

THE TEP TIMES

TEP CONFERENCE • INTERNATIONAL WEEK • FALL 2017 EDITION • #TEP2017



Cities & Data: More opportunities than challenges?

Might Depend on the Approach



The amount of data in cities is exploding, says Debra Laefer, professor at New York University's Center for Urban Science and Progress. Professor Laefer gives an impressive example of the so-called windshield survey method where city workers inspect roads by looking outside their car window and taking notes of areas to be fixed. She asks us to compare these notes with the data laser cameras scanning roads and, later, all driverless cars will collect - many petabytes every day. Less than two petabytes - to put things

into perspective- is the data amount of all pictures on Facebook.

Modern cities are able to collect these vast amounts of new data as technology is deployed in almost all urban areas. It is a tremendous opportunity to plan and improve life. At the same time, structuring and analyzing data is challenging - yet an opportunity in itself. Companies that have the capabilities to combine data with artificial intelligence can help cities generate actionable insights for the benefits of all.

Few cities can do it alone. The big data sector in the U.S. is firing on all cylinders as Matt Turck, partner at NYC's FirstMark venture fund said in his 2017 "state of the union" industry report. It is hard to keep track and know what works and what does not. The answer to the data challenges for now at least are partnerships. Cities and institutions with similar challenges tackle them together by sharing experiments, insights and referring companies - potentially a win for everyone involved. TEP '17 is leading an initial discussion about the potential of

collaboration on data across the Atlantic in two ways: The conference part will host three discussions about smart cities and data and at the same time the Berlin state secretary for economic development will tour New York and compare activities here with Berlin. While this is the beginning of a discussion and progress will not come easy, both cities are aware of the challenge, which is likely to get bigger in future. The vision is turning the challenge into an economic opportunity for big data and AI companies and at the same time make both cities a little better.

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Welcome to TEP 2017!

David Gill

Urban life matters: According to the United Nations, today, already 54 percent of the world's population lives in urban areas, a number that is expected to increase to 66 percent by 2050. The City of New York expects that by 2040 it will have a population of more than 9 million.

These figures illustrate how crucial it is to find solutions in order to maintain and improve the living standards in our growing cities. One approach to this problem are "Smart Cities". While technologies are advancing rapidly, corporations and individuals are putting them increasingly to use in further contexts. The public has come to expect that its cities' authorities and municipalities will take advantage of these new opportunities. Therefore, the 2017 TEP-Conference focusing on "Smart Urban Future" comes exactly at the right time.

The German Consulate General New York is a strong supporter of the TEP Conference. This is the best forum for creative young minds on both sides of the Atlantic to come together to develop new ideas and technologies that can make our lives better and change the way we live. I wish you all a fruitful conference and inspiring days in NYC.



David Gill
Consul General
Federal Republic
of Germany



TEP 2016 at Brookly Borough Hall



Holger Luedorf, MD Global Product Partnerships at Google

TEP Ties Continue to Grow for ACG

Dr. Steven E. Sokol



Dr. Steven E. Sokol
President
American Council
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The ACG is delighted to once again partner with New York International, Berlin Partner, and the German Consulate General to create a forum for the transatlantic exchange of ideas among startups, business leaders, policy makers, and angel investors. We are especially pleased that this year's conference will focus on the challenges and opportunities being addressed by smart cities – including urban mobility, the use of data, and the challenges facing cities in an increasingly digital age.

Much as the founders of the American Council on Germany were forward-looking in 1952 when they recognized that it was critical to strengthen ties between Germany and the United States in order to ensure freedom and prosperity, the TEP Conference emphasizes transatlantic cooperation for a better future. Many of the issues facing cities in the 21st century require innovation and an entrepreneurial spirit. This is a field where Germany and the United States can collaborate and learn from each other.

At the ACG, we believe that the Transatlantic Entrepreneur Partnership Conference is an excellent way to strengthen the ties between our two countries – and particularly the startup communities in Berlin and New York. This year's conference agenda includes an impressive roster of speakers and site visits. We wish all of the TEP participants a successful conference!



