

*2013 Transatlantic Entrepreneur Conference, New York City*

**“What 2014 will bring: Investing, innovating, and collaborating in two global hubs New York and Berlin”**

December 4 - 6, 2013

## **AGENDA**

*We are especially grateful to our supporting partners American Council on Germany, the German Consul General in New York, Berlin Partner, Deutsche Bank, New York City Economic Development Corporation, Clean Tech Business Park, CMS Hasche Sigle, Partnership for New York City, German American Chamber of Commerce and New York International.*

THE RUNDOWN – Expanded agenda begins on page 3

<b>DECEMBER 2<sup>ND</sup> &amp; 3<sup>RD</sup> PRE-CONFERENCE PROGRAM</b>		
<b>WELCOME AT THE HUB- DEC 2<sup>ND</sup></b>	<i>Office Links 460 Park Avenue South, 12<sup>th</sup> Floor, NY</i>	<b>5:00PM</b>
<b>BERLIN TO NYC –DEC 3<sup>RD</sup></b>	<i>Various locations. Joint Program by the NYCEDC and Berlin Partner</i>	<b>FULL DAY</b>
<b>DECEMBER 4<sup>TH</sup> CONFERENCE PROGRAM</b>		
<b>INFORMAL GATHERING</b>	<i>P.J. Clarke’s 915 Third Avenue, 1<sup>st</sup> Fl. (@55th Street) NY</i>	<b>3:00PM</b>
<b>OPENING RECEPTION</b>	<i>German Consul General, Private Residence 740 Park Ave. (at 72nd St). NY</i>	<b>4:00PM</b>
<b>KICKOFF DINNER</b>	<i>Berlin Night, The Torch Club, 18 Waverly Place, NY</i>	<b>7:00PM</b>
<b>DECEMBER 5<sup>TH</sup> CONFERENCE PANELS</b>		
<i>Office Links, 450 Park Avenue South 12th Floor, NY</i>		
<b>7:45AM</b> Coffee & Breakfast	<b>8:15AM</b> Opening Remarks	
<b>8:30AM</b> “Startup Hub Berlin – Status & Outlook”	<b>9:00AM</b> “The State of Play in Digital Investing Globally and Locally”	
<b>9:45AM</b> E-mail break	<b>10:00AM</b> “Corporate Investments & Innovation”	
<b>10:55AM</b> Coffee break	<b>11:25AM</b> “International Entrepreneurs in U.S.: Myth and Reality of Developing a Business Here – What I Watch for in 2014”	
<b>12:15PM</b> Lunch & Startup Pitches	<b>1:30PM</b> “Opportunities and Challenges in Funding, Building and Collaborating in NYC and BER”	
<b>2:30PM</b> E-mail Break	<b>2:45PM</b> “Innovation in Content & Media”	
<b>3:45PM</b> Final Keynote		
<b>AFTER CONFERENCE DRINKS</b>	<i>The Cannibal Beer &amp; Butcher, 113 East 29th Street, NY</i>	<b>4:00PM</b>
<b>CONFERENCE DINNER</b>	<i>The Norwood Club, 241 W 14th Street, NY</i>	<b>6:00PM</b>
<b>AFTER DINNER DRINKS</b>	<i>The Grand Havana Room 666 5th Ave # 39, NY</i>	<b>10:00PM</b>
<b>DECEMBER 6<sup>TH</sup></b>		
<b>STARTUP VISITS</b>	<i>Various Locations in NYC</i>	<b>9:00AM</b>
<b>FINAL LUNCH</b>	<i>Brooklyn Borough Hall, Brooklyn NY</i>	<b>12:00PM</b>
<b>STARTUP SOCCER MATCH</b>	<i>Soccer Beyond, 132 W 60<sup>th</sup> Street, NY</i>	<b>6:30PM</b>

**Pre-conference program: "Berlin to NYC"**

**Joint program New York City Economic Development Corporation & Berlin Partner for Berlin-based startups**

Date / Time		Agenda
<b>December 2<sup>nd</sup></b>		
5 pm	Office Links Hub 460 Park Avenue South, 12 FL (@ 31 <sup>st</sup> Street) New York, NY	Welcome at the HUB Briefing & interim office set up  <i>HUB will provide the conference location and an interim work space for the Berlin startups during their stay in NYC.</i>
	<i>Optional:</i> Informal dinner	
<b>December 3<sup>rd</sup></b>		
Full day	Various locations	<b>"Berlin to NYC"</b>  Program for Berlin startups only jointly organized by the NYCEDC and Berlin Partner

