

2024 B2B Platform Award & Conference

18. September, Europe's biggest conference on B2B platform economy

Information for participants, applicants and sponsors.

01/2024

[fastbreak.one](https://www.fastbreak.one)



The B2B Platform Award & Platform Economy conference honoring outstanding B2B platforms in Europe

The **"Top European B2B Platform Award"** is a prestigious award that is given annually to outstanding B2B platforms shaping market ecosystems in Europe.

This award recognizes the most innovative and successful platforms that make a significant contribution to transforming and driving digital change.

The award recognizes excellence, innovation and influence in the digital business world and highlights the importance of B2B platforms as growth engines in the European economy.

Embedded in the **"European B2B Platform Economy Summit"** conference it allows leaders to connect to like-minded peers, learn and exchange about trends, best practices and success cases of B2B platforms.

The award is handed out by a prestigious jury consisting of members from renowned business schools, industry experts and entrepreneurs.

The award & conference will take place in September 2024 as a full-day virtual event with top speakers and guests.

Looking forward to welcoming you as our partner,

Nathalie
Chairmain

&

Energy
Commerce

Matthias

Mobility
Health

Manufacturing
Real Estate

Entertainment
and other
Ecosystems

September 2024



Honoring the European B2B Platform Landscape

Who we are



We are a group of serial Platform Founders & Digital Transformation Leaders with a deep passion for B2B platforms, marketplaces and digital ecosystems. In the last 5 years we have built and supported over 200 B2B platforms in Europe, hosted communities in Germany and created the most advanced business model framework for platforms businesses. With our podcast "Platforms 4 Future" we support the transformation towards a more sustainable future with platforms.



Nathalie Dumas-Lamborghini
(CEO FlyingRhino, Top10 Woman Digital Transformation in Europe)



Bernd Weidmann
(CEO, wind-turbine.com)



Matthias Walter
(CEO, fastbreak.one)



Dr. Carsten Linz
(CEO bluegain | Group Digital Officer | Author Radical Business Model Transformation)



“The Summit and the Award should not only honor and recognize the most innovative and transformative B2B digital platforms in Europe, but also highlight successful digital transformation strategies and encourage the adoption of ecosystem driven business models.”

Matthias Walter, Co-Initiator and Chairman.

Impressions & Voices from our last events in 2022 & 2023 in Germany ... gathering top founders and leaders of the German B2B Platform economy



Quelle: Plattform Macher, 2023

<https://www.youtube.com/watch?v=jbSJIERMDCc>



Quelle: Plattform Macher, 2022

<https://www.youtube.com/watch?v=CliZp9eB6bw>



The 2024 B2B Platform Award & Conference

The 2024 Conference & Award in a Nutshell



18. September 2024

Full-day virtual conference & award ceremony

Focus B2B Platforms & Marketplaces
> 500 guests (leaders, executives)

15+ exclusive speakers

7 awards

exhibition options for vendors

Planned Activities



Keynotes



Award



Networking



Community
Building



Thematic
Sessions



Q&A with
Investors

Connecting Europe's Business Innovators: Our Distinguished Audience



Our upcoming conference and award ceremony is meticulously tailored for an elite ensemble of Europe's business community, specifically those with a keen interest in the burgeoning domain of B2B platforms. This event serves as a beacon, gathering a diverse and dynamic audience, each member playing a pivotal role in the ecosystem of B2B commerce.

Networking and Learning: The diversity of our audience ensures a fertile ground for networking and learning. Business leaders will find innovative solutions to their challenges; founders will receive insights and possibly funding to scale their platforms; innovation champions will discover new trends and technologies; and investors will encounter lucrative and groundbreaking investment opportunities.

60%

Business Leaders: At the forefront are seasoned business leaders from across Europe. These are the visionaries and decision-makers from various industries, seeking to deepen their understanding of B2B platforms. They come with the intent to discover new strategies, technologies, and practices that can help scale their businesses and enhance their market presence.

Innovation Champions: These are the individuals within organizations who drive technological advancements and embrace novel business solutions. Their role in fostering an environment of innovation makes them an integral part of our audience. Whether they are in tech, operations, or strategy, these champions are always on the lookout for cutting-edge ideas to bring back to their teams.

