

Start:up Alpe-Adria Summit

Program

Day 1: 23.06.2020

- 09:30 - 10:00 **Start:up AA Studio:** Walk through the Start:up Alpe-Adria Summit
Jürgen Kopeinig, KWF Kärntner Wirtschaftsförderungs Fonds, Austria
Matej Rus, Start:up Slovenia, Slovenia
Mojca Cvirn, Technology park Ljubljana, Slovenia
Dejan Jovicevic, Der Brutkasten, Austria
Moderator: **Urban Lapajne**, Start:up Slovenia, Slovenia
- 10:00 - 10:15 **Fireside chat: How to put startups on the TOP of priority list**
Michael Altrichter, Startup Commissioner Austria, Austria (TBC)
Moderator: **Dejan Jovicevic**, Der Brutkasten, Austria
- Welcoming Addresses from Key Policy makers**
Gaby Schaunig, Carinthian regional government, Austria
Zdravko Počivalšek, Ministry of Economic Development and Technology, Slovenia
Moderator: **Urban Lapajne**, Start:up Slovenia, Slovenia
- 10:15 - 10:30 **Fireside chat: Highlights of the Start:up Manifesto Alpe-Adria**
Kirsten Tangemann, project Start:up Alpe-Adria, Austria
Moderator: **Dejan Jovicevic**, Der Brutkasten, Austria
- 10:30 - 11:10 **Panel: Opportunities and challenges of the Startup Alpe-Adria Ecosystem: The Policymaker perspective**
Michael Altrichter, Startup Commissioner Austria, Austria
Jürgen Kopeinig, StartNet Carinthia, Austria
Martin Krch, Lakeside Science & Technology Park, Austria
Markus Raunig, AustrianStartup, Austria
Urban Lapajne, Start:up Slovenia, Slovenia
Alenka Marovt, Ministry of Economic Development and Technology, Slovenia
Moderator: **Dejan Jovicevic**, Der Brutkasten, Austria
- 11:10 - 11:20 **Keynote: Joining cross border forces: Greater Copenhagen case**
David Munis Zepernick, Medicon Valley Alliance, Denmark
- 11:20 - 11:40 **Fireside chat: Why cooperation matters?**
David Munis Zepernick, Medicon Valley Alliance, Denmark
Mariana Kühnel, Austrian Federal Economic Chamber, Austria
Rok Huber, Slovene Enterprise Fund, Slovenia
Moderator: **Dejan Jovicevic**, Der Brutkasten, Austria
- 11:40 - 12:20 **Panel: Cooperation in the Alpe-Adria startup ecosystem: The Ecosystem Builder Perspective**
Jernej Pintar, Technology park Ljubljana, Slovenia
Ana Anžej, SAŠA Inkubator, Slovenia
Robert Gfrerer, build! Gründerzentrum Kärnten, Austria
Erich Hartlieb, Fachhochschule Kärnten, Austria
Martin Mössler, Science Park Graz, Austria
Andreas Niederl, JOANNEUM RESEARCH, Austria

Moderator: **Dejan Jovicevic**, Der Brutkasten, Austria

12:20 - 12:35 **Fireside chat: Champions of the cross-border cooperation**

Matej Guid, InstaText, Slovenia

Marcus Hassler, InstaText, Slovenia

Moderator: **Dejan Jovicevic**, Der Brutkasten, Austria

12:35 - 13:15 **Panel: Challenges and opportunities of being a startup in the Alpe-Adria region**

Matej Guid, InstaText, Slovenia

Marcus Hassler, InstaText, Austria

Anja Silberbauer, Harmony & Care, Austria

Ines Ganner, NeedNect Solutions, Austria

Ajda Mrzel Kaluža, Arvio, Slovenia

Moderator: **Dejan Jovicevic**, Der Brutkasten, Austria

13:15 - 13:35 **Panel: 3 Key Startup challenges, 3 Mega workshops introduction**

Francois Marmion, Manao, UK

Robin Wauters, Tech.EU, Belgium

Francois Mazoudier, TMRW, UK

Dejan Jovicevic, Der Brutkasten, Austria & Urban Lapajne

13:35 - 14:30 **Start:up AA Studio**

Start:up Alpe-Adria Summit Day 1 Wrap-up & Networking & Live Broadcast from Technology Park Ljubljana and Lakeside Science & Technology Park

