

## THE WHITE RABB.IT

**What:** 2 day "pitch to pilot" AR/VR conference

**Mission:** To support enterprises to develop the latest AR/VR

**Date:** June 2017

**Location:** Silicon Valley



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### What we do

Augmented and virtual reality (AR/VR) are growing massively and are starting to disrupt many industries. We see venture capitalists and big tech companies invest heavily in the AR/VR ecosystem. Enterprises also feel the need, but often don't know how to start or keep up with the latest developments.

The White Rabb.it is the first conference that focuses exclusively on enterprises that want to be in the forefront of the development but don't have the technology, resources or time to find necessary talent and service providers. The White Rabb.it gathers the best startups and talent in AR/VR and matches them with the needs of the enterprises.

### Goal

Our goal is to initiate and facilitate the collaboration of enterprises and AR/VR startups to deliver powerful solutions for actual challenges that the enterprises face.

### Why participate

Startups need conferences which work for them. That's why The White Rabb.it Conference has changed the setup. Not only do attending startups not have to pay a steep participation fee to attend, but they also get good business leads and a way to implement their solutions into businesses without getting stuck in the enterprise's red tape.

At The White Rabb.it Conference, big businesses join the conference, bringing at least one tangible industry challenge they face plus some funding. This challenge gets solved by one or more attending AR/VR startups.

- If you are selected, win a \$25,000 pilot project with one of the participating enterprises
- Add references of successful enterprises to your portfolio and find new investors
- Establish a pathway to future projects

### How to discover The White Rabb.it 2 day conference

- Apply to be part of the AR/VR startup portfolio
- Invest \$100 as conference participation fee (for up to 2 attendees), if you are selected

[www.thewhiterabb.it](http://www.thewhiterabb.it)

