



# The Polish innovation ecosystem

Perspective for Romania

[www.rebelsvalley.com](http://www.rebelsvalley.com)



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# About Rebels Valley



# | Rebels Valley

- Rebels Valley is a leading Polish technology consulting boutique. It supports corporations in the process of solving strategic business challenges, both using technology and working with Polish and international partners, including startups.

- Company has worked with;

**+700 startups      +50 corporations**

- Rebels Valley supports ORLEN skylight accelerator by fostering collaboration between ORLEN and agile, niche- seeking startups.
- Our 2 main projects are; ORLEN Skylight accelerator and Startups in the Game





# | Our character

**Rebels Valley** is a consulting company that facilitates the collaboration between innovative technology companies, large enterprises, and the public sector.

We transform ambitious visions into projects with success stories.



Public programs  
supporting  
innovators



Open innovations  
for business  
clients



CSR & social  
change



Assisting authorities  
& government  
agencies in building  
an innovation  
ecosystem



# | Our goal

- **Building international connections and relationships**
  - Foster a global network for startups to engage with top corporations like ORLEN.
  - Encourage the integration of innovative solutions into established markets.
  - Drive mutual growth through collaborations between startups and industry leaders.
- **Establishing international networks for sportstech sector**
  - Lay the groundwork for international partnerships between startups and sports organizations.
  - Cater to the unique demands of the sports industry through innovative startup solutions.
  - Elevate the sports sector by introducing advanced technologies and services.



# ORLEN Skylight accelerator

Industrial oriented startup program



# ORLEN – the engine of Central and Eastern Europe

- Over the past 30 years, Poland has achieved the strongest economic growth in Europe. The driving force behind this success is ORLEN Group, the largest company in Central and Eastern Europe.

**+\$67 billion  
revenue**

**+5 900 shops  
and stations**

**+64 000  
employees**

- ORLEN supplies energy and fuel to over 100 million Europeans. Their advanced products reach over 100 countries on 6 continents.



- As a leader in the green transformation of Central Europe, ORLEN will achieve carbon neutrality by 2050.



# | How does ORLEN Skylight work?



\*The final decision on the selection of startups for the pilot is made by ORLEN.

# Scope of the Challenges



**Renewable Energy  
& Electromobility**



**Innovative Agribusiness  
& Green Technologies**



**Sustainable Packaging  
& Waste Management**



**Smart  
Infrastructure**



**AI & Robotics  
Technologies**



**Digital  
Transformation**



**Next-Gen  
Customer Experience**



**Safety  
& Security**





# | Network strength

**+20** Foreign organizations in the startup ecosystem



**+650** International VC Funds and Accelerators

**+500** Applications to the program from areas such as:

- CSR • Retail • Energy • Wholesale • Strategy
- HR • Innovation • Logistics • Marketing • PTA
- Production • Security • Water • Health and Safety

**+250** Meetings with startups

**+170** Defined challenges

**+26** Implementation of pilot projects

## Skylight pilots

**Maasloop**  
Intelligent  
crusher that  
recognises the  
type of waste

**Loopako**  
Reusable  
packaging for  
e-commerce

**Ledholo**  
Holograms at  
petrol stations  
with Polish F1  
driver

**Saule**  
Electronic price  
labelling with  
perovskite cells

Every  
European  
**Digital**

IoT sensors  
for securing rail  
tank cars

**eBigData**

AI supporting the  
selection of  
parcel and EV  
charger locations.