Future Cities: A Smart Concept

James Leavy, Program Director, New York International

The concept of a smart city is ambiguous. When you ask somebody to define a "smart" city, they will offer a normative interpretation depicting a city that serves its citizens, efficiently and effectively. The conceptualization of a smarter city differs from person to person and over borders but one element is fixed; "improvement" - an improvement of living standards, economic growth, resilience and ability to overcome challenges. While this sounds broad and vague and is something that has been sought after since cities began, we are now in a place where technology can advance urban living like never before. The digitalization of cities offers unprecedented opportunities for all.

In recent years, smart initiatives are of increased significance for city planners and urban developers around the world. Technologies such as Internet of Things, big data, automation and machine learning are being used to create systems and structures will monitor a city's own conditions and carry out self-improvement and self-repair, as needed. Some examples we have currently in our cities include open public data, IoT enabled infrastructure, intelligent public lighting, real-time transport information, and free public wifi. All such initiatives involve the collection of data, big data. The gathering and interpretation of this data can be collected and evaluated in real time, enhancing city management's decision-making and improving efficiency as a whole. Therein lies the challenge,

however, how best can this data be processed and utilized for the greater good without an over-reliance on machines or empowering certain sections of society over others?

Some technologies available to smart cities can spark very real fears. Does a city filled with cameras - tracking a citizen's every move - breach our privacy? With access to constant streams of up-to-date information never previously available, does law enforcement have the right to stop crimes even before they happen? And what about hacking and cybercrime? Are our cities prepared to deploy the security necessary to protect our information? Smart cities offer endless possibility, but we should never fail to ask questions regarding the potential pitfalls along this path.

Four Reasons to Make NYC Your Base

David Teten



Davide Teten
Managing Partner
HOF Capital

New York is now the second most active tech ecosystem in the U.S. on all key metrics, after the Bay Area. One significant driver of our growth has been that we are much closer than California for companies with ties to Europe, Israel, Latin America and eastern Canada.

New York venture capitalists recognize this trend,

and more of us are opening our doors to invest in startups with international roots. Four main characteristics make these companies particularly attractive:

1. They are less capital-intensive and have lower valuations.

Tim Schumann, founder and CEO of Buddy Ventures, highlights that typically less investment capital is required to get into foreign startups at the same stage of development of a comparable U.S. startup.

2. Recruiting is easier and cheaper, and attrition is lower, than in the heated New York tech talent market.

Olivier Mougnot, investment director at NUMA Paris, points out that if you start with an offshore tech team, it's easier and cheaper to expand it than to start a new office from scratch.

3. Founders have exceptional determination and motivation.

For non-U.S. citizens, often their right to stay and work in the United States is dependent on the job. They burnt their ships behind them.

4. It is easier to scale internationally.

If you want to start selling abroad, an international founder is an advantage. A recent example is Regalii,

a New York startup founded by a Santo Domingo immigrant which has expanded rapidly to financial services clients across the U.S. and Latin America. (Our firm is an investor.)

Strikingly, there are now several state and city government programs specifically designed to make it easier for non-Americans to found companies in New York City, including the Economic Development Corp.'s International Innovators Initiative (IN2NYC), the World Innovation Tour to Asia organized by New York International and four Asian governments, Startup Global New York City and the GlobalNY program.

There are at least a dozen private businesses and organizations in the city whose mission is strengthening links between New York and other countries' innovation ecosystem, including ICONYC Labs, New York International, Nordic Innovation House, Silicon Dragon Ventures, SOSA, Startuphub.nyc and VentureOut. Many of the local consulates and chambers of commerce run technology-focused programming—for example, trade missions. Entrepreneurs have created networking groups such as the NY Latino Tech Meetup and Japan NYC Startups. Numerous local accelerators and coworking spaces such as SparkLabs serve as platforms for internationals coming to New York. Lastly, city government recently entered into a partnership with B.New York City, a Dutch co-working space which will serve as a large landing pad for international startups looking to expand to the U.S. The role model for most of the international innovation communities I meet is Israel, the "startup nation." New York's startup community includes at least 270 active startups founded by Israelis alone. ISRAELIMappedinNY tracks all of the local activity, and people meet through such groups as Israeli Startups NYC and Israel Tech Meetup Group.

