

MAIN STAGE AGENDA - DAY 1 (MAY 2)

- 09:45-10:30 **Registration / Coffee / Networking**
- 10:30-10:40 **Official Welcome** - Thomas Ohr, EU-Startups.com
- 10:40-11:05 **Kaidi Ruusalepp** - Keynote about her entrepreneurial journey with Funderbeam, lessons learned, and her future plans for the platform
- 11:05-11:40 **Avi Meir** - Fireside chat about his learnings while scaling TravelPerk into one of the fastest growing SaaS companies in Europe
- 11:40-12:15 **Henrik Zillmer** - Fireside chat about Henrik's entrepreneurial journey with AirHelp and his learnings scaling the company globally
- 12:15-01:05 **Pitch Competition** - The first 10 Startup Pitches
- 13:05-13:35 **Till Faida** - Fireside chat about his experiences while starting and scaling Adblock Plus (eyeo)
- 13:35-14:00 **Tugce Bulut** - Keynote about her learnings founding Streetbees and turning it into the most promising market research startup in Europe
- 14:00-15:00 Break / Food & Drinks / Networking**
- 15:00-15:20 **Marco Trombetti** - Keynote about his insights from building Translated.com, and some highlights from his book "The New Prince – Why and How to Startup"
- 15:20-15:45 **Pitch Competition** - The final 5 Startup Pitches
- 15:45-16:20 **Europe's leading Startup Accelerators** – Panel Discussion with Techstars, APX, Wayra, Rockstart, Next Big Thing and Startup Wise Guys
- 16:20-16:45 **Daniel Gebler** - Building a food delivery unicorn: How Picnic is innovating in the huge market of grocery shopping
- 16:45-17:10 **Stefan Glänzer** - Fireside chat about his insights as an investor and about the current state of angel investing in Europe
- 17:10-17:40 **Investors on Stage I** - 15 investors pitch to our audience of startups and aspiring founders
- 17:40-18:05 **Panel Discussion about the Future of Finance** - With Alisa Cevere (ID Finance), Alexandre Prot (Qonto) and David Jimenez Maireles (Raisin)
- 18:05-18:10 **Announcement of the Pitch Competition Winner / End of the 1st Day!**

From 6.30pm-10.30pm we'll have an after-event gathering for continued networking and Drinks! This will take place in the bar/club area of the Hesperia Tower Hotel.

MAIN STAGE AGENDA - DAY 2 (MAY 3)

- 10:00-10:45 **Registration / Coffee / Networking**
- 10:45-10:47 **Official Welcome to the 2nd day** - Thomas Ohr, EU-Startups.com
- 10:47-11:15 **Michael Cassau** – Keynote about how startups can work with corporates and about his learnings scaling Grover
- 11:15-11:40 **Panel Discussion about corporate innovation** - With senior representatives from SAP, Telefonica, and Arrow
- 11:40-12:00 **Yassin Hankir** - Keynote on “The Democratization of Crypto: A vision based on real-life fuckups and learnings from the \$50 million ICO of Savedroid”
- 12:00-12:40 **Panel Discussion about the future of the online flat rental market** - With the CEOs of Badi, Spotahome and HousingAnywhere
- 12:40-13:10 **Investors on Stage II** - 15 investors pitch to our audience of startups and aspiring founders
- 13:10-13:50 **Panel Discussion about the future of transportation** - With the founders of Ontruck and Fretlink, and a Venture Partner of Maersk Growth)
- 13:50-14:50 Break / Food & Drinks / Networking**
- 14:50-15:35 **Naren Shaam** - Fireside chat about his learnings while starting and scaling Omio (GoEuro) and about his global expansion plans
- 15:35-15:55 **Jens Wohltorf** - Keynote about his entrepreneurial journey building the global chauffeur service Blacklane
- 15:55-16:35 **Panel Discussion about the current state and future of equity crowdfunding** - With Seedrs, Crowdcube, Funderbeam, and Startupxplore
- 16:35-16:40 **Goodbye / Thank You!**

From 16:30 till 18:30 we'll have some further networking opportunities and a bit of live music on the terrace!

