{ }

B

BITSPIRATION

FESTIVAL
12-13 JUNE 2014

{ Bit – the smallest unit of information sharing.
Bitspiration – one of the Poland's most important meetings of technology fans aimed
at sharing information and inspiration! }

The vision

Don't expect a traditional conference during the meeting on 12-13 June in Krakow. We have been working throughout the entire year to make every single minute a creative, inspiring and totally new experience. We are inviting the biggest e-business stars and choosing extraordinary meeting places. We will suggest topics and introduce masters to professionals. We will encourage the timid and admire the courageous. We will discuss new technology trends and create new ones. We will tear away from the computer and teach ourselves to enjoy life. We guarantee the best conditions, the highest level of talks and non-stop activities, but our work would be wasted without the people around us. It is them, their enthusiasm, knowledge and experience that make Bitspiration a truly exceptional event!

Previous editions

Bitspiration 2012 and 2013 took place in Krakow and enjoyed enormous popularity. Participants had the opportunity to meet famous tech personalities who gained their experience in such companies as **Google**, **YouTube**, **Napster**, **Microsoft** and **The Next Web**.

TechCrunch journalists mentioned Bitspiration among the best tech conferences in Europe

There was no lack of creativity – the speakers covered such topics as how to make money on nonsense, how the fashion industry can benefit from the implementation of new technologies and how a small startup from Central Europe can go global. The presented talks were not useless slogans. Speakers not only shared their knowledge, but also met listeners and investors personally, creating new businesses and helping to develop already existing ones. Thanks to countless

conversations and support received during Bitspiration 2013, the CEOs of Polish startup Cloud Your Car rushed to conquer the world, earning funds for their development on Indiegogo. **Don Dodge**, from Advocate Developer Google, claimed he was surprised and inspired by the Polish startup scene, while famous **TechCrunch** website journalists mentioned Bitspiration among the best tech conferences in Europe. New ideas and new businesses have appeared, participants received job offers and investors found their pre. All those successes inspired us even more and that is why we refuse to rest on our laurels and are working to make this year the best one yet.

2012	2013

The new formula

We do our best to make each Bitspiration edition a totally new experience for our participants. Our format keeps on evolving to continuously surprise, inspire, provide great fun and motivate you to take action. The uniqueness of Bitspiration this year is guaranteed by…

Beat, beat, beat…
Bitspiration Music!

One of conference tracks is dedicated to the music industry. We will focus on problems that young artists face today. The crisis in the industry, the common expectation of free access to works of art, web piracy, dumping and lack of openness to creative solutions – these are obstacles partially evoked by the development of new technologies, and that is why we want those issues to be discussed at our conference.

Lectures, discussions and presentations based on famous band cases will be a part of Bitspiration Music Track. Participants will have the occasion to enjoy live concerts in the evening, which will be an exciting way to finish the first day of the conference.

One of conference tracks is dedicated to the music industry.

Great lecturers, the biggest players on the Polish and international startup scene, brilliant presentations, best practices and contests for startups are only examples of all of the attractions prepared for the whole two days of Bitspiration.

You will not find a group of closed-off geeks staring at their multiple screens at the Bitspiration conference. Above all, Bitspiration is a meeting place for people from different industries who want to develop their businesses through the use of the Internet and new technologies.

Why Krakow?

Krakow is a city of kings, the arts, students and science. Big technological centers develop and rise in the environment of the biggest Polish universities here in Krakow. It is here that major international tech companies outsource their services. Professors and significant IT business owners have an eye on our students to gain the most current and practical technological know-how. Government programs funding the most innovative startups are being tested here, by the shores of the Vistula.

Writing about Krakow we cannot ignore its entertainment potential. The Kazimierz district and the Main Square are a magical entourage. What was once a meeting place for kings has now become a spot for meetings between artists, businessmen and entrepreneurs. Business contacts in a low-stress and relaxed atmosphere while having a drink and listening to good music – this is how you create things that you love.

Who are we inviting?

Bitspiration is targeted not only at geeks and people who know C++ and Ruby on Rails better than their mother tongue. Bitspiration is a meeting place for people who understand that implementing new technologies into their business is a natural consequence of their development. For those people we pave and clear the ways, seek new paths and point out the shortcuts. It is at our conference that experts help participants to enter the path leading towards the successful implementation of new technologies. No matter if you are a startup owner, investor, software developer, painter, chef or Internet expert – we guarantee that you will not leave Bitspiration without a new angle of looking at what you have been doing so far.

We invite startup CEOs, entrepreneurs, angel investors, programmers, investors and Internet specialists. We invite people with passion and vision. At Bitspiration you will find what you have been missing.

Let's aspire to inspire before we expire!

Where to find us? }

www.festival.bitspiration.com
contact@bitspiration.com
+48 12 617 11 83

facebook: /bitspiration
twitter: @bitspiration
youtube: /bitspirationtube

2013 Photos