

PROGRAM DAY ONE

19.09.2011

TRACK 1 THINK BEYOND TRINITY CHURCH

TRACK 2 INSIGHTS (INCL. FOUNDERLEAKS) ACADEMY OF MEDIA ARTS (KHM)

9:00 - 10:00 REGISTRATION & BREAKFAST

10:00 - 10:05 CONFERENCE OPENING

Marc Ziegler & Kai Thierhoff

10:05 - 10:15 GREETINGS

Neelie Kroes (Vice-President and European Commissioner for the Digital Agenda), Marc Jan Eumann (State Secretary, Ministry for Federal Affairs, Europe and the Media of North Rhine-Westphalia)

10:15 - 10:20 MODERATOR'S LEAD-IN

Thomas Knüwer (kpunktnull)

10:20 - 11:00 TODAY IS NOT TOMORROW

Morten Lund (EVERBREAD)

11:00 - 11:45 FACING THE ADVANCED ECONOMY: THE STATE AND FUTURE OF THE DOTCOM INDUSTRY AND EUROPEAN ENTREPRENEURSHIP

Gerrit Schumann (simfy), Olaf Jacobi (Target Partners), Tine Thygesen (Everplaces), Morten Lund (EVERBREAD), Host: Thomas Knüwer (kpunktnull)

11:45 - 12:30 DIGITAL CHAMPIONS 2015: SILICON VALLEY VS. EUROPE VS. ASIA

Dr. Rouven Westphal (Hasso Plattner Ventures), Jens Hilgers (China Venture Labs), Steven Masur (MasurLaw), Niko Wäsche (GMPVC German Media Pool), Host: Roxanne Varza (TechCrunch France)

12:30 - 14:00 LUNCH BREAK & NETWORKING

TRACK 1 THINK BEYOND TRINITY CHURCH

14:00 - 14:40
FOUNDERS OF THE FUTURE: TEEN ENTREPRENEURS ON THE RISE
Ricardo Sousa (Cortiza / Switch Conference), Mark Bao (Avecora / Genevine / Supportbreeze), Clemens Dellinger-Guptara (Writer & Speaker), Host: Elizabeth Varley (TechHub)

14:40 - 15:30
TRADITIONAL MEDIA COMPANIES WITH NEW DNA: HOW STARTUPS CAN BENEFIT FROM A RARE SPECIES
Pierre-Francois Marteau (Schibsted Classified Media), Joachim Vranken (Kalaydo), Guido Baumhauer (Deutsche Welle), Fee Beyer (Deutsche Telekom), Host: Marc Ziegler (Mediencluster NRW)

15:30 - 16:15
BEYOND CASH: ALTERNATIVES TO PRIVATE EQUITY
Philipp Möhring (Seedcamp), Ralf Bartoleit (SevenVentures), Elizabeth Varley (TechHub), Alice Zagury (Le Camping), Host: Guido Doublet (Takomat)

16:15 - 17:00 COFFEE BREAK & NETWORKING

17:00 - 18:00
INVESTORS ARENA: GRILLING VENTURE CAPITALISTS
Ingo Franz (Creathor Venture), Bernhard Schmid (Xange Capital), Claas Heise (NRW.BANK), Olaf Jacobi (Target Partners), Jan Borgstädt (Bertelsmann Digital Media Investments), Christian Thaler-Wolski (Wellington Partners Venture Capital), Wolfgang Krause (Seventure Partners), Jörg Binnenbrücker (DuMont Venture), Alexander von Frankenberg (High-Tech Gründerfonds), Host: Mike Butcher (TechCrunch Europe)

18:00 - 18:05
OUTRO
Thomas Knüwer (kpunktnull)

END OF DAY 1 19:00 NETWORKING PARTY AT GILDEN IM ZIMS

TRACK 2 INSIGHTS (INCL. FOUNDERLEAKS) ACADEMY OF MEDIA ARTS (KHM)

14:00 - 14:40
LEAN STARTUPS
Dennis Kämker (betafabrik)

