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KITE's Guide to SXSW Interactive 2019: Focus on Startup Innovation

The KITE team is looking forward to seeing you in Austin for SXSW Interactive. We've put together a guide to our programming on March 9, as well as other sessions relevant to startup innovation for enterprises, on March 8-11. Please join us for our invite-only corporate innovators reception and our corporate innovators brunch (ask tom@getkite.co to RSVP you).

Check out the [KITE report on startups at SXSW 2019](#). Feel free to reach out to us during the fest: sxsw@getkite.co.

→ Other content & events (sessions & parties): page 2 | Interactive events (activations, installations): page 8

Friday, March 8: KITE Reception

Corporate Innovation Leaders Reception - Chive Media Group (98 San Jacinto Boulevard)

▶ 5pm to 7pm

Connect with other innovation leaders from across industries for drinks and light appetizers at the beautiful Chive Media space in downtown Austin. RSVP: tom@getkite.co.

Saturday, March 9: KITE's SXSW Programming

Hilton Austin Downtown, Salon G (6th floor); [500 E. 4th St](#)

For the 5th consecutive year, KITE is programming a half-day focused on enterprise-startup innovation with leaders from across various industries. We kick off our 3 sessions at 9:30am and wrap at 1:30pm. Look forward to seeing you there.

Session 1: The Successful Corporate Innovation Playbook

▶ 9:30am to 10:30am

Are you involved in, building or starting a Corporate Innovation practice? Experience the definitive innovation playbook culled from surveying dozens of leading corporate innovation executives and programs across industries for their "top-ten" list of insights earned while connecting startups with the broader enterprise. These hard-won lessons come from their successes, failures and observations about other enterprise programs. Join us for a vibrant panel discussion with the best innovation practitioners to understand how you can up your game and get to more outcomes faster.

With Sam Schwartz of Comcast NBCUniversal, Lauren Thaman of P&G, Koley Corte of AllianceBernstein; moderated by KITE CEO Mark Silva.

<https://schedule.sxsw.com/2019/events/PP92883>

Session 2: Innovating Innovation: Corporate Acceleration

▶ 11am to 12pm

Everyone talks about accelerating startups, yet the real urgency is in accelerating and scaling enterprise innovation. That's why it's time to discuss what many Global 2000 corporations are asking: "What comes next?" A new model, pioneered by companies like Unilever and Visa, has emerged in recent years: a software-powered approach that gives startups a clear path into the enterprise and that encourages outcomes without taxing the larger organization. Hear from leaders in this emerging space about the way they have set up and run these programs, their learnings and successes, and how they're scaling to increase the number of outcomes.

With Fabienne Hansen of Mercedes-Benz, Sasha Lucas of Verizon, Greg Reed of Universal Pictures; moderated by KITE



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Chief Customer Success Officer Tarah Malhotra-Feinberg

<https://schedule.sxsw.com/2019/events/PP92882>

Session 3: Beyond Big Checks, Corporate VCs Shape Innovation

▶ 12:30pm to 1:30pm

Corporate venturing is evolving as fast as startups. What began with domain investments in emerging companies and platforms is quickly extending across Global 2000 enterprises through startup partnerships, pilots and co-development initiatives. Corporate venture capital (CVC) investments surpassed \$37.4 billion in 2017, 44% of all venture deals that year. As a result, CVC sees significantly more deal flow, pattern-recognition, trends and data on disruptive models than any other area of the enterprise. Top CVC executives explore corporate venturing in its broadest terms: success models and KPIs; strategic frameworks; expanding capabilities; how startup engagements ladder up to larger innovation objectives; how they balance strategic alignment and financial interests; what's ahead.

With Karen Kerr of GE Ventures, Stacy Feld of J&J and Amy Burr of JetBlue Technology Ventures; moderated by Scott Lenet of Touchdown Ventures

<https://schedule.sxsw.com/2019/events/PP92775>

Sunday, March 10: KITE Brunch

Exclusive Corporate Innovation Leaders Brunch - Fjord Studio (319 Congress Avenue, Suite #200)

▶ 9:30am to 12pm

Over breakfast tacos and Voodoo donuts, discuss enterprise disruption and share your startup innovation programs and challenges with an exclusively curated group of peers, hosted by Fjord Studio. RSVP:

tom@getkite.co.