Relatively few U.S. venture capital funds have a

systematic focus on non-U.S. companies. Among the exceptions in New York are the dual-nationality VCs with offices outside of the U.S., such as HOF Capital (our firm), Alrai Capital, Bleu Capital, Blumberg Capital, Cathay Capital Private Equity, Cornerstone Venture Partners, Elevator Fund, Fifth Wall, iNova Capital, JANVEST Capital Partners, Marker LLC, Northzone, Octopus Ventures, Pereg Ventures, Richmond Global, Silicon Badia, Vaizra and White Star Capital.

Seven of the 17 companies HOF Capital has invested in have founding teams with roots in under-represented regions: Egypt, Latin America, Nigeria, Pakistan, and Turkey. In addition, we have backed six more companies with roots in Canada, Denmark, Estonia, Germany, India, and Russia. Our portfolio acceleration model is helpful for all our companies, but particularly for ones with international roots.

Despite recent anti-immigrant rhetoric, we hope that the federal government will maintain America's historical openness to talented immigrants. The U.S. economy will benefit, and particularly the cosmopolitan New York economy. As the immigrants and other people with international ties pitch, we will be waiting with open checkbook.



NY Investors - Building Equal Futures

Melissa Holton *Plum* ALLEY

Plum Alley is a private membership of investors creating the future with intention and resources. Founders Deborah Jackson and Andrea Turner have decades of experience on Wall Street yet they have become entrepreneurs themselves. Plum Alley Investments is a company that provides new access for women and men to invest in compelling companies founded by gender diverse teams with technological or medical breakthroughs. Plum Alley has a new model and a theory of change that by activating investors and providing investment to the top women entrepreneurs we will create the next generation of world class companies that will have women in the C-suite, on the board and as influential investors. In the last 18 months, Plum Alley members have already invested more than \$5 million in seven innovative companies alongside top VCs.

Plum Alley believes New York City provides for the perfect hub for innovation bringing together entrepreneurs and startups in the city known for powering traditional industries such as finance, media, law and more. Most of Plum Alley's 250+ members are based in NYC and they are creating a strong network of individuals and corporations that will continue to shape the future of early-stage investing.

David Beatty

GAINGELS



Silicon Valley has experienced significant recent challenges in promoting better diversity at this companies. This includes, most notably in recent public relations blows, equal opportunities for female founders and C-Level and Board-level female leadership at the most successful startups. However, it is not limited to gender, and the Valley also has to improve its employment levels, and protections for, LGBTQ and non-white employees and founders.

Gaingels, which started in New York City and has now expanded to Silicon Valley and Los Angeles, seeks to do three things: 1) create an ecosystem for the LGBT community to invest in and grow itself, 2) develop an ever larger network, including with venture capital firms

in our three hubs, to create opportunities at both our startups and theirs for LGBT individuals, and 3) prove that a strong inclusion of diversity focus actually leads to funding better quality founding teams and producing better returns. There is compelling data showing that diverse founding teams, and diverse boards of directors, produce stronger sales and net earnings for companies, as well as stronger and more resilient corporate cultures and more desirable brands.

New York was a perfect hub for the development of this mode, because it is a multi-industry city where startups are important but not the center of the universe, but it can be applied everywhere. As we expand our chapter reach and do more national investments, Gaingels will continue to promote making diversity an important focus for both the best founders and investors.

David is hosting the TEP materclass "US Fundraising - Winning over Investors" with fellow investor, Brian Cohen.



Berlin: Hungry for More

Dr. Christian Herzog



Dr. Christian Herzog
Head of Digital Business
Division
Berlin Partner

Seeing C-level speakers from the US engage in meaningful conversations with entrepreneurs from all over the world will bring a curious feeling to you: It feels like being a witness to the formation of the future economy. And we all here are sure: This economic future is very bright on both sides of the pond.

We also think the future of TEP is bright, because one thing is certain: Having brought more than a hundred companies to New York over the past years, having visited so many great places of innovation and having made so many meaningful connections, we are far from being fed up – it only has made us more hungry. That is why we are again coming to New York with Start Alliance, and we look forward to engaging with all of you, to form our joint future!