30%

Founders of B2B Platforms: We extend a special invitation to founders of B2B platforms, the trailblazers who are reshaping the commercial landscape. This event offers them a unique opportunity not only to showcase their innovations but also to gain insights from peers, engage with potential investors, and connect with new clients.

10%

Investors: Recognizing the pivotal role of financial support in scaling B2B platforms, we invite a select group of investors. These include venture capitalists, angel investors, and representatives from investment firms who specialize in tech and B2B ventures. They come in search of promising platforms to invest in, offering not just capital but also strategic guidance to spur growth.

Our Virtual Conference: A Global Stage for B2B Platform Excellence

In an era where connectivity transcends physical boundaries, we are excited to announce that our conference and B2B Platform Awards ceremony will be hosted virtually. This decision reflects our commitment to innovation and inclusivity, allowing us to welcome attendees from across the globe.

With an expected participation of 500 to 1,000 individuals, this virtual event is set to be a melting pot of ideas, experiences, and opportunities.



Global Accessibility: One of the most significant advantages of our virtual conference is its global reach. No matter where you are, you can be part of this extraordinary event. This accessibility ensures that we can connect business leaders, founders, investors, and innovators from various continents, providing a truly international perspective on B2B platforms.

Interactive and Engaging Format: Our virtual platform is designed to foster interaction and engagement. Attendees will have the opportunity to participate in live Q&A sessions, network in virtual breakout rooms, and engage in real-time discussions. The platform's intuitive design ensures a seamless and immersive experience.

Eco-Friendly and Sustainable: By hosting the event online, we significantly reduce the carbon footprint typically associated with large-scale physical events. This aligns with our commitment to sustainability and responsible business practices.

Recording and Replayability: All sessions will be recorded, allowing attendees to revisit the content at their convenience. This is particularly beneficial for those in different time zones or those who want to review the rich content and insights shared during the event.

Networking Opportunities: Our platform will facilitate networking, enabling attendees to connect with peers, speakers, and potential partners. Virtual networking tools will allow for one-on-one meetings, group discussions, and the exchange of contact information, replicating the networking opportunities of a physical event.

The 2024 Conference Agenda

Special Track on AI for Platforms

work in progress

Time	Track 1 (Main)	Track 2	Track 3 (Artificial Intelligence)
08:30 - 09:00	Get Together		
09:00 - 09:30	Welcome + Opening keynote - State of the B2B Platform Economy		
09:30 - 10:15	1.1 - Mobility	2.1 - Real Estate	3.1 - eBay
10:15 - 10:30	Networking break		
10:30 - 11:15	1.2. - B2B Retail Revolution with Cenfood (Eric Thieme)	2.2 Remove Paperwork in Logistics Docloop (Remi)	3.2 - IoT
11:15 - 12:00	1.3 - Healthcare	2.3 - Manufacturing	3.3 - Operations
12:00 - 13:00	Lunch		
13:00 - 13:30	Keynote by Sponsor		
13:30 - 14:15	1.4 - Human Resources	2.4 - Travel	3.4 -
14:15 - 15:00	1.5 - Monetization	2.5 - Sustainability	3.5 - Trust
15:00 - 15:30	Networking break		
15:30 - 17:30	Award Ceremony		
17:30 - 20:00	Closing & After Award Party		

Celebrating Excellence: The B2B Platform Awards



Energie

Mobilität

Entertainment

Handel

Real Estate

Manufacturing

Health

und weitere
Ökosysteme

In the heart of our Summit lies the prestigious **B2B Platform Awards**, a ceremony dedicated to recognizing and honoring the most innovative and impactful B2B platforms and marketplaces across Europe. These awards shine a spotlight on the companies that are not only driving business success but are also setting new standards in facilitating effective B2B interactions and solutions.

Categories: Our awards encompass a range of categories, each designed to acknowledge different aspects of excellence in the B2B sector. Categories include 'Product & Service Marketplaces', 'Data & IoT Platforms', 'Collaboration Platforms', and 'Sustainability Leadership', among others.