OTHER RECOMMENDED CONTENT & EVENTS

Friday, March 8

SXSW Release It - Sessions 1 & 2 - Hilton Austin Downtown, Salon C (500 E. 4th St)

▶ 11am to 12pm, 12:30pm to 1:30pm

Platform for 10 companies to launch a new product or service. Finalists here:

<https://www.sxsw.com/awards/sxsw-release-it/>

Impact Pediatric Health - Sessions 1, 2 & 3 - Hilton Austin Downtown, Salon J (500 E. 4th St)

▶ 11am to 12pm, 12:30pm to 1:30pm, 2pm to 3pm

Come meet health startups as they are introduced to the nation's top pediatric hospitals and nationally known stakeholders that can provide the "big break."

<https://schedule.sxsw.com/2019/events/PP100797>



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A Language to Foster Innovation - Hilton Austin Downtown, Salon G (500 E. 4th St)

▶ 12:30pm to 1:30pm

Learn a product innovation language that lowers the risk of innovation failure significantly, and how companies can learn and adopt it.

<https://schedule.sxsw.com/2019/events/PP85485>

7 Non-Obvious Trends Changing The Future In 2019 - Austin Convention Center, Ballroom D (500 E Cesar Chavez)

▶ 3:30pm to 4:30pm

Non-boring trend curator Rohit Bhargava will offer an inside look at some of the latest trends from his popular annual report.

<https://schedule.sxsw.com/2019/events/PP102205>

PARTY - KITE's Corporate Innovation Leaders Reception - Chive Media Group (98 San Jacinto Boulevard)

▶ 5pm to 7pm

Connect with other innovation leaders from across industries for drinks and light appetizers at the beautiful Chive Media space in downtown Austin. [RSVP here](#).

PARTY - SXSW Startup Crawl

▶ 4pm to 8pm

What happens when Austin's hottest startups all throw a party at the same time? The biggest startup party of SXSW - The SXSW Startup Crawl! Grab a group of friends and tour the latest and greatest of Austin's startup community.

[RSVP here](#).

PARTY - Meet the Comcast NBCUniversal LIFT Labs & Techstars teams in Austin - Moonshine Grill (303 Red River St)

▶ 6pm to 8:30pm

We'll provide an overview of the program, welcome Techstars alumni to share their experiences, and hear from Comcast NBCUniversal LIFT Labs.

[RSVP here](#).

PARTY - Interactive Opening Party Presented by MOON Selfie - Speakeasy (412 Congress Ave)

▶ 8pm to 11pm

Hosted by MOON Selfie, this party is taking over all three levels at Speakeasy and will feature two DJs, body painting, open bar, rooftop dancing, and a VIP lounge.

<https://schedule.sxsw.com/2019/events/OE38994>



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PARTY - MashBash - Irene's (506 West Avenue)

▶ 9pm to 2am

We toast to pop culture representations of space, explore the future of space travel, and are excited by the potential of life beyond Earth. So with 2019 being the 50th anniversary of NASA's lunar moon landing, we had to make sure that this year's MashBash was 'out-of-this-world!'

<https://mashable.com/MashBash/>

Saturday, March 9

SXSW Pitch Events - Hilton Austin Downtown, Salon DE (500 E. 4th St)

▶ 9:30am to 6pm

25 total pitches across several categories: [Transportation & Delivery Technology](#) (9:30-10:30am), [Social and Culture Technology](#) (11am to 12pm), [Enterprise and Smart Data Technology](#) (12:30pm to 1:30pm), [Augmented & Virtual Reality Technology](#) (3:30pm to 4:30pm), [Hyper-Connected Communities Technology](#) (5pm to 6pm)

4th Annual SXSW Interactive Innovation Awards Finalist Showcase - Austin Convention Center, Exhibit Hall 1 (500 E Cesar Chavez)

▶ 12pm to 6pm

Check out the [65 finalists in 13 categories](#) from across the digital creative and interactive technologies spectrum.

<https://schedule.sxsw.com/2019/events/OE38280>

Beyond Reality: The Convergence of AI and Immersive Tech - Courtyard Marriott, Rio Grande Ballroom (300 E 4th St)

▶ 3:30pm to 4:30pm

This session will discuss the intersections and applications of XR. For instance, how AI smart agents improve training and simulation and how immersive technology can be used to train AI.