Global Smart Cities NEW YORK

As the US's most populated city and one of the most diverse, NYC is also one of the smartest. In 2016, at the Global Smart City Awards, NYC was recognized as the best smart city and it has only increased its efforts to become a leader in urban technology since. This award was announced at the Smart City Expo World Congress, an exhibition for standout smart city initiatives. NYC was awarded this title based on the NYC Strategy for Building to Smart + Equitable City initiative backed by New York's Mayor De Blasio and his team. Some of the most well-known and creative projects from the city of New York include LinkNYC (replaces payphones with communication tools that allow for wifi use, phone calling & charging, etc.), LED street lights, and NYC Open Data. Since 2015, they have launched Call for Innovations to encourage citizens to submit proposals of potential solutions to NYC's urban challenges, with the help of government resources. Currently, they are seeking assistance with projects like bringing high-speed internet access to all New Yorkers and new models to predict and measure data for student population trends in public schools.

New York has also created online platforms, such as Marketplace.nyc and UrbanTech NYC. Marketplace.

nyc is a website that connects smart city companies and their products with the city government. UrbanTech NYC supports entrepreneurs who are developing products and services that work to make cities smarter, through programs, working spaces, partnerships, etc.

A lot of companies have created innovative solutions to contribute to the transformation of cities. For example, as described in an article on ArchDaily by Sabrina Syed, in order to improve the quality of life in Manhattan and lower pollution levels, New York architecture company, Edg has developed "Loop NYC," an ambitious plan to create driverless expressways and add green corridors throughout the city. They plan to combine the busiest city streets with the major highways circling the whole city. The driverless expressways would "work in a series of 'loops,'" which would decrease the amount of time it takes to loop from Grand Central Station to Lower Manhattan from 40 minutes to 11 minutes. They also plan to create pedestrian bridges as well as massive spaces of greenery such as a 13-mile park and replace Park Avenue and Broadway with "green corridors" for bike riders and pedestrians.
Jenna Watson, Researcher, New York International

Global Smart Cities



BERLIN

A strategy for creating the city of tomorrow

Sustainable use of resources, socially responsible, economically prosperous, culturally diverse — these are the values that characterize Berlin. The Smart City strategy taken by Berlin has developed a model for how the city can function and its people can live together in a way that is able to deal with global challenges. The city has defined certain needs and goals in six different areas of activity which are being worked on by a combination of forces from the administration, economy, research and civil society sectors.

A strong network bursting with ideas

2013 saw the establishment of a network that has grown to include more than 130 activists from the economic and research sectors as well as associations and start-ups. This network sees itself as a driver and partner of the state government in preparing Berlin for the future.

The perfect ecosystem

Berlin's appeal lies in its unfinished and liberal nature — this provides space for diversity in the desire to create and attracts some of the world's most intelligent people. Not just founders, but also qualified specialists find excellent conditions for working and living in the city.

Rethink the city

Berlin's public administration is creating the legal and organizational framework for new city planning processes. The E-Government Act supports faster administrative processes and digitalizes communication between citizens and public offices. The Open Data Strategy sees the state of Berlin releasing a range of datasets that can be used by companies to develop new products and services. Berlin's Digital Agenda and the Einstein Center Digital Future are already setting the tone for the future. The city will be one of the first in Germany to test the new 5G standard in several locations.

Alexander Moeller, Head of Smart City Unit, Berlin Partner

ADELAIDE

South Australia has resolved to be carbon neutral by 2050. Adelaide, its capital, seeks to achieve the same by 2025. According to Lord Mayor Martin Haese: "the City of Adelaide is determined to be known throughout the world as a Smart City, with a globally-connected and opportunity-rich economy." The University of Adelaide's Australian Smart Cities Consortium is focused on making "good use of rapidly developing technology to help to make cities work better, easier to navigate, safer, healthier and more enjoyable places to live."

The city has made significant technological advances in its move to become a smarter city in recent years. Adelaide was recognised by worldwide IT leader Cisco as Australia's (and the Southern Hemisphere's) first Lighthouse City, supporting the rollout of world-leading technologies, thanks to moves such as implementing a strategy to become the first capital city in Australia to construct a transformational 21st century Ten Gigabit Optical Fibre Network. AdelaideFree is one of the largest, most comprehensive free public ac-

cess WI-FI networks in the world. Similarly, an early ASCC initiative was the "smart parks" scheme - new low-band wi fi and "other technologies" that will gather information about use of public spaces in Adelaide so they can be better managed, maintained and provide what the public want.