14:45 - 15:30
FOUNDERLEAKS
Max Niederhofer (qwerly), Tine Thygesen (Everplaces)

15:30 - 16:15
FOUNDERS' EIGHT: GOLDEN RULES FOR WEB STARTUP FOUNDERS
Daniel Attallah (pixum), Sarik Weber (Hanse Ventures)

17:00 - 18:00
FOUNDERLEAKS
Verena Delius (Young Internet), Stefan Menden (squeaker.net), Dominik Matyka (Plista)

PROGRAM DAY TWO

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TRACK 1 THINK BEYOND TRINITY CHURCH

TRACK 2 INSIGHTS (INCL. FOUNDERLEAKS) ACADEMY OF MEDIA ARTS (KHM)

9:00 - 10:00 WAKE-UP BREAKFAST & NETWORKING

10:00 - 10:05
OPENING DAY 2

Host: Thomas Knüwer (kpunktnull)

10:05 - 10:50

THE NEXT BIG THING - FUTURE TECH DRIVEN BUSINESS MODELS

Stefan Wrobel (Fraunhofer IAIS)

10:50 - 11:50

WEB VISIONS 2015

Alexander Puregger (FON)
Monty Metzger (Recomy)
Ossi Urchs (F.F.T. MedienAgentur)
Jörg Ruwe (Sevenval)

10:50 - 11:50

SOCIAL MEDIA FOR STARTUPS: OPPORTUNITIES AND LEGAL THREATS

Nico Lumma (Scholz & Friends)
Christian Solmecke (WBS Law)

11:50 - 12:30

PATTERNS OF SUCCESS - THE STARTUP GENOME REPORT

Fadi Bishara (blackbox)

11:50 - 13:00

OPEN PITCH ARENA, PART 1

12:30 - 14:00

LUNCH BREAK & NETWORKING

14:00 - 14:50

INNOVATE OR IMITATE? EUROPE: CONTINENT OF COPYCATS?

Patrick Meisberger (T-Venture)
Markus Fuhrmann (Team Europe)
Lars Hinrichs (HackFwd)
Isaac Wolkerstorfer (6 Wunderkinder), Host: Mike Butcher (TechCrunch Europe)

14:00 - 15:00

HOW TO VC?

Kai Thierhoff (Thierhoff Consulting)

14:50 - 15:30

FAILURE: BEST PRACTICE FOR SUCCESS

Verena Delius (Young Internet)
Dominik Matyka (Plista)
Paul Jozefak (Neuhaus Partners)
Host: Steve Blame (Author)

15:00 - 15:30

FOUNDERLEAKS

Lars Hinrichs (HackFwd)

15:30 - 16:15

COFFEE BREAK & NETWORKING

TRACK 1 THINK BEYOND TRINITY CHURCH

16:15 - 17:20

WHO WILL BOOST MY BUSINESS? MEET GLOBAL STARTUP CATALYZERS

Lars Hinrichs (HackFwd, Germany), Stefan Pfannmöller (Venture Stars, Germany), Fadi Bishara (blackbox, USA), Franz Glatz (B-Neun, Germany), Eoghan Jennings (Startupbootcamp, Ireland), Philipp Möhring (Seedcamp, UK), Christoph Rätke (The Founder Institute, Germany), Regina Reulbach (NDRC, Ireland), Maurizio Rossi (H-Farm, Italy), Elizabeth Varley (TechHub, UK), Lennart Walldén (INNOVATUM, Sweden), Sarik Weber (Hanse Ventures, Germany), Alice Zagury (Le Camping, France), Host: Steven Masur (MasurLaw)

17:20 - 17:45

ADVANCE AWARD

17:45 - 17:55

RESUMÉE

Host: Thomas Knüwer (kpunktnull)

17:55 - 18:00

CONFERENCE CLOSING

Marc Ziegler & Kai Thierhoff

TRACK 2 INSIGHTS (INCL. FOUNDERLEAKS) ACADEMY OF MEDIA ARTS (KHM)

16:15 - 17:20

OPEN PITCH ARENA, PART 2

MEMBERS OF THE PITCHING JURY:

