Telefónica launches 'Startup TechDay' in Madrid with Google Cloud

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Telefónica, through Altostratus, Part of Telefónica Tech and Telefónica Empresas, will celebrate next June 14th at Espacio Ventas (Madrid) the first edition of the 'Startup TechDay' together with Google Cloud.

The technological event will bring together more than 250 people from the entrepreneurial and technological ecosystem (startups, Founders, CxO of digital natives, investors and companies in the digital ecosystem) in order to share the latest industry trends and shape the future through Cloud Computing technology solutions.

The 'Startup TechDay' is presented as an ideal opportunity for promotion and exchange, with a space dedicated to generate innovative ideas, get inspired and encourage networking between startups, accelerators, investment funds and representatives of organizing companies. To this end, the event will include talks on Artificial Intelligence and other areas of Cloud Computing, such as application development, serverless architectures or auto-scaling, given by Altostratus, Part of Telefónica Tech, and Google Cloud.

The event will also include a presentation on the Open Gateway initiative, led by the GSMA and of which Telefónica is a member, which seeks to transform telecommunications networks into future-ready platforms, expanding the capabilities of the telecoms network in an interoperable, intuitive and programmable way through open and standardized APIs. In order to make these network and telco APIs available to developers to create and test them, Telefónica currently has an EAP (Early Adopters Program) that anyone interested can sign up for.

In addition, funds and investors in the ecosystem will participate in a round table to inform attendees about the different forms of financing and acceleration that exist for the growth of startups.

Award for the startup with the best technological project

The event will also include the Startup Cloud Competition Awards ceremony, an open competition led by Wayra (Telefónica's open innovation initiative and Startup TechDay collaborating partner) and Altostratus, Part of Telefónica Tech, which aims to reward startups with the most outstanding technological projects. The competition opened on May 3 from its website and the five finalists selected by Wayra and Altostratus, Part of Telefónica Tech will participate on the day of the event in a presentation detailing their projects.

The winning startup by public vote will receive various benefits, such as a Fast Track for priority analysis as a potential investor of Wayra and/or technological services worth 10,000 euros by Altostratus, Part of Telefónica Tech.

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