

# Conference Program - Startupnight 2017

## 9:30 am Opening Key Note

"Art and Startups - what can startups and artists learn from each other", Martin Honzik, Ars Electronica GmbH, Linz

### From Startup to Entrepreneurial Organisation: How NOT to become corporate

10:30 am - 11:15 pm  
Room 4

There is no denying that start-ups have been THE hot topic in the business world of the 21st century so far. And...

Habib Lesevic  
Stefan Gotthardt

### M&A best practices

10:30 am - 11:15 am  
Room 2

The German economy only has one option for securing its future: continuously improving its products and services and...

Rouven Dresselhaus  
Sebastian Bielski

### Startup Programs - What works? Accelerators, incubators, company builders, partnering, M&A, etc.

10:30 am - 11:15 pm  
Room 1

Startups and established companies face the same challenge: developing innovations. Startups are often faster and more...

Jörg Rheinboldt  
Sebastian Fittko  
Thomas Brosch

### Technology trends AI and VR

10:30 am - 11:15 am  
Room 3

Everybody seems to be talking about Artificial Intelligence (AI), which is creating a lot of buzz in the current wave...

Ben Broshi  
Candy Behunin  
Daniel Brückner

**"Blockchain: A technology in search of a problem"**

11:30 am - 12:15 pm  
 Room 2

The financial industry has been using blockchain technology with great success. And soon other business sectors will...

John Calian  
 Lisa Eckey  
 Marco Szeidenleder

**Alternatives to Venture capital**

11:30 am - 12:15 pm  
 Room 4

When young companies start they often believe Venture capital is the only and best way for them. But to be honest there...

Daniel Höpfner  
 Mischa Wetzel  
 Robert Uhlich  
 Sebastian Grabert

**Has Berlin Reached Its Peak as a Software Startup Ecosystem? Key Factors in Growing and Constraining Berlin's Growth**

11:30 am - 12:15 pm  
 Room 1

There is growing discussion in Germany regarding whether the Berlin startup scene is plateauing, in decline, or...

Andrea Diewald  
 Dr. Burton Lee

**Tech for Good & Social Entrepreneurship: What is the potential and where it is being used and developed?**

11:30 am - 12:15 pm  
 Room 3

Tech for Good is another catchword that is making the rounds and getting a lot of attention. However, many people don't...

Elena Poughia  
 Harald Neidhardt  
 Norbert Kunz

**Lunch break**

**Collaborating with Startups - by becoming a client**

1:30 pm - 2:15 pm  
 Room 4

Startups play an important role in digitizing the German economy. There are numerous examples of successful cooperation...

Carolina Alex  
 Dr. Tilmann Doll  
 Miriam Mertens  
 Stephan Jacquemot

**From the other side: How is it for the startups to work with corporates? Best practices, problems, mistakes and solutions?**

1:30 pm - 2:15 pm  
 Room 3

Whether or not the cooperation between corporates and start-ups is truly successful also depends on selecting the right...

Alexander Kiltz  
 Felix Scharf  
 Tanja Kufner  
 Thomas Jajeh

### Is Berlin developing into an IoT capital?

1:30 pm - 2:15 pm  
Room 2

According to a study by Technologiestiftung Berlin (Berlin Technology Foundation), the capital of Germany is home to...

Andreas Boes  
Jasmin Skenderi  
Peder Berne  
Sebastian Weyer

### What's next for Berlin – is Berlin the next Silicon Valley?

1:30 pm - 2:15 pm  
Room 1

Cities around the world are competing for the title "The Next Silicon Valley." They include Boston, Cairo, Bangalore,...

Andrea Diewald  
Candy Behunin  
Dr. Burton Lee  
Dr. Stefan Franzke  
Elly Hardwick

### Diversity and the value for startups (and investors)

2:30 pm - 3:15 pm  
Room 2

Employees contribute their own unique skills and experiences to business enterprises. Recognizing the diversity of...

Dr. Andreas Göhring  
Dr. Mathias Terheggen

### Finding Venture Funding

2:30 pm - 3:15 pm  
Room 4

This will be an interactive panel, the renowned Venture Capital Investors on stage will share their experience, best...

Anvita Mudkani  
Axel Nitsch  
Filip Dames  
Julian Riedlbauer  
Stefan Walter

### How AI reinvents mobility

2:30 pm - 3:15 pm  
Room 1

Developments in Artificial Intelligence (AI) have skyrocketed in recent years. Many business enterprises now use this...

Dr. Daniel Weimer  
Holger G. Weiss  
Sebastian T. Crusius

### Marketing/PR: The right way to present a startup

2:30 pm - 3:15 pm  
Room 3

As the founder of a startup, you need to have a firm grip on many different tasks: product development and optimization...

Andreas Krönke  
Elena Poughia  
Sarah Kübler  
Sven Krüger

**From blue to colorful – creating new kinds of products through collaboration**

3:30 pm - 4:15 pm  
Room 3

Forget about the traditional role model of vendor and customer relationship in B2B. The magic of new products begins...

Alexander Michel  
Benjamin Michel  
Eric Grieben  
Joris Hensen  
Sven Weber

**How to master digitization together – SMEs meet Startups**

3:30 pm - 4:15 pm  
Room 1

Germany's economic strength is very well qualified for SMEs that amount to 99.5% of all companies with more than 1500...

Hagen Rickmann  
Tilo Bonow

**Technology Trends ,made by Startups‘ – Insights aus dem Silicon Valley**

3:30 pm - 4:15 pm  
Room 2

Increasingly, it is startups that develop new technologies, innovative services and products and launch them on the...

Stefan Wilhelm  
Thomas P. Offner

**4:30 pm Closing Key Note**

"It's all about the Entrepreneur/Intrapreneur", Prof. Dr. Gunter Dueck