
Welcome to Serbian.tech

We are thrilled you showed interest for our services. This document is created to give more insights about our motives, idea, mission and vision. So let's start with the overview.

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WHO WE ARE

Idea

Serbian.tech idea came from many years of experience solving companies business challenges and preparations for the global events. But most of all recognizing need for more exposure of the domestic IT companies on prominent worldwide events.

Core idea is to make these events more accessible for Serbian companies in terms of expenses which will lead to more foreign clients and investments. Domestic companies and startups will exhibit under non competitive cluster booth, so they won't compete one against each other.

Project includes all interested companies, startups, entrepreneurs, hubs and accelerators who find the benefit from global exposure we are able to provide.

Mision

Our services enable better event visibility, easier access to potential clients, partners and investors, and also lowering exhibition cost.

Team

Our team has over 20 years of combined experience in top management positions of the fast growing companies. We are ready to share knowledge gained on over 30 international events and make your brand recognizable globally.



Vladimir Jelic, founder of the initiative has experience of almost 12 years working for some of the fastest growing companies in Serbia. During final years of faculty he starts his career as a programmer, and during reach career advances through various positions acquiring great knowledge and experience in different fields of organization. At the end settling in top management and mostly handling Client acquisitions, employer branding and support.

He would like to give back to the community and through this initiative lower the cost of exhibition, help with preparations and promotion of the product or service.



Dušanka Rodić is organizational consultant with 10 years of experience in strategic planning and business development.

Experience in various sectors among which is IT her expertise is complementary to Vladimir's and applicable to the goals of the Serbian.tech initiative. In accordance to her beliefs and values, but also seeing potential in Serbian IT sector with lack of organizational and systematic approach she offers her knowledge and experience to make impact through Serbian.tech.

Vision

SerbianTech is company with potentially successful and scalable business model. Our services help companies, startups and entrepreneurs grow. Serbian.tech supports export of domestic IT products and services, but also import of foreign investments. Systematic preparation of the Serbian cluster of tech companies creates more value for everyone involved. More sales, better positioning of the domestic companies on global market, and trustworthy partnerships all over the world.

TARGET GROUPS

Defining target groups

Our potential partners are all domestic tech entities who would like to position on global market.

- IT companies
- Design agencies (UX/UI)
- Animation studios
- Games development companies
- Startups
- Hubs, accelerators and communities

Problem identification and solution

Problem

Most common problem exhibitors are facing is:

- No budget for systematic sales and promotion on international conferences
- No department inside company which will systematically deal with these processes
- Low performance and utilization of the opportunity to be at the conference, low ROI
- No systematic and organized preparation for the exhibition.

Solution

- **Minimizing expenses and participation resources:** Shared exhibition space (and non competent cluster) along with general sponsor(s) should minimize budget companies need for exhibition.
- **Save on internal resources:** Our service will cover the department who would systematically deal with this. We will do everything from conference scanning, promo material, pre conference preparations, meeting scheduling and attendees screening, as well as on conference support.
- **Systematic preparation of strategy:** Often it is not enough to just show on the exhibition and have booth. We are there to support you and notify of any interesting activities you may be involved in. Dinners and conference meetups, pitches, press, closed groups and networking sessions.
- **Promotional activities:** Often happens that we get jammed with ongoing work and we don't manage to prepare for the exhibition. Serbian.tech helps you with pre event preparations, support on the event as well as post event analysis and reports.

OUR SERVICES

Booth

Negotiation with event organization, booth creation and design, booth assembling. ORganization of the space and logistics. You don't have to worry about these things, all you need to do is show up at the event.

Education

Help and support in sales activities when there is lack of knowledge or experience. We offer individual or tailor made educational approach to each partner.

Screening

Attendees screening and targeting is done in collaboration with the company and their specific needs offering easier access to potential clients, investors or partners.

Promo material

Complete prepress and printing of the promo material for the exhibition as well as everyday use.

Networking

Initial contact may be an issue for different types of personalities. Leave this to us and we will be happy to introduce you to all the potential partners important for your business.