

Think Big is one of very few competitions in Poland addressed to companies which are already present on the market and have solid ideas for their development. Think Big is a project addressed to all entrepreneurs who create their businesses using innovative technologies and solutions.

The competition is open to a wide range of innovative companies which will respond to challenges in the area of:

- Customer Experience
- Marketing Tools & Technologies
- B2B Mobile Apps & Security Solutions

### **Customer Experience**

Influence positive relation with customers and increase of customer satisfaction in whole journey: starting from our brand awareness through buying - sales and after sales, installation, paying, using UPC products, problem solving, ending on resigning or contract renewal.

Keywords: *Customer experience, customer relationship management, Operation Management, Inventory Management, sales, payment solutions, delivery.*

### **Marketing Tools & Technologies**

Value added services allowing customers access to the advanced statistic in order to realize marketing activities based on Users' needs, behaviours and Big Data

Keywords: *Location based marketing, IoT, Big Data, predictive analytics, beacon, proximity marketing, location targeting, retail analytics, Wi-fi tracking, customer DNA, customer experience management, loyalty, customer engagement, statistics, chatbots*

### **B2B Mobile Apps & Security Solutions**

This challenge is open for both innovative solutions for mobile devices (apps) which support everyday work of UPC's business customer and solutions increasing security for customers.

Keywords: *Mobile apps, Artificial Intelligence, Cyber Security, monitoring, Intrusion Detection, Data Encryption, video surveillance, smart buildings, connected devices, server monitoring, cloud security, authentication, password manager*

The key industry clients include:

- Hospitality
- Restaurants/Café
- Retail/malls
- Education/Public Sector