WORKSHOP & LEARNING STAGE - DAY 1 (MAY 2)

- 10:35-11:00 **The State of Europe's Startup Ecosystems** with Lisa Steigertahl (EU Startup Monitor)
- 11:00-11:25 **European Funds and Startup Assistance** with Juanma Revuelta (FINNOVA)
- 11:25-11:45 **The Future of Marketplaces** with Florence Aretz (Adevinta)
- 11:45-12:05 **Company Valuation** with Mathieu Carengo (Nero Ventures/IESE)
- 12:05-12:35 **Growth Hacking** with Tim Cakir (Tracking n Hacking)
- 12:35-13:00 **How to prepare and execute a great pitch** with Beth Susanne
- 13:00-13:30 **Do's and Don'ts of Storytelling and Startup PR** with Tilo Bonow (PIABO)
- 13:30-14:00 **Wealth on Wings - My learnings as a Business Angel; and introduction of the Rising Tide** with Brigitte Baumann (European Business Angel of the Year)
- 14:00-14:30 **How to stay mentally healthy as a startup founder** with Madeleine Evans (Levell)
- 14:30-15:00 **Learnings & tips for a successful exit** with RJ Friedlander (ReviewPro)
- 15:00-15:30 **IPO: How the stock exchange can help you take the next step** - with Sebastian Grabert (Euronext)
- 15:30-16:00 **The traps not to fall into when you are VC backed** - with Romain Vidal (CapHorn Invest)
- 16:00-16:25 **Alternative venture financing - why to think beyond VC and Banks for your finance needs** - with Arnab Naskar (STOKR)
- 16:25-16:50 **Learnings & Tips on how to bootstrap a company** with Zièd Bahrouni (Motius)
- 16:50-17:15 **Unbox your Customer - Digital Empathy along the Customer Journey** with Anna Ritz (Weview)
- 17:15-17:40 **Learnings from building & scaling products through data-driven decisions** With Xavi Beumala (Marfeel)

WORKSHOP & LEARNING STAGE - DAY 2 (MAY 3)

- 10:45-11:05 **How to create a successful technology business** - with Andreas Spechter (Silicon Castles)
- 11:05-11:25 **How to best tell your story in a compelling way** - with Catherine Ogilvie (Silicon Castles)
- 11:25-11:40 **How to form the winning team** - with Dr. Petra Meyer (video conference) (Silicon Castles)
- 11:40-12:00 **From the NDA to the Commercial Agreement** - with David Kinsella (Silicon Castles)
- 12:00-12:45 **Technology Sales in the startup life cycle** - with Andreas Spechtler (Silicon Castles)
- 12:45-13:05 **Where and when to find investors that are the right fit for your startup** - Guillermo Gaspart (byhours)
- 13:05-13:30 **Social Media for Startups - Tactics for when funds are low and dreams are high** - Ovi Negrean (SocialBee.io)
- 13:30-13:50 **How to approach growth and innovation - learnings from Booking.com** - with Andrea D'Amico
- 13:50-14:20 **Best strategies for differentiating yourself from your competitors** - with Stan Massueras (Intercom)
- 14:20-14:45 **What makes a startup ecosystem vital and thriving** - with Sissel Hansen (Startup Guide)
- 14:45-15:15 **Learning from Moonshots** - 4 practical lessons for innovators, entrepreneurs, and corporates based on learnings from some of Google's most ambitious projects - with Amrit Dhir (Google)
- 15:15-15:40 **How to generate and keep up with fast growth** - with Nilan Peiris (TransferWise)
- 15:40-16:00 **Trends in Venture Capital: Which investment areas are hot and growing and what is changing in the venture capital space?** - with Lotf Belych (Dealroom)
- 16:00-16:25 **Behind 5 Star Ratings: How to create a great customer experience** - with Marketa Blahova (Daytrip)