Criteria for Selection: The awards are bestowed based on rigorous criteria, including innovation, customer impact, market influence, sustainability, and growth. Nominations are thoroughly reviewed by a panel of esteemed judges, comprising industry leaders, experts, and veterans, ensuring a fair and comprehensive evaluation process.

Judging Panel: The panel is composed of renowned figures from various business sectors, each bringing a wealth of experience and expertise. Their role is critical in ensuring the integrity and prestige of the awards.

Research Foundation for the B2B Platform Awards

Our B2B Platform Awards are deeply anchored in comprehensive research conducted by a team of dedicated students from the DHBW and St. Gallen University. This year, we are excited to update our previous landmark report from 2020, incorporating the latest data and trends in the B2B sector.

Scope of the Research: This extensive study has unveiled over 500 B2B platforms operating across Europe, offering an unprecedented view of the industry's landscape. The research goes beyond mere numbers; it provides a deep dive into selected platforms, analyzing their business models, market impact, innovation, and growth trajectories. This holistic approach offers valuable insights into how these platforms are reshaping European B2B commerce.

Research Leads

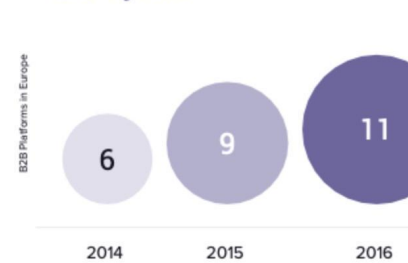


Prof. Dr.-Ing. Mirjana Radonjić-Simić
Baden-Wuerttemberg
Cooperative State University
(DHBW)

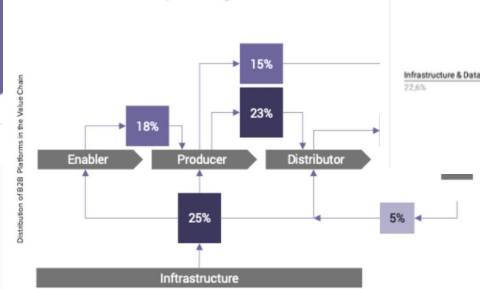


Prof. Felix Wortmann
Senior Lecturer, Scientific
Director at University of St.
Gallen

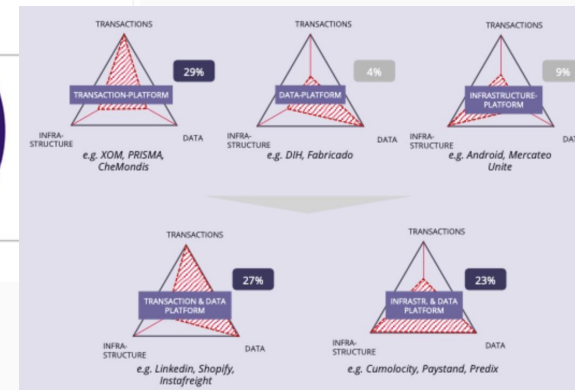
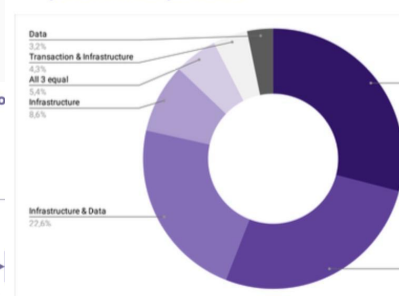
1. Platforms are a hot topic - 30% growth YoY in the last 4 years



2. Only 31% of the B2B platforms are customer focused, 69% are focused on optimising the value-chain



3. Besides transactions, data is the biggest value driver for 80 percent of the platforms



Excerpt from previous report from 2020

The B2B Platform Awards Jury Panel

to be announced



Prof. Dr.-Ing. Mirjana Radonjić-Simić
Baden-Wuerttemberg Cooperative
State University (DHBW)



Prof. Felix Wortmann
Senior Lecturer, Scientific Director at
University of St. Gallen



Dr. Carsten Linz
CEO bluegain | Group Digital Officer |
Author Radical Business Model
Transformation



Michael S. Nielsen
Founder and FreightTech Advisor



Patrick Ratzke
Ratzke Digital Consulting & Ventures GmbH



Timeline & Key Dates

- Locations & Agenda
- Speakers
- Sponsors
- Media Partners
- Jury

Report: State of the European
B2B Platform Economy



Summit &
Awards
18.09.



