


B2B Platform Award 2024

Information for applicants

05/2024

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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.

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 receive your application,

Nathalie,
Chairmain

&

Matthias

September 2024



Energy

Mobility

Manufacturing

Entertainment

Commerce

Health

Real Estate

and other
Ecosystems

Honoring the European B2B Platform Landscape



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)

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.



“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>



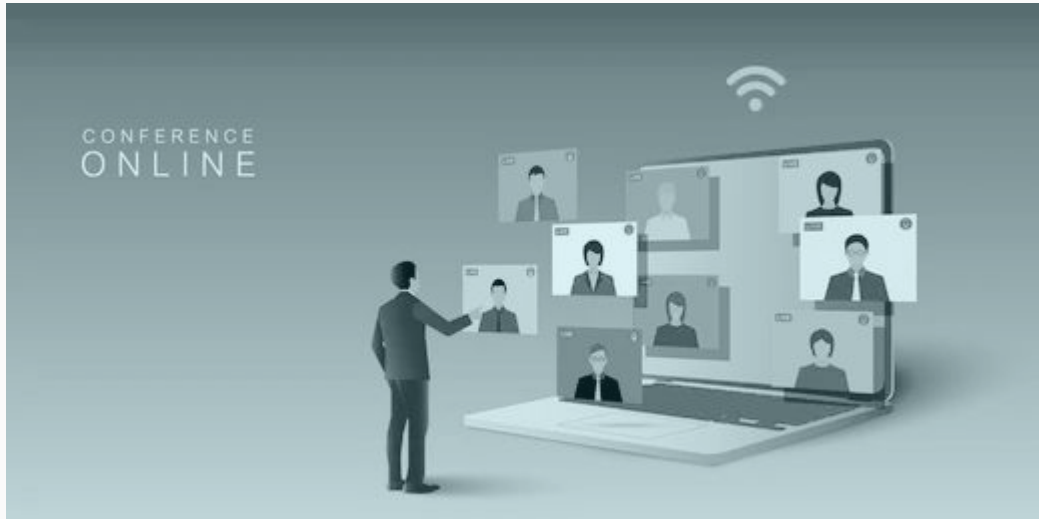
Quelle: Plattform Macher, 2022

<https://www.youtube.com/watch?v=CljZp9eB6bw>



**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)

20+ exclusive speakers
best platform awards

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

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	3.2 - IoT
11:15 - 12:00	1.3 - Healthcare		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		

Latest agenda you can find at www.b2bplatformhub.com

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.

The B2B Platform Awards Jury Panel

Academic Partners



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



Nathalie Dumas Lamborghini
CEO, FlyingRhino



Prof. Dr. Sabine Baumann
Digital Business



Anna Noakes Schulze
TheNTWK



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



Dr. Carsten Linz
CEO bluegain



Michael S. Nielsen
Founder and FreightTech
Advisor



Evangelos Avramakis
Swiss Re



Prof. Dr. Carsten Hahn
Prof. Uni. Karlsruhe



Bernd Weidmann
CEO Windturbine.com



Patrick Ratzke
Co Founder MachineSeeker



Matthias Walter
CEO fastbreak.one
Founder Platform Innovation Kit

Criteria for the B2B Award

When evaluating B2B platforms, particularly those involved in technology and data-intensive sectors like IoT, it's crucial to establish a robust framework of criteria that accurately reflects their performance and impact. The following four criteria have been selected to provide a comprehensive assessment of such platforms:

1. Grade of Innovation

This criterion evaluates how innovative the platform is in terms of introducing new technologies, features, and methodologies compared to existing solutions. It considers the platform's ability to pioneer novel approaches that enhance functionality and user experience, disrupt traditional practices, and push technological boundaries forward.

2. Business Value

Business value or impact measures the tangible benefits that the platform delivers to its users, including increased efficiency, cost savings, revenue generation, and competitive advantage. This criterion assesses the direct and indirect effects of the platform on a business's operational performance and strategic positioning in the market.