Thomas Grotz (T-Venture), Sascha van Holt (Seven Ventures), Claas Heise (NRW.BANK), Jörg Binnenbrücker (DuMont Venture), Christian Thaler-Wolski (Wellington Partners VC), Sarik Weber (Hanse Ventures), Christine Schmid (HTGF), Mehrdad Piroozram (iSteps App Venture), Paul Jozefak (Neuhaus Partners), Fadi Bishara (blackbox), Jan Borgstädt (BDMI)

SPEAKER: Daniel Attallah, PIXUM; Mark Bao, AVECORA / GENEVINE / SUPPORTBREEZE; Ralf Bartoleit, SEVENVENTURES; Guido Baumhauer, DEUTSCHE WELLE; Fee Beyer, DEUTSCHE TELEKOM; Jörg Binnenbrücker, DUMONT VENTURE; Fadi Bishara, BLACKBOX; Steve Blame, AUTHOR / SCREENWRITER / MODERATOR; Jan Borgstädt, BERTELSMANN DIGITAL MEDIA INVESTMENTS; Mike Butcher, TECHCRUNCH EUROPE; Verena Delius, YOUNG INTERNET; Guido Doublet, TAKOMAT; Marc Jan Eumann, MINISTRY OF FEDERAL AFFAIRS, EUROPE AND THE MEDIA OF NORTH RHINE-WESTPHALIA; Ingo Franz, CREATHOR VENTURE; Markus Fuhrmann, TEAM EUROPE; Franz Glatz, B-NEUN; Claas Heise, NRW. BANK; Jens Hilgers, CHINA VENTURE LABS; Lars Hinrichs, HACKFWD; Olaf Jacobi, TARGET PARTNERS; Eoghan Jennings, STARTUPBOOTCAMP; Paul Jozefak, NEUHAUS PARTNERS; Dennis Kämker, BETAFABRIK; Thomas Knüwer, KPUNKTNULL; Wolfgang Krause, SEVENTURE Partners; Nico Lumma, SCHOLZ & FRIENDS; Morten Lund, EVERBREAD; Pierre Francois Marteau, SCHIBSTED CLASSIFIED MEDIA; Steven Masur, MASURLAW; Dominik Matyka, PLISTA; Patrick Meisberger, T-VENTURE; Stefan Menden, SOUEAKER.NET; Monty Metzger, RECOMY; Philipp Möhring, SEEDCAMP; Max Niederhofer, QWERLY; Clemens Oellinger-Guptara, WRITER & SPEAKER; Stefan Pfannmöller, VENTURE STARS; Alexander Puregger, FON; Christoph Rätke, THE FOUNDER INSTITUTE; Regina Reulbach, NDRC; Maurizio Rossi, H-FARM; Jörg Ruwe, SEVENVAL; Bernhard Schmid, XANGE CAPITAL; Gerrit Schumann, SIMFY; Christian Solmecke, WILDE BEUGER SOLMECKE RECHTSANWÄLTE; Ricardo Sousa, CORTIZA / SWITCH CONFERENCE; Christian Thaler-Wolski, WELLINGTON PARTNERS VENTURE CAPITAL; Kai Thierhoff, THIERHOFF CONSULTING; Tine Thygesen, EVERPLACES; Ossi Urchs, F.F.T. MEDIENAGENTUR; Elizabeth Varley, TECHHUB; Roxanne Varza, TECHCRUNCH FONDS; Alexander von Frankenberg, HIGH-TECH GRÜNDERFONDS; Joachim Vranken, KALAYDO; Niko Wäsche, GMPVC GERMAN MEDIA POOL; Lennart Walldén, INNOVATUM (TECH PARK); Sarik Weber, HANSE VENTURES; Rouven Westphal, HASSO PLATTNER VENTURES; Isaac Wolkerstorfer, 6WUNDERKINDER; Stefan Wrobel, FRAUNHOFER IAIS; Alice Zagury, LE CAMPING; Marc Ziegler, MEDIENCLUSTER NRW

SESSIONS DAY ONE

19.09.2011

FOUNDERLEAKS

Get to know the people behind successful businesses. The FounderLeaks sessions are your time to seek personal advice, ask the questions no one asked before and get a taste from the secret sauce of web startup heroes.

