

Dublin  
2020

# SaaStock

**SaaStock is the global catalyst for the SaaS industry, the place where the industry's smartest visionaries and innovators come together to share their stories and find their tribe**

## Applying to speak

This brochure will provide you with everything you need to know to ensure you maximize your chances of selection. Read it carefully and follow our guidelines and you'll be stepping on the SaaStock stage in October



# Why speak at SaaStock?

**Our mission is to help SaaS companies gain traction, grow, and scale.**

Every year we welcome thousands of SaaS founders, executives, and investors to our global suite of market leading events. We founded SaaStock because the SaaS industry needed an unbiased space to come together, connect, and create.

SaaStock is the only gathering of its kind. It's a place for the best and brightest to meet like minds, fuel their ambition, and spark their imagination. We deliver the most productive days on the industry calendar, acting as the catalyst for countless business deals, ideas, and investments.

## Join us in Dublin to ensure that you:

- ✓ Rub shoulders with the industry influencers.
- ✓ Raise your personal or professional profile.
- ✓ Uncover the trends and tech disrupting the industry.
- ✓ Touch base with existing customers and secure new business.
- ✓ Connect with potential investors and secure your latest funding round.
- ✓ Launch new products or companies and deliver game-changing announcements.



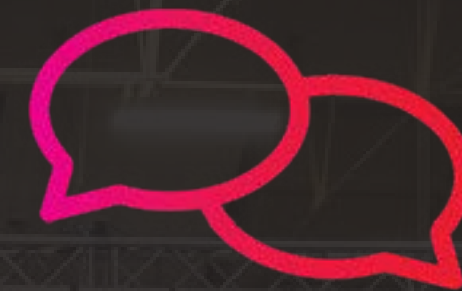
# SaaSStock 2020 in numbers



RDS, Dublin  
October 12-14 2020



**4000+**  
Attendees



**300+**  
Speakers



**150+**  
Hours of  
Content



**1000+**  
Companies



**60+**  
Countries



**200+**  
Startup  
Exhibitors

# What's your story?

Great narratives are crafted carefully. Spend time planning your proposal, dedicating time to the storyline and delivery.

## Ask yourself:

- ✓ Does your content challenge the status quo or move the industry dial?
- ✓ Are you offering practical advice on strategy and execution?
- ✓ Can you suggest new methodologies to tackle old challenges?
- ✓ Do you have a controversial perspective on a hot-button issue?
- ✓ Are you qualified to offer a deep-dive into difficult problem?
- ✓ What are the actionable insights for the audience?

## Remember:

- ✓ **Our audience are experts:**  
The best content delivers on depth and relevance
- ✓ **SaaStock is a community:**  
We value honest opinions over corporate party lines
- ✓ **Been there, seen that:**  
Don't use materials you've presented at other events

# How should you tell your story?

The right format will ensure that your session is high-impact, informative, actionable and fun. These are some of the formats we consider:

## Case-Study Presentation

Content rich, actionable and insightful, some of the best sessions follow this format. The one thing no-one wants is a 20-minute product pitch, so make sure the audience will walk away with a fresh perspective, tried-and-tested methodology, or useful data.

## Fireside Chat

There's nothing better than relaxing in front of the fire with a good friend - who challenges you relentlessly on your opinions and decisions. What separates great from good in fireside chats is a fearless interviewer who asks the hard-hitting questions.

## Founder Stories

Our audience are in the weeds with their companies. Whether they're growing their business, scaling their company across regions or planning their next exit, they want to hear from like-minded individuals who have been through the same struggle.

## Panel Debate

Discussion is not the right word for a panel format. We want the cut and thrust of debate: clashes of opinion, provocative and well-informed moderators, thought-leaders battling it out for the benefit of the audience. If you're willing to prove your mettle, we want to hear from you.

## Deep Dive Workshop

Designed to provide in-depth learning which moulds to the needs of its audience, your workshop may be organised into several sections and use multiple presenters/formats to provide practical tactics to approach complex problems.

## Announcements

If you've got big news why not leverage our onsite press? If you're launching a new product or company, announcing a major funding round, merger or acquisition, it makes sense to gain media traction by making your announcement live onsite.

## *Get Creative!*

From game shows to podcasts, AMAs to lightning talks, we're always looking for fresh formats

Can you challenge the status quo and deliver on the high-impact fun that SaaStock conferences are known for?

We want to work with you to deliver your wildest dreams. No idea is too left-field.

**We're listening!**

# Who should tell your story?

**Speaker selection is critical to the success of your content proposal.**

We don't just look for CEOs and Founders. SaaStock is committed to representing the best and brightest, today's unsung heroes and tomorrow's business leaders.

Alongside the hands-dirty, how-I-built-this content you know and love, SaaStock LatAm will be centered on stories of personal and professional growth.

