

BRAVE NEW COVID-19 WORLD: INBOUND KEEPING YOU POSTED **News & Views #1**

Confinement or not, it's the week end and you earned it! Well done for getting through another week adjusting to the New Covid-19 Normal, fighting off anxiety attacks and getting your "work/life balance at home" right. We have regularly received positive comments on the messages we posted on LinkedIn - some people even complained they missed them - so here is a little selection on public demand. We only cover certain topics, often recouping our listed or start-up clients. We hope you'll enjoy it - there's an "unsubscribe me" option if you don't :-)

*Keep safe, stay confined, enjoy the week end!
The Inbound Capital team*

START-UPS & TECH



TECH CITIES ON THE RISE: KRAKÓW, the other Warsaw.

Talent pools in Tech keep expanding worldwide and Poland - home to R&D centres for leading tech firms like Amazon or Uber - is no exception. Regularly, Polish programmers feature at the top in global rankings - and they are clearly not all based in Warsaw as the impressive tech team of ARTEIA in Kraków will confirm: <https://lnkd.in/geAWmaf>. The historic district is amazing as well: when the old meets the new! :-)

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SHARING: OFF WITH THE NEW, ON WITH THE OLD?

With most major cities worldwide going into lockdown, confinement is posing a major challenge to WeWork among other obvious business casualties. But as we all adapt to this "Sad New World" and with the effects of this crisis expected to outlast current health measures, one may wonder whether it's not the pillars of the WHOLE SHARING ECONOMY that are shattered by this period, from co-living to ride sharing. Will you share a ride with strangers like you were happy to before? Still happy to share your home with one or more families? Indeed the world will not be the same - but maybe just as familiar.

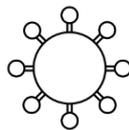
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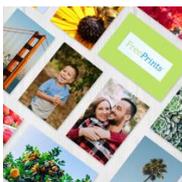
WHEN W SERIES MEETS ARTEIA?

All female car racing W SERIES' champion Jamie Chadwick (<https://lnkd.in/gvwYDsn>) tells the Financial Times' The Aesthete section about her growing collection of graffiti art: DrAutoArt today before Banksy one day. With its cataloguing product - one of several it is rolling out - ARTEIA (<https://lnkd.in/gVJ8tM2>) can help her make the most of her confinement time.

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SMALL CAPS



WHO NEEDS DISNEY+ WHEN YOU CAN HAVE FREEPRINTS?

It's striking to hear Kevin Mayer (Disney's Chairman of Direct-to-Consumer & Int'l division) emphasising new streaming service Disney+'s capacity to bring comfort to

customers in such troubled times, with its vast catalogue of film/animation that have become household names. Other kinds of personal treasure troves can be found closer to home: on your mobile phone. Confinement make it an ideal opportunity to (FINALLY) sort out all those pictures of loved ones and precious moments - and CLARANOVA (CLA FP)'s FreePrints is the ideal tool to do it.

[Click here to find out more >>](#)

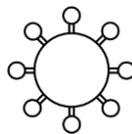


TRANSPARENCY IS A VIRTUE.

At a time when small cap investors need all the help they can get to navigate treacherous (market) waters, reliable and trustworthy information is really what they need - both from independent research when the stock is well covered and from the company itself, a fortiori when research coverage is light. Hence the tremendous value of QUADPACK (ALQP FP)'s transparency exercise on their website in regard to Covid-19: high standards of corporate governance start here:

<https://lnkd.in/gcrAKzTQuadpack>

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LIFESTYLE & OTHER TOPICS



(BROADBAND) HOME INVASION:

Although mobile is bearing the brand of the assault, the surge in the use of video conferencing due to Work From Home (WFH) alongside that of streaming and online gaming is driving a massive increase in residential data traffic across broadband networks. So much so that the Spanish telecoms industry has asked consumers to ration their internet usage by streaming and downloading in off-peak periods preferably. Time will tell whether this is a lasting change of online behaviour but the EU now says that streaming platforms should consider offering their programmes in standard (vs. high) definition and make users responsible for their own data consumption. The message will likely be "narrowly" received by the

platforms, currently locked in a fierce battle for customer acquisition - likely to get bloodier when Disney+ launches next week!

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The debate whether virus isolation strategies will be counter-productive is likely to grow...

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WFH WTF?

So Working From Home is the new norm and no longer a perk? Notwithstanding the fact that Inbound has showed its pioneering spirit by applying it since inception, white-collar workers are unwillingly discovering WFH (a punishing experience when they need to re-discover the joys of parenting as well). How can broadband networks cope with the massive shift to video conferencing of pretty much EVERY corporate event - from conferences to company's results etc - while a substantial portion is used for streaming remains to be seen.

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IT IS TRULY THE END OF AN ERA.

Anyone over 50 will feel emotional about the news that PLAYBOY MAGAZINE has shut down its print edition in the US. Granted, the magazine had been raking losses for years and was a far cry from the trail-blazing issues of its previous decades, which mixed innocuous indecency with serious literary articles and high profile interviews. The passing of Hugh Hefner (2017) was a serious blow, the current pandemic finished the job. Covid-19 DOES NOT TRANSMIT TO ANIMALS - EXCEPT BUNNIES IT SEEMS.

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