PARALLEL SESSIONS

13:35 - 14:30 **Networking Meetup Sessions**

Science and Tech parks & Incubators and coworking places

Session chairs:

Martin Krch, Lakeside Science & Technology Park, Austria

Christopher Lange, build! Gründerzentrum Kärnten, Austria

Sabrina Schifrer, Alpe-Adria Coworking, Austria

Vera Nunić, Technology Park Ljubljana, Slovenia

Startup funding sources & Accelerators

Session chairs:

Karl Biedermann, aws Austria Wirtschaftsservice, Austria

Jürgen Kopeinig, KWF Kärntner Wirtschaftsförderungs Fonds, Austria

Nina Urbanič, Slovene Enterprise Fund, Slovenia

Universities and other R&D institutions

Session chairs:

Wolfgang Lattacher, Alpen-Adria-Universität Klagenfurt, Austria

Andreas Niederl, JOANNEUM RESEARCH, Austria

Anton Habjanič, Tehnocenter at the University of Maribor, Slovenia

Corpos cooperating with start-ups & Clusters and other supportive networks

Session chairs:

Lukas Bürger, Junge Wirtschaft Kärnten & Gründerservice Kärnten, Austria

Jernej Dvoršak, BABEG, Austria

Branko Drobnak, Business Angels Slovenia, Slovenia

Day 2: 24.06.2020

WORKSHOPS

9:00 - 12:00

Workshop 1: Lateral future focus

Major changes to your business will most likely come **from outside your industry**, that is why a wide **360 degree scope** in identifying new business opportunities and taking advantage of the **trends and environment surrounding your business** is crucial.

Francois Marmion, experienced mentor and startup advisor, will help you:

- project yourself **+5 to +20 years ahead** by taking you beyond digital transformation
- help you **develop a 360 degree awareness** of the upcoming changes and related issues.

Francois will also take you deeper into some of the fields, like technology, business development, ethics, planet, data, entrepreneurship, work, management, demography, life sciences, ...

Join to **stretch your mind**, enrich your **collective vision** and **enhance your strategy**.

9:00 - 12:00

Workshop 2: How to best leverage European startup media (tips & tricks)

Getting good media coverage for your startup is very challenging. Bear in mind that a systematic approach at building your **relationship with the media is crucial** for successful media coverage.

A seasoned technology journalist, analyst, keynote speaker, moderator, facilitator and event curator, **Robin Wauters** who is also the founding editor of Tech.eu, will reveal the **tips & tricks** on how to increase your chances of getting media to cover your startup.

You will:

- get to know how you should **organise your PR and media campaigns**,
- how to **pitch media and bloggers**,
- what rules to apply before you reach out to journalists,
- which **buzzwords to avoid**, and
- why by pitching journalists right from the beginning of your story your chances to get covered over the time will increase.

Robin will also talk about **making podcasts** and will get you familiar with the **European media map** as well as with the best ways to leverage it.

13:00 - 16:00

Workshop 3: How to effectively raise funds

Get the **inside track** on the world of **venture capital**. Learn the stuff **no one usually teaches you**. But **Francois Mazoudier**, angel investor, experienced founder who has raised over \$200M and lost one company, a **tech veteran** known for BS-free approach to life, does.

Francois will tell you:

- **why to raise money from VC** (or not),
- what are the **alternatives to VC funding**,
- what **investors expect** from you,
- how they use you, not help you, as well as will he tell you
- all about key nasty terms and about **common mistakes & misconceptions**.

Let's face it - you're not special (enough), therefore Francois will help you **change your reality field** while setting your USP (unique selling proposition).