**Conference Program**

Date / Time		Agenda
<b>December 4<sup>th</sup></b>		
3:00 pm	<u>Location</u> P.J. Clarke's 915 Third Avenue, 1st Fl. (@55 <sup>th</sup> Street) New York	Informal gathering  Walk to the Consul General's residence at 3:30 pm

4:00 pm	<p>Opening Reception</p> <p><u>Location:</u> German Consul General, Private Residence, 740 Park Avenue (@72<sup>nd</sup> Street) New York</p> <p><i>Registration required</i></p>	<p><b>WELCOME TO NYC – OPENING REMARKS</b></p> <p><b>Busso von Alvensleben</b> Consul General of the Federal Republic of Germany</p> <p><b>William Drozdiak</b> President of the American Council on Germany, New York</p> <p><b>Cornelia Yzer</b> Senator for Economics, Technology and Research City Government of Berlin</p>
7:00 pm	<p>Opening</p> <p><u>Location:</u> NYU Torch Club New York University 18 Waverly Place (between Mercer and Greene St) Washington Square Park</p> <p><i>Registration required</i></p> <p><i>Optional:</i> NYC Tech Meet Up After party Kimmel Hall New York University</p>	<p><b>OPENING DINNER</b></p> <p><b>Cornelia Yzer</b> Senator for Economics, Technology and Research City Government of Berlin</p> <p><b>Eric Gertler</b> Executive Vice President New York City Economic Development Corporation</p> <p><u>Introduced by:</u></p> <p><b>Matt Stinchcomb</b> Values and Impact Etsy.com</p>
After hours	<p><i>Optional:</i> Nightcap</p>	<p><u>Location:</u> Jimmy’s Corner 140 West 44th Street (between 6<sup>th</sup> and 7<sup>th</sup> Avenues) New York</p>

December 5th	Conference	
7:45 am	Coffee & light breakfast <u>Location</u> The Office Links Hub 450 Park Avenue South, 12 FL (@31 <sup>st</sup> Street) New York, NY <i>Registration required</i>	Conference space provided with the generous support of Office Links.
8:15 am	Opening remarks	<b>Kathryn Wylde</b> Chief Executive Officer, Partnership for New York City  <u>Introduced by:</u> <b>Dietrich von Klaeden</b> Head of Governmental and Regulatory Affairs, Axel Springer AG, Berlin
8:30 am	Kickoff	<b>“Startup Hub Berlin – Status &amp; Outlook”</b>  <b>Cornelia Yzer</b> Senator for Economics, Technology and Research, City Government of Berlin  <u>Introduced by:</u> <b>Frederik Pferdt</b> Global Program Manager for Innovation & Creativity, Google Inc., Mountainview

9:00 am	Panel I	<p><b><i>“The State of Play in Digital Investing Globally and Locally: What I Watch for in 2014”</i></b></p> <p><b>Ulrike Hoffmann-Burchardi</b> Portfolio Manager, Tudor Investment Corporation, New York</p> <p><b>Brad Burnham</b> Managing Partner, Union Square Ventures, New York</p> <p><b>Matt Turck</b> Managing Director, FirstMark Capital, New York</p> <p><u>Chaired &amp; summarized by:</u> <b>Matt Holmes</b> President &amp; COO, Vertana Group</p> <p><b>Ben Boissevain</b> Managing Partner, Bois Capital, New York</p>
9:45 am	Email break	
10:00 am	Panel II	<p><b><i>“Corporate Investments &amp; Innovation: What I Watch for in 2014”</i></b></p> <p><b>Christoph Keese</b> Executive Vice President, Axel Springer AG, Berlin</p> <p><b>Ulrich Quay</b> Managing Director, BMW iVentures, New York</p> <p><b>Gregg Walker</b> Senior Vice President, Sony Corporation of America</p> <p><b>Sang Ahn</b> Investment manager, Samsung, New York</p> <p><u>Chaired &amp; summarized by:</u> <b>Olaf Neubert</b> Managing partner, Hedges Capital</p> <p><b>Christian Herzog</b> Berlin Partner Head of Division Digital Business &amp; Service Industries</p>
10:55 am	Coffee Break	

