Telefónica launches the first edition of the ‘Startup Cloud Competition’



PUBLISHED MAY 23, 2023
BY TELEFÓNICA

Cloud technology continues to gain ground in the entrepreneurial sector and more and more startups are relying on it to offer new solutions with disruptive applications in different sectors. Under this premise, Telefónica, through Altostratus, Part of Telefónica Tech and the open innovation initiative

The competition aims to recognise the technological capabilities of the participating startups, highlight new product or service solutions and, in short, reward companies that provide a disruptive approach with a technological base.

The organisation is accepting proposals in a call that will remain open until 31 May. On 2 June, the five finalists will be selected and announced, and the chosen startups will present their project in a face-to-face presentation during the Startup TechDay event to be held on 14 June in Madrid, where the winner will be selected.

The required profile of the startups participating in the ‘Startup Cloud Competition’ is: companies in seed stage or later with a developed product, a company established at least one year ago, having a solid working team and, finally, having skills in the use of cloud technology to carry out projects in the areas of Data, Artificial Intelligence and Machine Learning.

The winning startup will receive support from Wayra, including a Fast Track as a potential investee, as well as free access to its workspaces and an invitation to the Wayra 2023 Retreat. It will also receive professional services from the specialised consultancy Altostratus, Part of Telefónica Tech for a value of 10,000 euros. Finally, this award also offers the possibility of connecting the startups with the Telefónica Group, gaining access to greater technological and business opportunities aligned with the company’s strategy.

Press release distributed by Wire Association on behalf of Telefónica, on May 23, 2023. For more information subscribe and follow us.

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