Other projects initiated by the city's leaders include Smart Environmental Monitoring, Smart Lighting and Smart City Parking initiatives. Adelaide is also installing a test network of sensors around the Central Business District that will improve the ability to plan, and support the development of new products and services.

Together with global technology leader Cisco, the South Australian Government and the Adelaide City Council have created the Adelaide Smart City Studio - to identify and generate commercial opportunities for creative innovators and to support their endeavours to build compelling smart city solutions.

Andrew Carter, Investment Director, Australian Trade Commission

Global Smart Cities Continued

MELBOURNE TAIWAN

Melbourne is Australia's second largest municipality and the capital of the state of Victoria. The City of Melbourne, which aims to be carbon neutral by 2020, is pioneering practical new technologies to maintain the city's liveability reputation. The City established the Smart City Office in 2015 and has since implemented a number of Internet of Things-based initiatives to improve the delivery of government services. In February 2017 Melbourne was ranked as one of the world's top seven intelligent communities of the year by a global think tank, the Intelligent Community Forum (ICF).

Strategies introduced by Melbourne seek not only to improve future plans for the city, but also the daily experiences of its inhabitants. The City of Melbourne's Open Data platform has almost 100 unique data sets that are available for anyone to access and use, such as a 24-hour pedestrian counting system, which helps understand pedestrian activity in the busiest locations so the city can better plan for population growth in the future. Melbourne is also prototyping tailor-made initiatives, such as an initiative for people who are blind, deaf or deaf-blind to better understand how they navigate through the city. As a result of this research, Melbourne partnered with Vision Australia to trial beacon technology in Campbell Arcade, which transmits location-specific information to phones. Melbourne is also rolling out an LED street light project, aimed at lowering the amount of electricity needed and making streets brighter at night. The street lights have sensors embedded, which gives the city a better idea of where more light is needed and at what times.

Andrew Carter,
Investment Director,
Australian Trade Commission

The development of technology evolves rapidly, and astonishing smart life as well. In our daily life from food, clothing, dwelling, transporting to recreation, we often enjoy better and efficient services by a simple click at the mobile phones. But who propel the advancement of technology and applications? The answer should be millions of ENTREPRENEURS!

Taiwan, with a solid base in the ICT technology and complete infrastructure, has catalyzed many successful smart city examples. For example, "Smart Street Lighting" not only allows to remote control the lightness and save energy or report malfunction, but also to do sensing in temperature, humidity, air quality, traffic control and so on. In addition, "E-commerce of Traceable Agricultural Products" reduces the distance of farm-to-table and builds up consumers' confidence in an era full of food safety scandals.

In order to further stimulate innovation to make cities smarter and our lives better, Taiwan launched "5+2 innovative industries programs." Taiwan injects abundant resources in the form of capital (IoT Venture Capital Fund), matchmaking platform for prototyping and commercialization (TRIPLE project), and industrial-academic collaboration to encourage startups to experiment their innovative ideas in the fields of IoT, robotics, precision medicine, green energy, agriculture, etc.

According to the survey done by "InterNations", Taiwan topped the ranking for the quality of life for expats. Taiwan is a friendly living lab with creativity and diversity that welcomes all entrepreneurs to fulfil your dreams!

Emily Hou, Economic Officer,
Taipei Economic & Cultural
Office U.S.

LONDON

London is an open, global community in a city: a place where everyone is, and will continue to be, welcome. We draw huge pride from being home to talent from all over the world and from the richness of our culture and diversity. We are also a growing city of more than 8.5 million citizens, the highest population since 1939. Meeting the needs created by that growth is a spur to innovation and progress – sustainable growth necessitates a smarter city.

A data revolution is underway in London. Our infrastructure, services, utilities, households and citizens are producing – and indeed becoming increasingly dependent on – more and more data. This is set to continue, driven by sensor technology, the Internet of Things, machine to machine technology, and social media. London is already a leader in 'smart' technology. The London Datastore, for example, (an open data platform), receives over 25,000 visits a month and over 450 transport apps alone have been created from it. Other innovations include using number plate recognition for congestion charge, intelligent road network management systems and using new technologies

to reuse waste heat. Geouniq is a technology that collects location data from partner apps with extremely high granularity, contributing to a revolution in travel, retail, nightlife and events.