11:25 am	Panel III	<p><b><i>“International Entrepreneurs in U.S.: Myth and Reality of Developing a Business Here – What I Watch for in 2014”</i></b></p> <p><b>Rohit Arora</b> CEO and CoFounder Biz2Credit Inc., New York</p> <p><b>Carsten Thoma</b> Founder, Hybris Software, Boston</p> <p><b>Michael Armstrong</b> SVP &amp; General Manager BET International &amp; Paramount Channel Viacom International Media Networks, New York</p> <p><b>Jonathan Axelrod</b> Managing Director ER Accelerator, NYC</p> <p><u>Chaired and summarized by:</u> <b>Sri Swaminathan</b> International Desk, New York City Economic Development Corporation</p> <p><b>Ole Jani</b> Partner CMS Hasche Sigle</p>
12:15 pm	<p>Lunch</p> <p><i>Startup pitches from Berlin + special session</i></p> <p><i>Berlin startups:</i> Sofatutor, Keyrocket, Spacedeck, mVoIPfactory, Clipkit, Testcloud</p>	<p><u>Startup pitches introduced by:</u></p> <p><b>Christian Herzog</b> Berlin Partner Head of Division Digital Business &amp; Service Industries</p> <p>Special session: <b><i>“The German Privacy Paradox”</i></b></p> <p><b>Jeff Jarvis</b> Blogger, Author, and Professor, New York</p>

1:30 pm	Panel IV	<p><i><b>“Opportunities and Challenges in Funding, Building and Collaborating in NYC and BER – What I Watch for in 2014”</b></i></p> <p><b>Christine Carboni</b> Marketing Director Berlin Partner, Berlin</p> <p><b>Nicole Glaros</b> Managing Director New York Tech Stars, New York</p> <p><b>Jessica Lawrence</b> Executive Director NYC Tech Meet Up, New York</p> <p><b>Timon Meyer</b> Managing Director Clean Tech Business Park, Berlin</p> <p><u>Chaired &amp; summarized by:</u></p> <p><b>Lee Pacchia</b> Web TV Host, Producer, Lawyer Bloomberg Law, New York</p>
2:30 pm	Email break	
2:45 pm	Panel V	<p><i><b>“Innovation in Content &amp; Media: What I watch for in 2014”</b></i></p> <p><b>Ben Monnie</b> Vice President, Strategy The New York Times Group, New York</p> <p><b>Christoph Keese</b> Executive Vice President, Axel Springer AG, Berlin</p> <p><b>Jeff Jarvis</b> Blogger &amp; Author &amp; Professor New York</p> <p><b>Stephan Scherzer</b> CEO Association of German Magazine Publishers</p> <p><u>Chaired and summarized by:</u></p> <p><b>Neil Capel</b> Founder &amp; CEO Sailthru</p>
3:45 pm	Final Keynote	<p><b>Jon Oringer</b> CEO Shutterstock</p>

4:00 pm	<p>End of the day's sessions</p> <p><i>Optional after session beer:</i> The Cannibal Beer &amp; Butcher 113 East 29<sup>th</sup> Street New York, NY</p>	<p><i>Note takers to provide summaries.</i></p>
6:00 pm	<p>Reception and Dinner</p> <p><u>Location:</u> Norwood Club 241 West 14<sup>th</sup> Street (between 7<sup>th</sup> &amp; 8<sup>th</sup> Avenues) New York</p> <p><i>Registration required</i></p>	<p><b><i>"Creating the Digital Environment for Future Prosperity in New York and Berlin"</i></b></p> <p><b>Bjoern Boehning</b> State Secretary City Government of Berlin</p> <p><b>Craig Gotsman</b> First and founding director of the Jacobs Technion-Cornell Innovation Institute at the Cornell NYC Tech Campus</p> <p><u>Introduced by:</u> <b>William Drozdiak</b> President American Council on Germany, New York</p>
10:00 pm	<p><i>Optional:</i> Nightcap</p>	<p><u>Location:</u> Grand Havana Room 666 Fifth Avenue, 39th Fl. (between 52<sup>nd</sup> and 53<sup>rd</sup> Streets) New York</p>

