



21/09/2018

09.00 - 10.00	CONNECTING	Registration and networking The European Startup Festival will be hosted by Sanderson Jones.
10.00 - 10.30	CONNECTING	Opening of the European Startup Festival - Adriano Travaglia, Christine Michaelis, Mattia Conte, Ana Silleras Villamayor
10.30 - 11.00	PANEL AND TALKS	Quick fire debate on 'How to speak the language of investors, institutions, start-ups and companies' - Stuart Hartley, Pier Paolo Mucelli, Dr Fatema Kawaf, Alex Bacardit, Alessandro de Concini
11.00 - 11.30	PANEL AND TALKS	Introduction to the global start-up scene - Tal Catran, Alex Bacardit, Pier Paolo Mucelli, Andreas Spechtler, Guido Meak
11.30 - 11.45	CONNECTING	Coffee Break
11.45 - 13.00	PANEL AND TALKS	What's going on in the global start-up scene - Tal Catran, Alex Bacardit, Pier Paolo Mucelli, Andreas Spechtler, Guido Meak, Nicoletta Marchiandi Quatraro, Marco Cantamessa
13.00 - 14.15	CONNECTING	Lunch (at extra cost)
14.15 - 15.15	PANEL AND TALKS	Storytelling – Part 1 'Start-up success' - Dr Fatema Kawaf, Alex Chisnall
14.15 - 18.00	MASTERCLASSES	Don't hesitate, accelerate - Tal Catran
14.15 - 18.15	MASTERCLASSES	LEGO® SERIOUS PLAY® - Roberto Ceschina, Giorgio Borgonovo
14.15 - 15.45	MASTERCLASSES	How to succeed as a fintech startup in Europe - Val Ulman
14.30 - 17.00	START-UP PITCHING	Pitching competition – Part 1 'Idea Stage' (not open to the public)
15.15 - 16.00	PANEL AND TALKS	Storytelling – Part 2 'When things don't go to plan' - Richard Harris, Gerd Graumann
15.45 - 17.15	MASTERCLASSES	Guide to pitching for investment - Russel Copley
15.45 - 17.15	MASTERCLASSES	Putting the 'social' back into 'Social Media' - Dr Fatema Kawaf
15.45 - 17.15	MASTERCLASSES	Winning client work on small budgets - Umesh Kumar
15.45 - 17.15	MASTERCLASSES	Everything is possible if you know how - Ana Silleras Villamayor
16.00 - 17.30	MASTERCLASSES	The Rocket Fuel for your Startup is YOU – Learn how you can unlock yourself - Gerd Graumann
16.00 - 17.00	CONNECTING	Closing act of the first day and remarks - Sarah Weiler, Sanderson Jones, Paola Pisano
17.00 - 17.30	CONNECTING	Networking

19.30 - 22.00 **CONNECTING** Evening Entertainment (at extra cost)

22/09/2018

9.30 - 10.15	CONNECTING	Arrival and networking
10.00 - 11.30	MASTERCLASSES	Developing an innovative and creative business model - Stuart Hartley
10.00 - 11.30	MASTERCLASSES	Intuitive Creativity - Matteo Di Pascale
10.00 - 11.30	MASTERCLASSES	Money Mindset - Sarah Weiler
10.00 - 11.30	MASTERCLASSES	Technology Licensing – from the NDA to the Deal - Andreas Spechtler, David Kinsella
10.00 - 11.30	MASTERCLASSES	Starboost Masterclass - Mattia Conte
10.00 - 11.30	MASTERCLASSES	From take-off to full speed: lessons learnt getting a consulting company off the ground throughout the years - Alex Bacardit
10.00 - 12.30	START-UP PITCHING	Pitching competition – Part 2 ‘Start-Up Stage’ (not open to the public)
10.15 - 11.15	PANEL AND TALKS	How to get investment from institutions - Alessandro De Concini, Lucia Usurelu, Simona Bielli
11.15 - 11.30	CONNECTING	Coffee Break
11.30 - 12.30	PANEL AND TALKS	How to get investment from private investors - Umesh Kumar, Val Ulman, Simona Bielli, Russell Copley, Giancarlo Rocchietti
11.30 - 13.00	MASTERCLASSES	How to build a knock out brand - Alex Chisnall
11.30 - 13.00	MASTERCLASSES	The psychology of living well - Richard Harris
11.30 - 13.00	MASTERCLASSES	Unicorn or dragon: How to tap into the Chinese market for growth - Bo Ji
11.45 - 13.15	MASTERCLASSES	The women’s entrepreneurship and leadership masterclass - Lucia Usurelu
11.45 - 13.15	MASTERCLASSES	Speaking the investors’ language - Alessandro de Concini
12.30 - 13.30	PANEL AND TALKS	Storytelling – Part 3 ‘Inspiration’ - Sarah Weiler, Ana Sillares Villamayor, Guido Icardi, Christine Michaelis
12.30 - 13.30	START-UP PITCHING	Pitching competition – Part 3 ‘Growth Stage’ (not open to the public)
13.30 - 14.30	CONNECTING	Lunch (at extra cost)
14.30 - 15.15	PANEL AND TALKS	How to do a successful crowdfunding campaign - Andrew Hutchison, Matteo Di Pascale, Filippo Nardi-Dei
14.30 - 15.45	START-UP PITCHING	Pitching competition – Part 3 ‘Growth Stage’ (not open to the public)
15.15 - 16.30	CONNECTING	Coffee break
16.30 - 17.30	CONNECTING	Closing & awards ceremony - Adriano Travaglia, Christine Michaelis, Ana Sillera Villamayor, Sarah Weiler
20.00 - 22.00	CONNECTING	Dinner with sponsors and speakers and investors and live music by http://aquaramamusic.com (at extra cost)

23.30 - 04.00

CONNECTING

Evening Entertainment (at extra cost)

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11.00 - 14.00

CONNECTING

Well-being Sunday - Adriano Travaglia, Christine Michaelis, Sanderson Jones, Harpal Dhatt, Giovanni Franco