



# Scaling

NEW WAYS TO FAIL FAST AND CHEAP – OR SUCCEED

# Innovations

**Transatlantic Entrepreneur Conference**  
New York City, September 14-16, 2015

followed by

**International Day**  
Brooklyn Borough Hall, September 17, 2015

## AGENDA

We are very grateful for the support of our partners:



## Pre-conference program | Sep 14, 2015

**10.00am**  
*through*  
**4.00pm**

Special program by the Deutsche Börse  
**Introduction to the Deutsche Börse Venture Network**  
*Stefan Hofer*, Head of Deutsche Börse Venture Network Team

Presenting companies: *Auctionata, Ayoxxa, Blacklane, Finanzcheck, home24, invendo medical, brillen.de, Curetis, eGym, Mister Spex, NFON, Protagen, reBuy, smava, SumUp, 004*

The German House, 871 United Nations Plaza, New York, NY 10017  
*RSVP & ID needed. Contact: marlene.mehlstaebler@deutsche-boerse.com*

## Informal Kick-off | Sep 14, 2015

**6.00pm**

### **Startup Welcome & Pitch Clinic**

Work Better, 450 Park Avenue South, 12th floor, New York, NY 10016

*Sang Ahn*, Managing Director, Samsung Open Innovation Center  
*Albert Wenger*, Partner, Union Square Ventures

### **Followed by Delegation Welcome @Dataminr**

By *Ole Jani*, Partner, CMS Hasche Sigle

Introduction to Dataminr by *Peter Bailey*, Head of Strategy

## Main Conference Day | Sep 15, 2015

**8.00am**

Warm Up

### **Arrival and Breakfast**

Work Better, 450 Park Avenue South, 12th floor, New York, NY 10016

**8.15am**

*Coffee Chat*

Investing and Living in NYC

### **"A Perspective From the 'Woman Around Town' "**

Coffee Chat with *Joanne Wilson*, Angel Investor

Chaired by *Stefanie Lemcke*, Co-founder, New York International

- 9.00am**  
*TEP opening*      **CONFERENCE OPENING**  
**Welcome to the 2015 TEP: Status and Outlook**  
*Dietrich von Klaeden*, Co-founder TEP & Head of Public Affairs, Axel Springer  
*Helena Kane Finn*, Vice President and Director of Programs, American Council on Germany
- 9.20am**  
*Pitch Session*      **Startup Pitches by Panono, Softgames, Contentful, dailyme TV, we.conect**  
Chaired by *Christian Herzog*, Head of Division Digital Business & Service Industries, Berlin Partner
- 9.35am**  
*Panel Discussion*      **M&A in Media**  
**“Big and Local: Is Global Media Leading the Way?”**  
*Jeff Pundyk*, Vice President of Content Strategy, The Economist Group  
*Christoph Keese*, Executive Vice President, Axel Springer  
*Gregg Walker*, Senior Vice President, Sony Corp. of America  
Chaired by *Joana Vicente*, Executive Director, Made in NY Media Center by IFP
- 10.15am**  
*Morning Chat*      **Investing Here and There**  
**“New York Bagels & Berliner Schrippen: A Talk About NYC and BER and Money”**  
*Edward Shenderovich*, Managing Director, Kite Ventures  
*Stefan C. Heilmann*, Global Head of IEG Internet and Technology Desk, IEG  
Chaired by *Anna Rose*, Founder & CEO, Videopath
- 10.35am**  
*Pitch Session*      **Startup Pitches by Jobspotting, KIWI, Wunderflats**
- 10.45am**  
*Presentation*      **Berlin State of Mind**  
*Benjamin Rohé*, Managing Director, German Tech Entrepreneurship Center  
Chaired by *Todd Asher*, Media & Technology Team, Bloomberg Associates
- 11.00am**  
*Panel Discussion*      **New Ways to Demonstrate Progress**  
**“Talk About Success: Early and Always?”**  
*Shen Tong*, Founder, Managing Director, FOOD-X  
*Chand Sooran*, COO and Advisor, American Prison Data Systems  
*Matthew Holmes*, President & COO, Vertana Group  
Chaired by *Raimund Bau*, CEO, SO1