London's roads will soon have autonomous vehicles operating on them, with driverless vehicle trials underway in Greenwich and a dedicated smart mobility innovation centre at the Queen Elizabeth Olympic Park. Given the city's growth and massively increasing ridership, Transport for London (TfL) is investing heavily in smart solutions for predicting crowd behaviours to underground navigation.

We are also exploring new ways of digital engagement and skills for Londoners. We have established the London Digital Talent Pipeline to nurture home grown talent in London. Talk London is the Mayor's digital engagement platform, with more than 33,000 members. Tech.London is London's dedicated online hub for Europe's largest tech cluster. Design for Social Change (D4SC) applies data and human action to transform public design, engage with residents, and visualize city data. Finally, London recently appointed a Chief Digital Officer to work with each of the 33 boroughs to digitally transform public services and encourage constructive citywide data sharing.

We are international, full of creativity and a place where anything is possible. Our scale and ambition and the global, connected market we offer is unmatched. Above all else, London is open. **London Tech Week 2018 (June 11-15, 2018).** London Tech Week is a festival of over 300 industry events across Greater London, attracting over 40,000 attendees, including delegates from more than 27 countries.

Padric Gleason,
North American Manager,
London & Partners



London Tech Week 2018 June 11-15, 2018

London Tech Week is a festival of over 300 industry events across Greater London, attracting over 40,000 attendees, including delegates from more than 27 countries.

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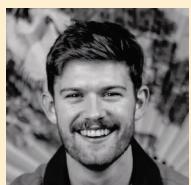
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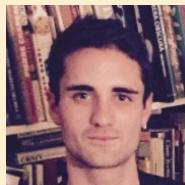
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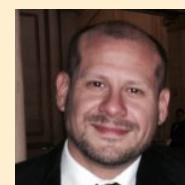
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www.cusoon.eu



Coworkies

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www.coworkies.com



Housy

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<https://www.housy.de/en/>

TEP 2017 Companies Continued



GLOBALS

GLOBALS, Makes international life easy, with: + AiRelo.me, smart city registration assistant and more. + ClubGLOBALS.com community marketplace, connecting and guiding global minds. + GLOBALS.tv videos on innovation, entrepreneurship and international life.

<http://AiRelo.Me>



Inuru

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Kiwi

Access management platform that connects multiple doors. Users can open doors remotely and grant/revoke access rights in real time on any device. www.kiwi.ki



NursIT

Smart documentation for nurses, more time for the patients, less readmissions! Nurses save 60 minutes per patient/day and receive a complete overview of the patient.

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Roq.ad is a leading cross device technology provider. Compliant with strict German consumer privacy laws. Helping marketers match digital devices to people and people to households.



www.roq.ad



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www.re2you.com



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Scrivito is a Content Management Service (CMS) empowering digital agencies, web designers and developers. Built from the ground up for the cloud, it's the perfect solution for developing and running secure and reliable web-sites without constraints and total peace of mind.



Signal Cruncher

Signal Cruncher

Signal Cruncher GmbH is a subsidiary of prudsys AG and benefits from many years of experience in the field of algorithm development. Founded in 2016 in Berlin, they offer the XE-LOPRO a revolutionary product for automated decision-making.

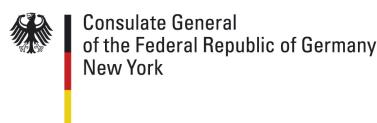


The Virtual Lab

The Virtual Lab defines the future of fun by creating outstanding hyper-reality experiences.

www.thevirtuallab.eu

TEP 2017 Partners





Q&A with Eric L. Adams

The TEP Times sat down with Eric L. Adams, Brooklyn Borough President, to get a better understanding of the borough's ecosystem and his ambitions for its future.

Brooklyn is one of the fastest developing tech ecosystems in the US, what makes Brooklyn so attractive for young, high-growth companies?

The creative energy of Brooklyn has been the driving force for attracting young, high-growth companies to the borough. From the people to the commercial space, we are a borough of diverse offerings with no one size fits all approach. Add to the fact that so many independent bars, cafes, and restaurants populate our neighborhoods compared to the monotony of chains in Manhattan and it is easy to see why Livestream wants to be in Bushwick and not Flatiron or Kickstarter wants to be in Greenpoint and not Chelsea. As a result, many new residents, and in turn employees of these young companies, choose to live in Brooklyn. It is a natural fit then for a young company to want to be close to their workforce.