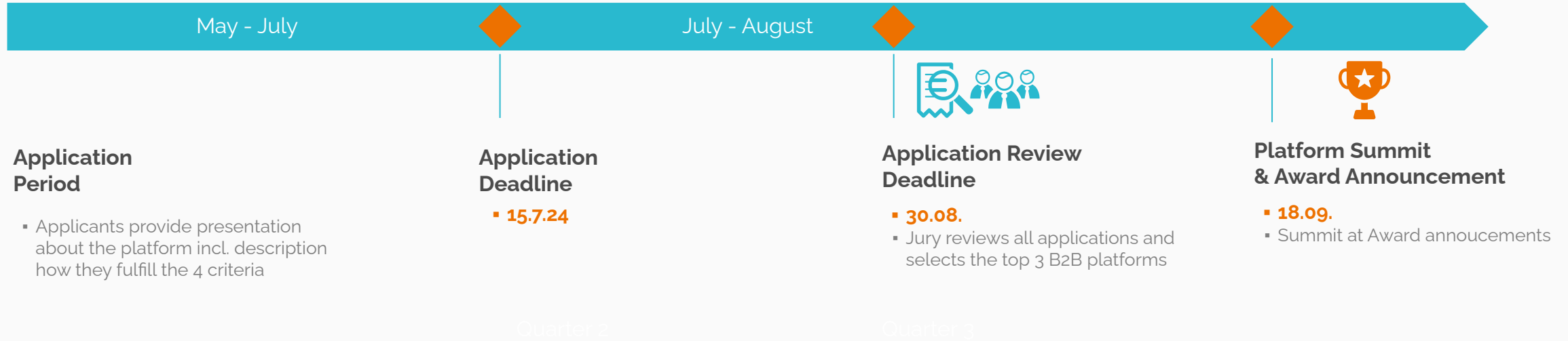
3. Data Excellence

Data excellence focuses on the platform's ability to effectively collect, manage, process, and leverage data. Key aspects include data accuracy, accessibility, security, and the sophistication of data analytics capabilities. This criterion is critical in data-driven environments where decision-making relies heavily on the quality and interpretability of data.

4. Sustainability

Sustainability assesses the platform's contribution to environmental and social governance (ESG) goals. This includes evaluating how the platform helps businesses reduce their carbon footprint, manage resource use more efficiently, and implement practices that are environmentally friendly and socially responsible.

Application Process & Key Dates



Media Coverage for the Awards



Recordings, Interviews



Monthly Podcast with
>10.000 Listeners



Newsletter with
>20.000 Readers

How to apply?

To participate in the B2B Platform Evaluation Awards, applicants are required to prepare and submit a comprehensive presentation. This presentation should detail the platform's capabilities and demonstrate how it meets the four key evaluation criteria: Grade of Innovation, Business Value/Impact, Data Excellence, and Sustainability.

Content Guidelines:

Introduction Slide: Start with an introduction to your platform, including its purpose, core functionality, and key stakeholders.

Grade of Innovation: Dedicate a slide to showcase the innovative aspects of your platform. Provide examples of technological advancements, unique features, or pioneering methodologies that set your platform apart.

Business Value / Impact: Illustrate the tangible business impacts of your platform. Include case studies, metrics, or testimonials that demonstrate efficiency improvements, cost savings, or revenue enhancements.

Data Excellence: Detail your platform's data management capabilities. Highlight features related to data accuracy, security, analytics, and how these contribute to superior decision-making.

Sustainability: Explain how your platform contributes to sustainable practices. Discuss environmental impacts, resource management improvements, and any ESG initiatives.

Conclusion Slide: Summarize the key points and reiterate why your platform deserves recognition.

Submission Instructions

File Format: Submit your presentation in pdf format.

File Naming: Name your file using the following convention: [PlatformName_Awards_2023].

Email Submission: Attach your file to an email. The subject line should read "Submission for B2B Platform Awards 2024 - [Your Platform Name]".

Send it to m.walter@fastbreak.omne

After submission, presentations will be reviewed by a panel of experts based on the criteria mentioned. Feedback and scores will be communicated by email.

Thank you for your application

If you have any questions, please don't hesitate to contact me



Matthias Walter
Chairman / Organizer

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