- 11.40am**  
*Quick Insight*
- From Europe to NYC**  
**“What NYC is Really All About: The Inside Story”**  
*Daniel Buelhoff, Co-Founder & CEO, YummChef*  
 Chaired by *Gillian Morris, CEO, Hitlist*
- 12.00pm**
- Lunch & Keynotes**
- “The US Tech Environment: Boom and.... More Boom?”**  
*David Bianco, Chief US Equity Strategist, Deutsche Bank*  
*Aditya Bhawe, US Economist, Deutsche Bank*  
 Chaired by *Norbert Kuls, Financial Correspondent, Frankfurter Allgemeine Zeitung*
- Machine Learning**  
**“Please Meet Amy”**  
*Dennis R. Mortensen, CEO and founder, x.ai*  
 Chaired by *Alexander Krug, Founder & CEO, Softgames*
- 12.55pm**  
*Pitch Session*
- Startup Pitches by Videopath, Luuv, MakerCloud, Keebits**
- 1.05pm**  
*Panel Discussion*
- Investor’s Perspective**  
**“VC Status and Outlook 2015: Has VC Funding Peaked?”**  
*Anna Garcia, Angel Investor*  
*Ulrike Hoffmann-Burchardi, PM, Tudor Investment Corporation*  
*Clemens Kabel, Investment Director, IBB Beteiligungsgesellschaft*  
*Alessandro Piol, Partner, Alpha Prime Ventures*  
 Chaired by *Benedikt von Schröder, Angel Investor*
- 1:45pm**  
*Panel Discussion*
- Cities & Investment**  
**“Promoting Innovation Locally and Globally: New Ways to Invest, Collaborate, and Support the Tech Ecosystem”**  
*Gianluca Galletto, Director of International Affairs, New York City Economic Development Corporation*  
*Maria Gotsch, CEO, Partnership Fund for New York City*  
*Stefan Franzke, Managing Director, Berlin Partner for Business and Technology*  
 Chaired by *Kai Feder, Senior Account Executive, Yoswein*
- 2.30pm**  
*Quick Insight*
- The German Accelerator in NYC**  
**“Learning and Insights From German Startups in NYC”**  
*Teddy Goldstein, Head of Operations, German Accelerator New York*  
 Chaired by *Yasha Tarani, CEO, Resmio*

**2.40pm** **Innovations & Corporates**  
*Panel Discussion* **“Innovating with Corporates – What’s Working and What’s Not?”**  
*Ulrich Quay*, Partner/Managing Director, BMW iVentures  
*Johannes Becher*, Global Venture Development Director, Rocket Internet  
*Mike Raffelsperger*, Author, Director DIRECT TV  
Chaired by *Lutz Villalba*, CEO & Founder, MakerCloud

**3.25pm** **“Changing Capitalism From Inside the Capital of Capitalism”**  
*Closing keynote* *Oliver Niedermaier*, Founder, Chairman and CEO of TAU  
Chaired by *Astrid Doerner*, US Correspondent, Handelsblatt – German Business Daily

**3.55pm** Briefing & Q+A for the next day

**4.00pm** **End Conference Day**

*Followed by* After-conference drinks  
The Cannibal Beer & Butcher, 113 East 29th Street, New York, NY 10016

### **Evening Event At The German House**

**6.30pm** Arrival and security check-in at The German House  
The German House, 871 United Nations Plaza, New York, NY 10017  
*RSVP NEEDED – Please arrive early, bring ID!*

**7.15pm** The Fifth Annual TEP Reception  
**Hosted by the German Consul General in NYC and the American Council on Germany**

