

One of our tasks is **to support the young and ambitious projects and develop them** with the help of investments in the form of user acquisition, development, traffic, ASO, etc. — everything the participants of Mobile Beach Conference specialize at. In 2017 we expect approximately 1000 guests from European Union, Eastern Europe, Israel, USA.

You can apply Startup Alley through our application form [here](#).

See you soon at Mobile Beach Conference 2017!