

Reinvent the customer experience of Media Markt

Media Markt future technology challenge

Get in the Ring and Media Markt are challenging startups in the Benelux and UK in the field of augmented reality, virtual reality or artificial intelligence. Media Markt is looking for startups with solutions that can enhance the customer experience, or solutions that can be added to the product portfolio. Media Markt will select one or more startups to start a pilot contract, and will give away a wildcard for SPACELAB: Media Markt's global accelerator program in Munich.

The tech industry for consumer electronics is changing rapidly and innovation is necessary to sustain Media Markt's success. Media Markt is the leading consumer electronics retailer in Europe with 4.5 million customers. Through local pilots and the global SPACELAB accelerator, Media Markt is closely collaborating with startups. Dennis Hooijmans, COO Media Markt - Saturn Netherlands, actively involved in this challenge feels that Media Markt is the ultimate partner for startups in consumer technology:

Entrepreneurship and innovation is in our DNA. This makes us feel very comfortable working with startups. At Media Markt we put all our efforts in optimizing the shopping experience for our customers. We are convinced that creative startups will be able to provide great contributions in this field and we gladly provide them the opportunity to profit from the power and scale of our formula

How does it work?

Startups can find additional information and apply via getinthering.co/mediamarkt. The deadline for applications is October 24th. The best 6 startups will be invited to pitch at the Dutch Media Markt HQ in Rotterdam on November 3rd. Solutions will be presented to the board of Media Markt the Netherlands.

Get in the Ring Challenges

This Challenge is one of many opportunities to innovate together. See our other Challenge with [Neutral](#) (a Unilever brand).

The Get in the Ring Foundation is challenging startups globally, to apply their existing solutions to innovation challenges and goals of corporates, governments and NGO's. With these Challenges, the Get in the Ring Foundation aims to facilitate the start of formal partnerships in which business is done and impact is created. More information on our Challenges be found at www.getinthering.co/challenges.

ABOUT GET IN THE RING FOUNDATION

The Get in the Ring Foundation is an organization that gives startups a fun and global podium to make valuable connections to innovators to start, grow and scale up their business. We are active in 80 countries and work together with leaders of entrepreneurship ecosystems around the world. Get in the Ring is known for its innovative format where startups face off in a boxing ring.



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