DAY ONE, TRACK 1

10:20 - 11:00

TODAY IS NOT TOMORROW (KEYNOTE) MORTEN LUND

Ever wondered why some startups rise high while others fail? Morten Lund has been down both of these roads. For him, it's about creating startups that don't crowd a space that is already crowded or copy other people's ideas. He argues that the current financial climate is more of an opportunity than obstacle for innovative startups.

11:00 - 11:45

FACING THE ADVANCED ECONOMY: THE STATE AND FUTURE OF THE DOTCOM INDUSTRY AND EUROPEAN ENTREPRENEURSHIP (PANEL)

This panel unites outstanding founders and first class investors elaborating on the overall development of the dotcom industry from various positions. Europe is truly heading towards an ADVANCED economy, but there are still obstacles to overcome. This panel reveals the aspects that will help turning Europe into a digital giant.

11:45 - 12:30

DIGITAL CHAMPIONS 2015: SILICON VALLEY VS. EUROPE VS. ASIA (PANEL)

Speaking of predominance in digital business, the US and Europe are regarded as the two relevant contestants, neglecting the fact that there is a massively growing Asian web economy. Are we overseeing a shift of power? Should Europe unite its thriving startup hot spots into an extensive Valley network of its own? Which regions will be home base of most digital champions in 2015? Enlightening insights on the long-term evolution of the global digital universe.

14:00 - 14:40

FOUNDERS OF THE FUTURE: TEEN ENTREPRENEURS ON THE RISE (IMPULSES, MINI-PANEL)

Young, ambitious & successful: The founder scene has always drawn inspiration from wunderkinder that seized the chances in the garages of life. Learn about the new rising stars and their bold ideas for the digital future.

14:40 - 15:30

TRADITIONAL MEDIA COMPANIES WITH NEW DNA: HOW STARTUPS CAN BENEFIT FROM A RARE SPECIES (PANEL)

Yes, they do exist: traditional media companies that have transformed successfully into veritable multimedia service organizations - with growing profitability. To confess, they are still few. This panel features three of these and reveals their strategies that startups can benefit from, too. And how about the other way round?

17:00 - 18:15

INVESTORS ARENA: GRILLING VENTURE CAPITALISTS (PANEL)

Pitching reversed! Not startups but renowned investors represent their unique selling points in front of the audience. Now it's time for entrepreneurs to find out what a hand-picked variety of VCs has to offer, to grasp how they work and eventually learn which investor fits best for their own business and team. Watch out investors - you're gonna get grilled.

15:30 - 16:15

BEYOND CASH: ALTERNATIVES TO PRIVATE EQUITY (PANEL)

The majority of young entrepreneurs who receive funding are happy about the cash obtained, but declare they would also like to benefit from continuous, non-cash support such as mentoring programs, networking opportunities and reduced overhead burdens. This panel reveals the enormous potential of alternative support measures and programs for startups beyond cash.

DAY ONE, TRACK 2

11:10 - 12:00

YOU AND THE TEAM (LECTURE + Q&A)

After 15 years working with the leading founders of Silicon Valley and their teams, Fadi Bishara found many patterns in what makes them exceptional. In this workshop he will share some of that experience with you and help you to become a better entrepreneur. The workshop will cover specifically the key challenges of founders and a few recipes to building successful core teams.

14:00 - 14:40

LEAN STARTUPS (LECTURE + Q&A)

Who needs VCs, business angels and incubators anyway? The future belongs to lean startups: Keep costs low, scale hard, test beta-style while implementing. Earn cash early. By bootstrapping, founders keep more of their own company: More control, more shares and the original DNA, while burning less.

15:30 - 16:15

FOUNDERS' EIGHT: GOLDEN RULES FOR WEB STARTUP FOUNDERS" (PRESENTATIONS + Q&A)

Is there such thing as a fixed set of rules applying to all successful founders? Some investors reckon there is. But do they have similar rules in mind and provide the same advice to their startups? In this session, experts present and defend their "founders' eight" for success.