<https://schedule.sxsw.com/2019/events/PP92873>

How to Move Fast and Break Things—with Regulation - Hilton Austin Downtown, Salon J (500 E. 4th St)

▶ 3:30pm to 4:30pm

How can disruptors in heavily regulated lines of business continue to create the future, and do so responsibly? [two healthtech startup founders speak]

<https://schedule.sxsw.com/2019/events/PP89319>

The Death of Curiosity and Innovation - JW Marriott Salon 5 (110 E 2nd St)

▶ 5pm to 6pm

What will it take for companies, universities, and society to shift towards messy, playful learning, to become curious again? A lot.

<https://schedule.sxsw.com/2019/events/PP84551>



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Land O' Lakes - Cocktails and Conversation - A Celebration of Diverse Leaders - Trinity Hall (311 E. 5th St.)

► 5:30pm to 7pm

This social hour will bring together diverse leaders in food, technology and healthcare to discuss the steps they've taken to shape the future of their industries. Open to the public.

<https://features.landolakesinc.com/the-copernicus-project>

PARTY - Fast Company's Most Innovative Companies Cocktail Party - Fast Company Grill (201 Brazos St)

► 6:30pm to 8:30pm

An evening of cocktails, networking and lite bites honoring the Most Innovative Companies.

[RSVP here.](#)

PARTY - Cocktails and Convo with the Ad Council, WeWork Labs and R/GA Ventures - WeWork Austin (600 Congress Avenue)

► 6pm to 7pm

Join us for drinks and conversation about how we can leverage the energy and innovation of startups to power social impact.

[RSVP here](#) (pw: socialgood)

Sunday, March 10

SXSW Accelerator Pitch Events - Hilton Austin Downtown, Salon A-B (500 E. 4th St)

► 9:30am to 6pm

25 total pitches across several categories: [Blockchain Technology](#) (9:30-10:30am), [Artificial Intelligence Technology](#) (11am to 12pm), [Sports and Performance Data Technology](#) (12:30pm to 1:30pm), [Entertainment & Content Technology](#) (3:30pm to 4:30pm), [Health and Wearables Technology](#) (5pm to 6pm)

FUTURE ART AND CULTURE ART INNOVATION LAB - British Music Embassy @ Latitude 30 (512 San Jacinto St.)

► 10am to 4pm

The Future Art and Culture programme showcasing art, tech and innovation from England, presents two mixed reality works-in-progress from Stratford's Royal Shakespeare Company and London's Imaginarium Studios, in partnership with Magic Leap.

<https://schedule.sxsw.com/2019/events/OE38305>

Shaping the Future of Shopping with Computer Vision - Hilton Austin Downtown, Salon G (500 E. 4th St)

► 3:30pm to 4:30pm



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Jeremy King, CTO, will discuss how Walmart's tech division is using technologies including computer vision and deep learning to better understand its customers.

<https://schedule.sxsw.com/2019/events/PP92035>

Reimagine Storytelling Through Tech and Experiences - Fairmont, Congressional A (101 Red River)

▶ 3:30pm to 4:30pm

Hear from WFA's Global Marketer of the Year, Raja Rajamannar, Mastercard's Chief Marketing and Communications Officer, about how the digital transformation is propelling the 53 year old brand into the future.

<https://schedule.sxsw.com/2019/events/PP89914>

MediaLink Innovation Conversations & Cocktails - Swift's Attic (315 Congress Ave)

▶ 2:30pm to 6pm

Hear from top brand marketers and agencies on how they inspire innovation in marketing, today and going forward. [RSVP here](#).

<https://schedule.sxsw.com/2019/events/OE39362>

Startup of the Year SXSW Finals & Happy Hour presented by Sandoz - Maggie Mae's (323 E 6th St.)

▶ 4:30pm to 7pm

Join us for cocktails and appetizers while you watch our Top 5 Startups compete LIVE in the Legacy Lounge in front of our VIP Judges. [RSVP here](#).

<https://schedule.sxsw.com/2019/events/OE38736>

The XR Get Down - Capital Factory (701 Brazos Street, Suite 1601)

▶ 6pm to 9pm

Are you a mover and shaker in the VR/AR/XR/360-video community? Super jazzed about emerging tech innovation and the bleeding edge of the XR industry? Stop by the XR Get Down for industry-only networking, recruiting, and technology showcases.

[RSVP here](#).

PARTY - Crunch By Crunch Fest - Swan Dive (615 Red River St)

▶ 1pm to 4pm

Come meet TechCrunch's writers, have a drink, and dance to electro-RnB artist Elderbrook.