Leading into the next question - Brooklyn has always been diverse, eccentric, and creative, how important are these characteristics for the future of the local economy?

Brooklyn, and by default the City of New York, is made up of many industries. This unique ecosystem creates interactions and ideas through daily interactions in commercial establishments, and on the streets and subways. We are a city full of vibrancy that spurs innovation because not everyone is doing the same job. San Francisco and Silicon Valley on the other hand are much more mono-cultural. A significant part of the backlash focused on Silicon Valley startups has come from the groupthink that is created in that sort of environment. Brooklyn and the innovation coastline are so much more than a group of startup tech companies. Just look at the Brooklyn Navy Yard. The startup incubator, 1776, is going to be located in the same building as Russ and Daughters, a 4th generation food purveyor. That sort of cross section of business doesn't exist in an office park in Cupertino.



The TEP theme is year is Smart Urban Future, what initiatives does the Borough have to develop a smarter future?

Brooklyn is about solving real problems for the everyday person, which is why we have been focused on supporting civic tech. Apps like HeatSeek and Benefit Kitchen provide real solutions to people struggling to make ends meet. The world doesn't need another app to deliver groceries or alcohol. Instead we need to be solving our public health crisis. One of the ways we can address inequities in health care delivery and outcomes is by expanding the practice of urban agriculture across the borough. I am putting my capital grants into projects like the effort to build an urban agriculture incubator at the Brooklyn Navy Yard so that startups can work to reduce energy and space costs associated with vertical farming, and provide pathways for Brooklynites to grow their own food closer to home. That is a real solution to delivering healthy foods instead of continuing to support the industrialized food complex that has caused so many physical and mental health issues.

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The Start Alliance is gaining traction, what were the BP's reasons for getting involved?

Brooklynites can't solve all of the world's problems on their own. We need ideas to solve these problems from bright minds everywhere. I like to tell the story about a visit to my family farm in the South last year. We needed to move bales of hay from one pasture to another and I got the idea of using a motorcycle motor to create a conveyer belt system. It was at that point that it dawned on me that this was a similar method I saw during a visit to Vietnam not too long before this family trip. That sort of outside of the box thinking comes from different mindsets and goes back to the notion of how stifling groupthink can be. Berliners are not always facing the same issues as Brooklynites. Different mindsets coming together can help crack the code to an issue.

Starting Up in NYC

Aifric Ní Chríodáin, Editor of The TEP Times

New York has moved on from the rat race, Wall Street-dominated years of the 80s. The city now holds a well-deserved reputation as a fun and easy place to live and work, no matter your industry. Let's take a look at some of the very special things that make New York such an exciting place to live.

Co-Living - One of the most daunting tasks faced by anyone new to NYC is finding an apartment. Why waste days raking through ads on Craigslist in a desperate hunt to find somewhere with amenities like windows and central heating, when you can join a flexible and exciting community through a co-living program? Spaces such as Common and WeLive provide top-class living spaces, with everything you need ready for you on day one. Whether that's a smart TV, high-speed wifi, or a weekly cleaning service, these startups are here to make your NYC home away from home as smooth as possible. They'll even set you up with dream roommates in the form of fellow developers, designers, and entrepreneurs so you can share projects and maybe inspire the Next Big Thing, right from your living room.

Eating & Drinking - It's no secret that New York is foodie heaven. During the week, that might mean whipping up your own gourmet meals from one of the city's many meal delivery options, such as Plated or Blue Apron. But on weekends, New Yorkers are to be found sampling some of the weirdest and most wonderful tastes the world has to offer. Head to Smorgasburg for a dizzying selection of snacks beyond your wildest dreams - we're talking giant mozzarella sticks, luscious soft-serve, and dozens of decadent drink options. For Japanese food with a kick - literally - head to Ninja New York in Tribeca, where masked men dart through an ancient Japanese cave to deliver staples such as sushi and teppanyaki. Or just make like a true New Yorker, and spend your weekend roaming the city, stopping only for cream cheese bagels, dollar slices, and halal food.