SESSIONS DAY TWO

20.09.2011

DAY 2, TRACK 1

10:05 - 10:50

THE NEXT BIG THING: FUTURE TECH DRIVEN BUSINESS MODELS (KEYNOTE)

The tremendous dynamics in tech development complicate the distinction between short-term and sustainable business opportunities in digital media. What we need is a profound assessment of future tech-driven developments that foster continuous growth. This keynote will help sorting out the wheat from the chaff in the wide range of web technologies of today and tomorrow.

10:50 - 11:50

WEB VISIONS 2015 (IMPULSES)

There are tons of emerging technologies and innovations prompting speculations, science fiction and buzzword bingo. Four experts draft individual scenarios for future market developments in digital business. Watch loose threads woven into future visions.

11:50 - 12:30

PATTERNS OF SUCCESS: THE STARTUP GENOME REPORT (PRESENTATION)

The „Startup Genome Report“ is the first overall survey providing in-depth analysis on what makes internet startups successful based on data from over 650 startups. This report shows the lifecycle of a startup consisting of 6 discrete stages, identifies 4 very different types of startups and clearly reveals the patterns that described why Internet startups succeed and fail.

14:00 - 14:50

INNOVATE OR IMITATE? EUROPE: A CONTINENT OF COPYCATS? (PANEL)

Of course, there are hundreds of successful European, truly innovative startups out there. But a perceived couple of thousands are – more or less – clones of their respective US-origins. From an individual economic point of view there is nothing wrong with copycats. However, from a macroeconomic perspective the predominant funding of copycats in Europe widens the gap between the two continents in terms of economic power ... on a battleground, which is regarded as the fastest growing industry of our time. This panel argues the need for a more balanced climate for funding copycats AND true innovations.

14:50 - 15:30

FAILURE: BEST PRACTICE FOR SUCCESS (PANEL)

Raising your own company does imply fun and success. Still, starting up is fairly often about failing - and trying again until you win as well. Most entrepreneurs know the score about the hard times every startup passes through, but few Europeans talk about it. Sneak a peek behind the curtains and learn from those who have seen both sides of the coin, scoring high, running low and making it to the top again.

16:15 - 17:20

WHO WILL BOOST MY BUSINESS? MEET GLOBAL STARTUP CATALYZERS

Accelerators, incubators, clusters and launch pads: As the demand for timely startup support rises worldwide, new catalyzers offer a set of backing, boosting and nurturing programs, while traditional structures readjust towards new types of founders' needs. Assembling a selection of Europe's and US' finest, the audience will see 13 institutions from Europe and USA pitching their offers, their most recent activities, funding programs and innovative infrastructures.

DAY 2, TRACK 2

10:50 - 11:50

SOCIAL MEDIA FOR STARTUPS: OPPORTUNITIES AND LEGAL THREATS (LECTURES + Q&A)

Reaching your audience and gaining attraction are some of the most critical aspects for startups in digital media & tech. No matter if bootstrapped or VC financed: building, growing and continuously engaging an audience turns out as a major challenge for all prospering companies these days. Online communication channels have proven to be a cheap and easy way to get involved with your target group. But it ain't all THAT easy. There are a bunch of legal pitfalls to avoid, that might break your neck. This workshop provides you with the skillset for developing water-proof communication strategies.

11:50 - 13:00

OPEN PITCH ARENA PART 1 (PART 2 STARTS AT 16:15)

At the Open Pitch Arena decent startups, hungry investors and other folks grab the chance to present themselves, their companies and case to the audience. So listen carefully, you might just meet your next business partner, financier or contractor!

14:00 - 15:00

HOW TO VC? (LECTURE + Q&A)

You reckon your business model will change the world? Now which is the best way to convince a VC that your idea is superbe? Are there any secret tips regarding the best timing, the best entrance, the best tonality? What is essential for their decision? Brush up your knowledge about what makes investors tick.