**Cthings**

IoT sensors for  
water and  
wastewater  
monitoring

**European  
startups**

Other  
confidential AI  
projects

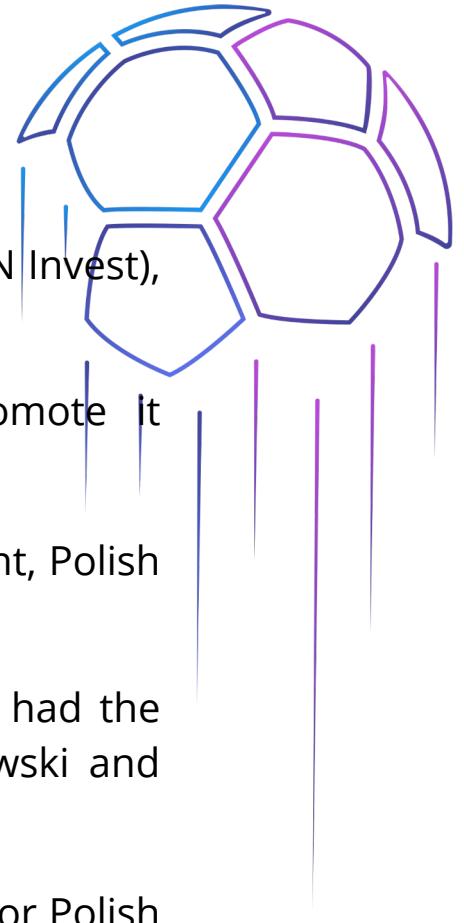
# Startups in the Game

SportsTech oriented startup program

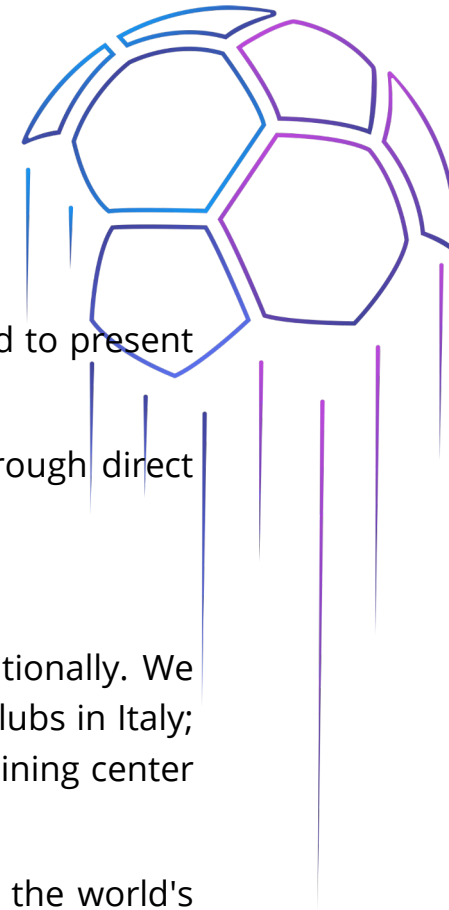


# | Startups in the Game

- Startups in the Game is a joint initiative between key stakeholders in the Polish sports industry (PZPN Invest), technology (NASK), and innovation (Rebels Valley).
- The goal is to strengthen the Polish innovation ecosystem for the sports market and promote it internationally.
- The pilot edition of the program was also supported by the Polish Agency for Enterprise Development, Polish digital leader Wirtualna Polska, Legia Warszawa, and PGE Narodowy stadium operator.
- As part of the pilot edition, Road to Qatar, we brought together a team of 4 Polish startups who had the opportunity to meet with key figures in Polish and international football (from Robert Lewandowski and national team players to innovation leaders at FIFA and top international football clubs).
- Moving forward, we plan to establish a competency center to build business development potential for Polish sports tech startups.
- To achieve this, we aim to increase awareness of the market potential for these startups, both among Polish technology companies and key foreign stakeholders. To do this, we plan to intensify our communication and marketing efforts.



# | How Startups in the Game work?



## Scouting and sourcing

We're partnering with leading industry players to identify and solve pressing business challenges. Startups are invited to present their value proposition, with a focus on delivering measurable business results.

Our program will be promoted through sports and technology media in Poland and the CEE region, as well as through direct communication with venture capital funds and accelerator programs operating in the CEE market.

## Involved Partners

At Startups in the Game, we pride ourselves on fostering collaborative partnerships both domestically and internationally. We work hand-in-hand with esteemed organizations, including **Parma Calcio 1913**, one of the most successful football clubs in Italy; **Polish Football Association** and **Polish Volleyball Federation**; as well as **Legia Training Center**, the innovative training center of Legia Warsaw; and **Dziki Warszawa**, the fastest-growing basketball team in Poland.

Additionally, we have partnered with **SportsTechX**, the premier SportsTech information hub, and **ISPO Brandnew**, the world's largest platform for startups from the sports and outdoor industry.

## Pilot Implementations

Startups will compete for the opportunity to implement their pilots during sporting events in Poland (pilots will be financially and co-branded by program sponsors), with an estimated value **of ca. PLN 100,000 per pilot/ EUR 25,000 (6 pilots planned)** – to be secured by commercial sponsors or applying startups.