RSVP: <https://2019.do512.com/crunchfest2019>

PARTY - Social by Southwest - JW Marriott Austin (OP Italian - 110 East 2nd St)

▶ 6pm to 8pm

You're invited to a fun networking event with your fellow brand socialites. Remarks by: Lisa Goode, Southwest Airlines Sr. Director Social Business; Heather Figallo, Southwest Airlines Sr. Director Corporate Strategy & Innovation.

[RSVP here](#).

PARTY - Startup Night SXSW 2019 presented by Eventbrite - Maggie Mae's (323 E 6th St.)



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▶ 7pm to 11pm

Startup Night SXSW 2019 presented by Eventbrite is where entrepreneurs, innovators, investors, creatives, and industry leaders gather under one roof to mix, mingle & have a rockin' good time!

[RSVP here.](#)

PARTY - SNAP x SXSW 2019 - The Parlor Room (88 Rainey Street)

▶ 8pm to 10pm

Join us for cocktails and conversation with beats by Adam Warfield in partnership with WORLDZ.

<https://snapxsxsw2019.splashthat.com/>

Monday, March 11

Regulation: The Missing Ingredient for Innovation - Courtyard Marriott, Rio Grande Ballroom (300 E 4th St)

▶ 9:30am to 10:30am

Learn how our panelists use regulation to help enable innovation, including how they develop a culture of innovation, take measured risks, and work with compliance teams, and regulators.

<https://schedule.sxsw.com/2019/events/PP92846>

Future of Retail - Exploring Enterprise Innovation - Four Seasons, Ballroom CD (98 San Jacinto Blvd)

▶ 11am to 12pm

Hear innovation leaders from GameStop, Neiman Marcus, and Brierley+Partners discuss the current state of enterprise technology innovation in retail.

<https://schedule.sxsw.com/2019/events/PP87874>

Startup-Corporate Partnerships Key To Austin Innovation - Hilton Austin, Salon K (500 E. 4th St)

▶ 11am to 12pm

How Austin-area companies are approaching innovation differently, what startup-corporate partnerships mean today, and how both startups and corporations can find the right fit.

<https://schedule.sxsw.com/2019/events/PP89431>

Immersion at Scale: AR/MR Will Change Everything - JW Marriott Salon, 3-4 (110 E 2nd St)

▶ 11am to 12pm

We'll lay out the differences of AR and MR, and where they're headed tomorrow, with a specific focus on the future of retail.

<https://schedule.sxsw.com/2019/events/PP85222>

Corporations are Failing to Innovate, or Are They? - Hilton Austin Downtown, Salon A (500 E. 4th St)

▶ 12:30pm to 1:30pm



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Features leaders from corporations pushing themselves to rethink their approach towards innovation and entrepreneurs.

<https://schedule.sxsw.com/2019/events/PP91363>

AI in Retail: How to Do it Right and What's Next - Four Seasons, Ballroom CD (98 San Jacinto Blvd)

▶ 3:30pm to 4:30pm

Hear from the company behind the first emotional humanoid robot, a top U.S. retailer, and a leading intelligent automation platform, as they give their advice on implementing technology that provides a natural, responsive, and enjoyable experience for customers.

<https://schedule.sxsw.com/2019/events/PP84822>

Emerging Tech Tapas: Small Bites. Small Bets. - Courtyard Marriott, Rio Grande Ballroom (300 E 4th St)

▶ 5pm to 6pm

Learn from industry experts on how to best navigate the intricate world of tech hype and become a highly effective technology influencer for your company.

<https://schedule.sxsw.com/2019/events/PP92850>

SXSW Interactive Innovation Awards Ceremony - Austin Convention Center, Ballroom D (500 E Cesar Chavez)

▶ 6pm to 9pm

This long-standing Interactive Festival tradition celebrates some of the most exciting innovations at SXSW.

<https://schedule.sxsw.com/2019/events/OE38220>

Interactive Events During SXSWi

Official SXSW event (requiring only your badge) unless otherwise noted.

Accenture Interactive Experience Cantina - Micheladas (333 E 2nd St.)

▶ March 8-11, various times

We're transforming Micheladas Cafe y Cantina into a prime innovation station, packed to the roof with cutting-edge activations featuring the latest emerging tech.