Welcome by *Brita Wagener*, Consul General of the Federal Republic of Germany, New York

Welcome by *Steve Sokol*, President, American Council on Germany  
Reply by *Marc Lemcke*, President Jule and co-founder New York International

**Startup Pitches by Medlanes, Resmio, So1, BeaconInside**

**“Innovation, Technology, and Entrepreneurship – A Different Transatlantic Talk”**

*Christoph Keese, Executive Vice President, Axel Springer*

*Karl-Theodor zu Guttenberg, Founder, Spitzberg Partners*

**9.30pm**

**Nightcap**

Grand Havana Room, New York, *private club - RSVP NEEDED*

**Site Visits | Sep 16, 2015  
In Manhattan, Brooklyn**

*RSVP needed as capacity is limited.*

**8.00am**

**BMW Impact Ventures, 95 Morton St, New York, NY 10014**

**“How to Make an Impact Beyond the Core Business”**

*Anand Shah, Global Venture Strategies*

*Zachary Karas, Community Development Manager*

Chaired by *Cornelius Rabsch, CEO, BeaconInside*

**9.30am**

**Shutterstock, 350 Fifth Avenue, 21st Floor**

**“An Illustration of Royalty-free Expansion”**

*Gerd Mittmann, VP, Marketing APAC & EMEA*

Chaired by *Anna Rose, Co-Founder & CEO, Videopath*

**10.45am**

**Tomorrow Lab, 39 W 32nd St, 7<sup>th</sup> Floor**

**“Facilitating Innovation”**

*Dean DiPietro, Partner*

Chaired by *Felix Kochbeck, CEO & Co-Founder, Luuv*

**12.00pm**

**Verizon, 140 West St**

**“Easy Innovation & Traction with a Corporate”**

*Chris Kuthan, Global Practice Leader | Media, Entertainment, Technology & Services*

Chaired by *Jan Hase, CEO, Wunderflats*

**1.30pm**

**Shareablee, 123 William St, Level 19**

**“Traction – The Shareablee Way”**

*Tania Yuki, Founder & CEO*

Chaired by *Bernd Schusky, Founder & CEO, keebits*

- 3.00pm**                    **MasterCard Labs**, 114 Fifth Avenue  
**“Strategies and engagement models for start-ups to partner with large global enterprises - Innovation at MasterCard”**  
*Main Speaker: Stephane Wyper, VP Startup Engagement & Acceleration*  
 Chaired by *Mario W. Ahlers-Ullmann*, Head of Business Development & Strategic Partnerships, dailyme TV
- 4.15pm**                    **Meetup**, 632 Broadway, 10<sup>th</sup> Floor  
**“Driving Local Innovation Anywhere”**  
*Odile Beniflah, International and Partnerships*  
 Chaired by *Daniel Wolter*, Founder & CEO, we.conect
- 5.45pm**                    **Postmates @New Lab**, 8th St, Brooklyn Navy Yard  
**“The Ins and Outs of U.S. Business Development”**  
*Holger Luedorf, Business Development, Postmates*  
 Chaired by *Christian Bogatu*, Founder & MD, KIWI.KI
- 7.15pm**                    **End of site discussions**

**Evening Event**  
**Berlin Evening & Kickoff for International Day**

- 7.30pm**                    **Berlin Evening**  
 Made in NY Media Center by IFP, 30 John St, Brooklyn, NY 11201  
 Chaired by *Robin Haak*, Co-Founder, Jobspotting
- Welcome by the host*                    *Stefan Franzke*, Managing Director, Berlin Partner for Business and Technology
- Keynote*                    **Global Youth: Enabling Innovation**  
*Ahmad Alhendawi*, UN Secretary General's Envoy on Youth
- 9.30pm**                    End of Berlin Evening
- Followed by nightcap*

**International Day, Brooklyn Borough Hall | Sep 17, 2015**  
**@ Brooklyn Borough Hall, New York**

See separate agenda.