Dec 6th		
8:00 am	<p><b>ACG Breakfast Series</b> <i>for members and friends of the American Council on Germany</i></p>	<p><b>Bjoern Boehning</b> State Secretary, City of Berlin</p> <p><u>Introduced by:</u> <b>William Drozdiak</b> President American Council on Germany, New York</p>
9:00 am	<p><b>Startup Visit and Investor Meeting</b> <i>for participants from Berlin</i></p> <p><u>Sign up required as seats are limited</u></p>	<p>Discussions with the NYC startups ecosystem</p> <p><b>Option #1: DUMBO (Meet at Brooklyn Roasting Company, 25 Jay Street, Brooklyn NY – 9am)</b></p> <p><u>Etsy.com</u> – <i>With nearly \$1 billion in revenue, Etsy is one of the leading NYC ventures. The online marketplace for small sellers of handmade goods remains truly visionary: it is the biggest B corp. in the country, its valuation doubled in less than 24 months, and there are now two Etsy Labs: one in Brooklyn and one in Berlin, Germany. (45 Washington Street, Brooklyn)</i></p> <p><u>KISI</u> – <i>Originally started in Munich, Germany, KISI's app-controlled locks won all major startup competitions in New York in one week. Based in Brooklyn, there is no better place for German startups to share hands-on experience about starting a business here and there. (20 Jay Street, Brooklyn)</i></p> <p><u>NYC Media Center</u> – <i>The “connecting bridge between the ever-evolving media landscape” is a very recent addition to the NYC startup ecosystem. A truly unique incubator and central hub for storytellers from multiple disciplines, industries, and platforms. (30 John Street, Brooklyn)</i></p> <p><u>Chaired and summarized by:</u> <b>Matthew Allan</b> Director Consulting Service German American Chamber of Commerce</p> <p><b>Option #2: Investor Meeting (Meet at Joe's, 9 East 13th street, New York NY – 9am)</b></p> <p><u>FirstMark Capital:</u> <i>A unique opportunity for an in-depth discussion with one of the leading VC firms in New York which invested in companies like Secondmarket, Aero and Pinterest. Matt Turck, managing director at the firm, is also the organizer of two of the fastest growing tech meetups in NYC: DataDriven NYC and HardWired NYC – (100 5th Avenue, 3rd floor)</i></p> <p><u>Chaired and summarized by:</u> <b>Thomas Fellger</b> Serial Founder &amp; CEO, iconmobile, Berlin/Los Angeles/New York</p>

12:00 pm	<p><b>Lunch</b></p> <p><u>Location:</u> Brooklyn Borough Hall 209 Joralemon Street, Brooklyn, New York</p>	<p><b>Wrap Up Discussion</b></p> <p><u>Opening by:</u></p> <p><b>Marty Markowitz</b> Brooklyn Borough President</p> <p><b>Kai D. Feder</b> Director, Capital Budget &amp; Economic Development Office of the Brooklyn Borough President</p> <p><b>Thomas Fellger</b> Serial Founder &amp; CEO, iconmobile, Berlin/Los Angeles/New York</p> <p><b>Matt Stinchcomb</b> Values and Impact Etsy.com</p> <p><u>Chaired &amp; summarized by:</u> <b>Bernhard Mehl</b> Founder &amp; CEO KISI Box</p>
2:00 pm	<b>Conference End</b>	
6:30 pm	<p><b>Soccer Match</b></p> <p><u>Location:</u> Soccer Beyond at Columbus Circle 132 W 60th Street New York, NY</p>	<p>A friendly and fun event organized by SoccerBeyond.com. We will form teams upon arrival and keep playing for 60-90min. Please bring sneakers or indoor shoes and comfortable soccer attire.</p> <p>All skill levels welcome. We will make it work.</p>

## *Additional Resources*



For general updates, a full agenda, conference briefings and more, visit the **official TEP website**: [tep.nyintl.net](http://tep.nyintl.net)



**Registration URL**: <http://tepconference.eventbrite.com> **Password**: BerlinNYC

**Wifi Username**: tepnyc

**Password**: berlinnyc



**Note**: Internet connection is for the **OfficeLinks** location on December 5<sup>th</sup>. Username / password are case-sensitive!



For conference resources, visit our **Tumblr** page: [teptumblr.nyintl.net](http://teptumblr.nyintl.net)



Want to stay connected and receive updates of panels and events from your mobile phone? Download the **Bizzabo** app and visit our page here: [events.bizzabo.com/TEPConference/welcome](http://events.bizzabo.com/TEPConference/welcome) **Access Code**: BerlinNY



For **Car Service**, utilizing [Uber.com](http://uber.com) – a popular ride sharing app- is simple and cost-efficient!  
All conference participants are responsible for their own **transportation**. Here's the NYC subway map <http://www.mta.info/maps/submap.html> to familiarize yourself with the city.



For up-to-date **weather** forecasts, visit <http://www.weather.com/weather/today/New+York+NY+10016:4:US>



Want to network – during and after the conference? Stay in touch with conference attendees and visit the **LinkedIn** group here: [www.linkedin.com/groups/Transatlantic-Entrepreneur-Partnership-5056452/about](http://www.linkedin.com/groups/Transatlantic-Entrepreneur-Partnership-5056452/about)

**Questions?** E-mail [ashley.clark@nyintl.net](mailto:ashley.clark@nyintl.net)