# |Startups in the Game Experts

**Warren Gregson**



Research &  
Innovation  
Manchester United

**Sean Bai**



ex-CEO  
Valencia CF

**Federico Mari**



Professional Football  
Relations and  
Development  
Consultant  
FIFA

**Lorenzo Galetti**



Digital Marketing  
Director  
Parma Calcio

**Gustavo Spanholi**



Senior Manager -  
Commercial Growth  
Projects  
Everton FC

**Christoph Rapp**

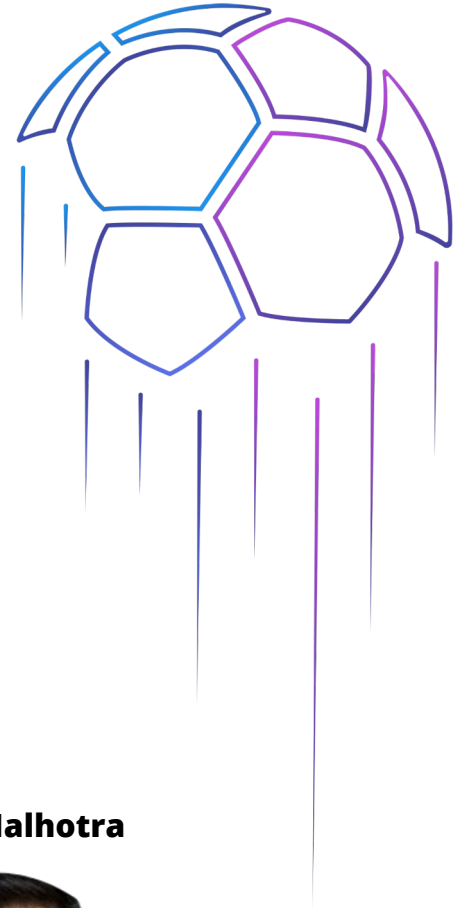


Head of ISPO  
Brandnew  
ISPO

**Rohn Malhotra**



Co-Founder  
SportsTechX





# Possible involvement of Rebels Valley

# | Possible involvement of Rebels Valley

- Free of charge, we will provide information about the ORLEN Skylight accelerator and assist in the application process.
- If interested in Startups in the Game, we will invite you to join the initiative.



# Cooperation with authorities and CSR initiatives

Public programs supporting innovators & CSR and Social change programs



# Public programs supporting innovators

Over the course of 5 years, we have been engaged in projects with a total value of **50 million PLN**.

- **Launchpad platform; Eastern Business Accelerator Platform** – Comprehensive incubation for 300 ideas in the ecological, food, agri-food, and IT/ICT industries to transform them into profitable businesses.
- **Innovator's Idea Zone 4.0** - Support for innovators in verifying business assumptions, value propositions, and building project teams.
- **#StartUp Małopolska** – 5 editions of the acceleration program for 35 startups organized and funded by the Marshal's Office.
- **Innovation Manager Academy** – 2 editions of the training and advisory program by PARP, aiming to build internal innovation ecosystems and strengthen the managerial competencies.
- **WARSAW Booster'19** – 2 editions of the acceleration program organized by the City of Warsaw.



# Our alumni

**Vivadrive**

Electric  
vehicle fleet  
management

Usage in the last 30 days

**Vertigo Farms**

Vertical  
Farms

**Loopako**

Reusable  
packaging for  
e-commerce

**MakeGrowLab**

Edible  
packaging

**utter one**

Voicebots in  
Polish for Google,  
Amazon and  
Bixby

**Renderro**

Cloud computing  
power for the  
creative industry

**Reakto**

Protecting  
businesses and  
homes with  
drones

**Docmatic**

Automating  
document  
analysis



# CSR & social change programs

**Things that cannot be measured in terms of money are priceless.**

In addition to supporting startups, our team is involved in the development of projects aimed at making positive changes in society and the environment. As part of the ORLEN Social Lab and #StartUP Małopolska programs, we have helped teams such as:

- **Talenti (from mamopracuj.pl)** - a talent bank that supports women in the recruitment process and connects female candidates with employers.
- **Apteczka na Szlaku** - supplying mountain trails with first aid kits for tourists.
- **Admoveri** - a program for men and women dealing with postpartum depression.
- **Badamy suplementy** - independent verification of the composition of dietary supplements in the interest of consumers.
- **Womai** - an innovative sensory-science museum depicting the world from the perspective of the blind.



# Assisting authorities & government agencies in building an innovation ecosystem

We specialize in providing support to authorities and government agencies in the establishment and enhancement of innovation ecosystems. Through our expertise, we facilitate the development of collaborative environments, strategic frameworks, and initiatives that foster innovation, driving positive transformation within public sectors.

- **#Startup Małopolska** – The Rebels Valley collaborated with the Marshal's Office of the Małopolska Voivodeship in a program supporting local businesses in building market value and establishing collaborations with commercial partners..
- **WARSAW Booster'19** – 2 editions of the acceleration program organized by the City of Warsaw.
- **Platforma startowa: Wschodni Akcelerator Biznesu** – Comprehensive incubation for 300 ideas in the ecological, food, agri-food, and IT/ICT industries to transform them into profitable businesses.





| Let's make  
something great

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