



About Bright Sparks

Our goal is to collaborate with start-ups that have the potential to help us address our most pressing topics and identified business opportunities, across both our Consumer and Business segments.

If you feel you address one or more of these areas listed below, we would love to hear from you. Please complete the application form below and email it back to us.

Vodafone for Businesses

- **Customer Operations:** We're looking for data analytics solutions that can help us use intelligence to improve our B2B services and share learnings across the business to ensure that problems do not reoccur, and teams do not duplicate work.
- **IoT:** At Vodafone, our mission is to help our customers simplify Internet of Things (IoT) services. We offer a wide range of high-quality, end-to-end solutions to meet customers' specific requirements. We're looking for IoT solutions in the areas of security, location services or low-cost sensors. <https://www.vodafone.com/business/iot>
- **Connectivity:** Connecting to and between multiple cloud platforms, optimised routing and prioritisation of applications that rely on congestion free routing. Interested in any examples of out of the box thinking and how next generation technology will influence general consumer products.

Vodafone for Consumers

- **SmartTech:** We're looking for opportunities to use the power of connectivity to help improve our customers' lives – either through enhancing the use of wearables and trackers or through the development of the next generation home of the future.
- **Customer Operations:** We're looking to give customers the right tools to digitally manage routine interactions across their customer journey. We're looking for solutions that give us new capability to answer questions and resolve issues in an automated way. Solutions that automate problem identification, automate alerts, enable self-healing of faults, etc.
- **Customer Experience:** We're interested in new concepts to deliver improved customer experience during onboarding and meet future business needs at reduced cost. This can include any immersive solutions (AR/VR) or other new technologies /product concepts.



Apply here for a place on the Bright Sparks programme

*** Deadline for submission: 5 March 2021 ***

Please complete:	
Name of Business:	
Name of Applicant:	
Role of Applicant:	
Website:	
Link to pitch deck: (can be any cloud based service)	
What problem is the company solving?:	
Which business area does your company fit into?:	<input type="checkbox"/> Commercial Operations <input type="checkbox"/> IoT <input type="checkbox"/> Connectivity <input type="checkbox"/> SmartTech <input type="checkbox"/> Customer Operations <input type="checkbox"/> Customer Experience
Stage / Maturity of business:	<input type="checkbox"/> Pre – Seed <input type="checkbox"/> Seed <input type="checkbox"/> Series A

Please complete in full and email to Innovation@vodafone.com

What happens next?

Our dedicated Bright Sparks Innovation Team will review your application and be in touch with next steps. Given the increased volumes of applications we are receiving, we kindly ask you to not follow up, we will be in touch with you shortly.

Best regards,
The Bright Sparks Team
