In the global marketplace, one size does not fit all. That is especially true for today’s vibrant, diverse and competitive startup ecosystem. Oracle is reimagining enterprise and startup relationships and taking innovation to the next level.

Oracle’s mission is to build a thriving global startup community based on mutually beneficial partnerships that enable next-generation growth, business development, and drive cloud-based innovation. We are creating ecosystems that enable collaboration and co-development across our startups, our customers and Oracle.

- We don’t take equity
- We offer the most robust, enterprise-built cloud for startups
- World-class Oracle product ecosystems for integration
- Engagement opportunities with Oracle’s 430,000+ customers
- Marketing, PR and events activation and benefits

**Why Oracle Customers Should Care About the Global Startup Ecosystem**

- Oracle is leveling up by partnering with startups across the world to foster innovation for our 430,000+ customers
- Our startups have been vetted and mentored by cloud leaders to deliver effective solutions for our customers
- Our startups are delivering on proven offerings of the latest technologies including AI, IoT, blockchain, machine learning, and more
- Join our growing global mentor network to support emerging technologies and innovators
For questions about startups attending OpenWorld, please email:

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To learn more about the program:

**Website:** oracle.com/startup  
**Blog:** blogs.oracle.com/startup  
**Twitter:** @OracleStartup  
**Facebook:** @OracleStartups
BotSupply is a conversational AI company driving next-generation customer engagements and experiences. The platform helps leading brands create engaging, relevant and great customer experiences and products using their bot platform, conversational UX and cutting-edge AI. The Conversational AI Content Management System (CMS) provides all the tools customers need to design, build, launch, and manage bots. The platform is compatible with Oracle Bots Platform, which provides the scalability and security enterprises demand.

By applying cyber security, machine learning, and AI methodologies, BrandTotal is able to reverse engineer your competition’s marketing strategy, giving you an edge over the competition.

BrandTotal’s platform allows you to be agile and adapt to your competitive landscape by providing you with actionable insights, allowing you to adjust your strategies in real time.
ELEM is a biomedical software technology company. We create virtual humans. We unleash the power of mathematical modelling on high performance computers in the cloud.

Our technology is used to conduct medical trials “in silico” (replicating organs and physiological systems on HPC Cloud) to test and improve medical devices and drug efficiency. Performing clinical trials in-silico in a fast, cost effective, and replicable way opens a world of opportunity for medical innovation and offers the lifeline businesses in this sector and society so critically need.

Gapsquare is a leading provider of pay transparency, gender and ethnicity pay gap analysis. Our software provides instant insights into pay and wage equity, with inbuilt consultancy into the causes as well as data-driven recommendations for change.

Our innovative technology uses machine learning and big data analysis combined with equality and diversity expertise. We simplify complex compensation structures to equip HR teams with the power to embed inclusive, data-led organisational solutions to their workforce ecosystem.
Interactive Scientific Ltd (iSci) create immersive digital and analogue experiences for learners and researchers to explore the invisible scientific world. Their product, Nano Simbox, is a digital platform that brings to life atoms and molecules, allowing complex concepts to be easily visualized for the purposes of education, training and research. The software can be delivered on a range of devices from virtual reality to applications.

LettUs Grow designs efficient irrigation and control technology for indoor farms. Our aeroponic grow beds and farm management software deliver higher crop yields, reduce production costs and make farmers’ lives easier. LettUs Grow’s novel technology represents a step-change in a fast-growing global market. The vertical farming market is worth over $2 billion and is estimated to achieve 27% market growth year-on-year to 2024 (GMI, 2017). This predicts a growing, global vertical farming market worth $13 billion by 2024.
Macty is an artificial intelligence company passionate about helping businesses grow by enabling the latest technology in computer vision and natural language processing. With Macty retailers can easily integrate, within their existing IT ecosystem, novel and fun ways for consumers to discover products both online and in brick-and-mortar stores, without the need to download extra software for the end user.

Previ.se enables large corporates to pay their suppliers instantly. Their AI technology accurately predicts which invoices are unlikely to be paid, the moment they are received. The rest of the invoices can then be paid before they are approved, creating happy suppliers and increasing profits for the buyer.
RecruitmentSmart automate the labour intensive hiring process for large professional organisations. We source and screen candidates by using AI and machine learning, running a candidate recommendation engine at enterprise scale and in real time.

Sauce is a cloud-based video collaboration platform that empowers businesses to create video content with their teams and community globally, powered by smartphones. The Sauce platform makes video production easy, affordable and authentic by providing a seamless way to gather video footage from a large number of people, collaboratively review on the cloud and edit using the Sauce in-app editor or third party software. Sauce is available as an iOS, Android and Web app.
Snap Tech offers world-class visual search tools for publishers, retailers and influencers in the fashion industry and beyond, which are proven to drive revenue. Snap Tech leads consumers to exactly what they want to buy online through a blend of visual search, AI, and machine learning. From using social media content as inspiration for a search, to discovering alternative items within a retail catalogue, we work with retailers, publishers and influencers to achieve two main goals: to make the online shopping experience as satisfying as shopping in the real world, and ultimately to add to their bottom line through increasing conversions or providing brand new revenue streams.

We Build Bots has developed IntelAgent, an enterprise AI and analytics platform that changes the shape of customer service. Working across web, messaging platforms, voice assistants, and social media, IntelAgent quickly resolves customer issues, identifies up-sell opportunities, and profiles customers based on their interactions.

We’ve delivered IntelAgent into publishers, government bodies, sports clubs, charities and utility providers across Europe and the US. Some of our key clients include Amnesty International, Future Publishing Plc, and AS Roma.