<https://schedule.sxsw.com/2019/search?q=accenture+interactive>

Capital One House - Antone's (305 E 5th Street)

▶ March 8-11, various times

Beyond their exciting [lineup of talks](#), Capital One is turning back to SXSW's artistic roots with an entertaining music lineup!

<https://schedule.sxsw.com/2019/search?q=capital+one+house>

<https://www.capitalone.com/tech/events/sxsw>



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SAP House - Trinity and 2nd (340 E 2nd St)

▶ March 8-11, various times

Visit the SAP House at Trinity and 2nd to learn how to make moments that matter – whether it's delighting empowered customers, engaging an increasingly mobile and diverse workforce, being a sustainable developer and creator, or lifting up societies and becoming a connected citizen.

<https://schedule.sxsw.com/2019/search?q=SAP+House>

Land O' Lakes - The Copernicus Project - Trinity Hall (311 E. 5th St.)

▶ March 8-10, various times and programming

We seek the truth about our food system. We challenge conventional thinking to uncover the opportunity of the next lifetime. Join us. Many sessions open to the public.

<https://features.landolakesinc.com/the-copernicus-project>

LG Inspiration Gallery - Vince Young Steakhouse (301 San Jacinto Blvd.)

▶ March 8-11, 11am to 6pm (March 8 from 12pm to 6pm)

Experience how LG is dedicating itself, improving consumers' convenience by exceeding expectations today and tomorrow.

Samsung Experience Tour - 7th and Trinity (705 Trinity)

▶ March 8-17, various times

The Samsung Experience Tour will unlock creativity, culture, and communities like never before. Guests will experience multisensory installations, gaming, local cuisine, performances, & more.

<https://schedule.sxsw.com/2019/search?q=Samsung+Experience+Tour>

Mobility, Reimagined: by EmbraerX - Hilton Austin Downtown, Room 602 (500 E. 4th St)

▶ March 8-13, various times

At our core, we believe in helping to co-create a deeply inclusive future where people can meaningfully connect, collaborate and challenge convention. That's exactly what this space, and these interactive experiences were built for.

<https://schedule.sxsw.com/2019/search?q=Mobility%2C+Reimagined%3A+by+EmbraerX>

Mercedes Media Lounge, hosted by TechSet - Austin Convention Center, 17 A/B (4th floor) (500 E Cesar Chavez)

▶ Times vary, March 8-12

Designed for comfort and incredible entertainment, journalists, influencers, and digerati are welcome to relax, caffeinate, socialize and be inspired!

<http://mercedesmedialounge.splashthat.com/>



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Comcast NBCUniversal House @ SXSW - Container Bar (90 Rainey St)

▶ March 9-11, various times

The Comcast NBCUniversal House interactive showcase will feature immersive VR, gaming experiences and panels featuring some of today's best innovators, creators and entertainers. Space is open to badge holders and invitees only.

<https://schedule.sxsw.com/2019/search?q=Comcast+NBCUniversal+House>

Sony @ SXSW - WOW Studio (99 Trinity St)

▶ March 9-12, 12pm to 8pm

We'll be featuring panels, talks, & interactive exhibits under the theme "Technology × Creativity."

<https://www.sony.net/brand/event/sxsw/>

Mercedes-Benz EQ Home @ SXSW - Atelier 1205 (1205 E Cesar Chavez St)

▶ March 9-11, various times

Join us for three days of backyard BBQs hosted by global thought leaders. Get to know multidisciplinary innovators while you engage with new ideas at our Learning Labs

<https://schedule.sxsw.com/2019/search?q=Mercedes-Benz+EQ+Home>

THE EXPERIENCE by Dell Technologies @ SXSW 2019 - The Sunset Room (310 E 3rd St.)

▶ March 9-13, various times

Brings you innovative tech, the latest in gaming and revolutionary ways people are transforming the ways we create, work and play.

<https://schedule.sxsw.com/2019/search?q=THE+EXPERIENCE+by+Dell+Technologies>

Novartis Biome @ SXSW Energizing Health House - Cooper's BBQ (217 Congress)

▶ March 10-11, various times

2-days of health tech innovation programming plus 3 startup pitch competitions.

<https://sxswbiome.splashthat.com/>

Rally House - Waller Creek Boathouse (71 Trinity St.)

▶ March 10-11, various times

Welcome to Rally®, the future of digital health. An interactive and immersive experience that brings to life the world of Rally and how they empower a healthy tomorrow.

<https://schedule.sxsw.com/2019/search?q=rally+house>