Keep in mind relevance, diversity and expertise when submitting your proposal and ensure that you give detailed and nuanced insight as to why your speaker is the right fit for SaaStock.

**This year's content spans 8 stages, each with its own personality**



## Scale Stage

Meet the SaaS founders with an ARR of \$10 - \$100m, and beyond! We'll hear from the founders and CEOs who have shaped the industry. Listen as they divulge the secrets behind their success and share tactics and strategies for propelling your business into the stratosphere.



## Traction Stage

If your ARR is between \$0 - \$1m, The Traction Stage offers expert advice tailored to your needs from the business leaders who are making their mark and creating the future of SaaS. Hear tomorrow's success stories today and meet the next generation of movers and shakers disrupting the SaaS landscape.



## Growth Stage

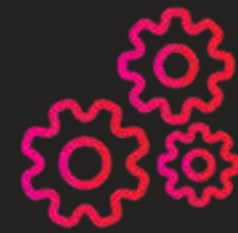
The Growth Stage provides cutting-edge insight into the companies with an ARR of \$1 - \$10m. This is the hands-dirty, how-I-built-this-content you need to hear. You'll uncover how to manage growing pains, build best-in-class products and top-notch teams, master your market and nail your niche.



## Accelerate Stage

The SaaStock Pitch Competition is back! And that's not all, The Accelerate Stage will cater to fledgling startups, offering strategic talks from investors, incubators, and accelerators. Come for the pitches, stay for the insights.

# Who should tell your story?



## Behind the Scenes

Vulnerability is seldom present on the stages of SaaS conferences. Operating under Chatham House Rules, Behind the Scenes welcomes raw stories told with authenticity. We'll host honest conversations designed to challenge and inspire with SaaS leaders who have seen it all.



## Podcast Stage

Broadcasting live from Dublin - we're hosting the SaaS Revolution Show live on stage! Plus we've curated a killer line-up of your favourite tech podcasters. Make sure you grab your seat to catch the action.



## SaaS Stock Unplugged

An intimate stage focussed on peer-driven insights. This your chance to get up close and personal with your SaaS heroes in an intimate and interactive setting. With roving mics and an emphasis on dialogue, bring your curiosity and inquisitive spirit and join the debate!



## The Workshop Stage

Dedicated hands-on workshops from the best in the business. Get deep-dive insights and practical strategies to grow your business through facilitated workshops designed to target your biggest issues and provide the framework to solve them.

# Speaker submission timeline

## March 2020

### Submissions open

It's go time! The submission forms are live and it's your chance to make your mark. All proposals must be submitted through the online form on the SaaStock website. Proposals submitted via email will not be considered.

## April - August 2020

### Offers & Ideation

We'll reach out to you if your application has been successful and begin the hard work of ideating your session or placing your speaker. Remember, the more detailed your proposal, the higher your chances are of a successful application. Don't be shy!

## October 2020

### SaaStock Stage Presence

It's showtime! The eyes of the global SaaS community are on you as you to the stage to deliver cutting edge insight. You'll have worked closely with the SaaStock team and feel inspired, motivated and prepared. It's your time to shine!

## Ongoing

### Evaluation and feedback

We carefully evaluate all proposals, and submission is considered on the merit of its content and speakers. We will notify you if your proposal is being considered and will typically reach out to gather more information to ensure your session or speaker is the perfect fit. We aim to get back to you within 8 weeks of receipt of your submission.

## Ongoing

### Confirmation & Announcement

Once we're happy we've got a killer session or the perfect speaker, we'll begin to put your assets live on the website. We typically add speakers to the line-up once they're accepted to speak, and spend a little longer crafting the perfect session.



# Speaker guidelines

**Submissions are reviewed on a rolling basis but we recommend early submission so that we are able to review your session within a measured timeframe**

- 1.** If your application is successful, you agree to cover the cost of the logistics behind your attendance (travel, accommodation, etc.)
- 2.** All content must be original and created specifically for SaaStock. Please do not repeat content that you have presented at other events
- 3.** You are responsible for conception, creation and execution of your session. However, all speaker confirmations and/or changes must be approved by SaaStock
- 4.** Please avoid purely using information that can be found on your website or in marketing materials
- 5.** While we are happy to work with PR or marketing teams in organising sessions, in the run up to the show it is imperative that we connect with the speaker themselves
- 6.** By submitting content, you are agreeing to allow us to distribute your content post-event, to use your image for marketing materials, record and distribute videos of your speech

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We receive hundreds of speaker submissions every year  
Please don't be disappointed if you are not selected to speak this year

**We regret that we are not able to offer individual feedback on rejected applications**

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If you have any questions on the submission process,  
please reach out to us on [content@saastock.com](mailto:content@saastock.com)

Good luck!  
*Team SaaStock*