

## Startups scale with strong connections

Entrepreneurs know the value of a good introduction. From a well-placed article to a seat at the table with a potential customer, new connections open doors for scaling startups.

That's why we offer Market Connect, where qualifying startups gain access to new customers, products, and marketing outlets.

### The concept is simple

We support startups because successful startups help us bring the most powerful solutions to the global market.

Market Connect is a startup's portal into a global network of midsize and enterprise companies, industry analysts, venture firms, and product experts. Connections mean more opportunities to get noticed, attract prospects, and close deals.

### With Market Connect, startups can:

- Land meetings with larger customers
- Engage with Oracle product teams
- Connect with interested VC firms
- Get featured in branded content
- Reach a global digital audience

“Oracle’s customers have a strong appetite for innovation. We use Market Connect to introduce them to startup technology that tackles their most common challenges with emerging technology that is secure and stable because it is built on Oracle Cloud Infrastructure.”

— Nicolas de Beco  
Senior Director, Oracle for Startups

### How startups get noticed

We showcase startups in both third-party and Oracle-led analyst days, events, blogs, webinars, podcasts, media articles, and videos.

Participating startups have the opportunity to pitch in front of over 100 industry analysts. [Read more.](#)

Startups co-present with Oracle and our partners on **live and virtual events.**

Retraced uses Blockchain to support sustainable supply chains. We pitched the story to Forbes and **the article** got over 80,000 views.

# Market Connect success stories



When Yamaha Motorcycle's Brazil operations wanted to drive revenue with a seamless customer experience, it chose Oracle Commerce Cloud and Oracle Marketing Cloud. When it needed to uplevel the CX with innovative, industry-specific solutions, it turned to Oracle for Startups and discovered Yamí and GingaOne.

Yamí addressed a pain point on the backend with a payment and stock management solution. GingaOne provided complementary mobile loyalty and engagement to keep customers connected from pre-sale all the way to loyalty.

**“Connecting us with the startups helped us really deliver on our vision.”**

—Luiz Fernando  
Innovation Projects  
Yamaha Motorcycles Group, Brazil



When South Indian Bank needed a chatbot, it quickly realized standard ones weren't able to understand queries contextually and simulate conversations. Oracle introduced the bank to Light Information Systems and its product, NLPBots.

NLPBots soon emerged as a frontrunner for the contract with South Indian Bank, and Oracle's team helped worked alongside them through the requirement gathering phase, proof-of-concept, and negotiation.

Despite not having direct experience with banking clients, Light Information Systems' technology, customer references, and relationship with Oracle sealed the deal.

**“The Oracle Cloud infrastructure is one of the best and it is very cost-effective, especially with the startup program.”**

—Sanjeev Menon  
Cofounder and CEO  
Light Information Systems

## Is your startup ready to level up?

To qualify, work with Oracle for Startups to migrate workloads to Oracle Cloud Infrastructure, build a reference architecture, and develop an integration strategy. **Learn more about qualifications.**

Startups must be enrolled in **Oracle for Startups** to qualify for Market Connect.

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