B2B Platform
Masterclass



B2B Platform
Webinars with
the Winners

Quarter 1

Quarter 2

Quarter 3

Quarter 4

Media Coverage



Bi-Weekly Postings



Articles



Monthly Podcast with
>10.000 Listeners



Bi-Weekly Newsletter with
>20.000 Readers

Become a Sponsor and get the best from this top event

	Description	#	Branding	Content	Social Media	Price
Platinum	This premier package offers the highest level of visibility and engagement throughout the conference. Ideal for industry leaders seeking maximum exposure.	1-2	<ul style="list-style-type: none"> Prime placement of logo on all event materials Virtual booth with the highest visibility. Logo on the main event screen throughout the conference. 	<ul style="list-style-type: none"> Opportunity to host a keynote session. Feature in pre-event promotional videos. Dedicated virtual roundtable or workshop. B2B Report Logo + Ad 	<ul style="list-style-type: none"> Regular mentions and features on all event social media channels. Opportunity for a joint press release. Featured in post-event highlights. Webinar Newsletter 	12.500 €
Gold	A comprehensive package designed for established companies looking to enhance their market presence and connect with key players.	5	<ul style="list-style-type: none"> Prominent placement of logo on event materials. Virtual booth with strategic visibility. Logo displayed during breaks. 	<ul style="list-style-type: none"> Option to host or co-host a panel discussion. Inclusion in event promotional materials. Participate in expert panel sessions. 	<ul style="list-style-type: none"> Frequent mentions on social media. Highlight in pre-event and post-event coverage. Opportunity for co-branded content. Newsletter 	8.500 €
Silver	Suited for emerging businesses and medium-sized enterprises aiming for significant exposure and networking opportunities.	5-10	<ul style="list-style-type: none"> Logo placement on select event materials. Virtual exhibition space. Logo in selected sessions. 	<ul style="list-style-type: none"> Feature in a breakout session or workshop. Inclusion in conference brochures. Opportunity to contribute to event blog. 	<ul style="list-style-type: none"> Regular social media mentions. Highlight in specific session promotions. Inclusion in event recap posts. Newsletter 	5.500 €
Award	Ideal for businesses looking to associate with excellence and innovation in a specific domain. This package is linked to a single award category.	4	<ul style="list-style-type: none"> Logo displayed during the award ceremony. Mentioned in award-related communications. Opportunity to present the award. 	<ul style="list-style-type: none"> Short speaking opportunity during the award presentation. Profiled in the award ceremony section of the event website. 	<ul style="list-style-type: none"> Special mention in social media posts related to the award. Featured in award-related press releases. Highlighted in award ceremony recap. 	2.500 €



Recordings, Interviews



Bi-Weekly Postings



PODCAST

Podcast Episodes



Newsletter >20.000 subscribers

Elevating Voices: Speaker Opportunities at Our B2B Platform Conference

Why Speak?

- Thought Leadership: Cement your status as an industry pioneer by sharing innovative insights on digital business models.
- Influence Leaders: Engage with top executives, startup visionaries, academic experts, seasoned advisors, and venture capitalists.
- Shape the Industry: Contribute your voice to the collective effort to define the trajectory of digital transformation.
- Expand Networks: Forge valuable connections with the leading companies and institutions in the digital arena.
- Spotlight Achievement: Highlight your company's achievements and position it at the forefront of the digital evolution.



Who should Speak?

- Corporate Executives: Showcase how digital platforms are redefining your business operations.
- Startup Entrepreneurs: Share your journey of innovation and disruption in the B2B space.
- Academic Researchers: Present groundbreaking research that can transform digital business models.
- Industry Advisors: Offer your unique perspective on navigating digital transformation successfully.
- Venture Capitalists: Discuss investment trends, success stories, and predictions for the future of B2B platforms.

Your contact person



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