The Best NYC Apps for Culture - New York remains an unparalleled cultural mecca, with some of the best theater, art and cinema on the globe. If you're sick of hearing people gush about that exhibition at the MoMA you just missed, perhaps it's time you downloaded NY Art Beat, dedicated to helping you keep track of the city's countless galleries and their ever-changing exhibitions. In a world of ever-climbing movie ticket prices, Movie Pass changes the game by offering unlimited theater tickets - to any movie, at any cinema - for just \$9.95 a month. You'll never queue for Broadway tickets in the rain again thanks to TodayTix, the app finally taking the pain out of theater with bargains on all of the hottest tickets in town. Broadway sensation Hamilton even has its own app. Pick it up from the



RyanJLane

Play Store or Apple Store and maybe, you'll finally get to see the modern classic onstage.

How Unique NYC Offices Attract Employees Today - Companies across the globe are beginning to realise that, in order to attract the best employees out there, they need an edge - something beyond the traditional employee benefits like healthcare or a 401K. These days, free snacks and ping pong tables pop up of offices around the globe. Unlimited munchies and office toys remain some of the most attractive perks out there - but this is New York, and employers know they need to have something quirky to set them aside from the competition. Let's take a look at some of the craziest, most exciting benefits this city has to offer:

Puppy Love - If you're an employee of Chartbeat or Barkbox, not only can you bring man's best friend to work every day - solving the age-old NYC dilemma of how to care for a pup while killing it in your dream job - but if you're feeling a little stressed or zapped of a humpday afternoon, you can visit your furry pal at an in-house puppy room for a quick break. Of course, if your day is a serious struggle, Barkbox go one step further by offering rosé on tap to all their employees.

Munchies - Free snacks are nothing new in the tech game. Enter BuzzFeed, whose dedication to food trends inspired them to install an office frozen-yoghurt machine, alongside a dedicated seltzer

fridge and full wall of gummy bears. Meanwhile, takeout pioneers Grubhub offer their hungry staff meal vouchers towards some of the thousands of NYC restaurants listed on the app. Sick of queuing twenty minutes for a pumpkin spice latte every morning? Global media company Sandow offers employees the tantalising prospect of their very own Starbucks barista. Yes, really.

Fit to Work - We all know how hard it can be to find the motivation to visit a cramped, busy gym before you get to the office. Some NYC startups have very kindly offered their employees a chance to exercise in style instead, whether via a free Citi-bike membership (Warby Parker) or super-chill office yoga (WeWork). Dig Inn, the NYC company bringing healthy food to the masses, even offers their workers a super-plush Equinox membership - meaning you officially have no excuse not to work out.

Sweet Dreams - Mattress giant Casper, known for their comfy beds and fun PR events (breakfast-themed canapés for all!), take no issue with their employees sleeping on the job. Actually, they encourage it. Staff at this snoozy startup are paid to exercise and track their sleep schedules to feed into the company's pioneering sleep research. The office generously provides three nap pods to help accommodate this important work. That's one way to beat the afternoon slump.

Grow faster & further.

Join a group of selected startups, investors, industry experts, corporates, academia, media, and more for a powerful introduction to the diverse startup and business ecosystems in Asia.

CONTACT DANNY O'BRIEN
danny.obrien@nyintl.net

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NYC Resources for Startups

VC FIRMS

Union Square Ventures The most notable in NYC, and responsible for the likes of Twitter, Tumblr, Meetup, Etsy, and Zynga. www.usv.com

HOF Capital A firm that typically invests at the Seed and Series A rounds, with has an exceptionally broad portfolio acceleration platform with offices in New York (HQ) and London. www.hof.capital

Capital A Partners Based between the US and Scandinavia, Capital A focuses on a variety of sectors, including B2B technology in the industrial, software, healthcare and energy sectors. www.capitalapartners.com

NY Venture Partners An exciting group with a portfolio which includes Pinterest and a broad variety of different interests across the globe. www.nyvp.com

FF Venture Capital A technology venture capital firm with expertise and investments in artificial intelligence, cyber security, machine learning, UAVs, enterprise software, crowdfunding, data analytics and more. www.ffvc.com

Plum Alley Plum Alley Investments is a company that provides new access for women and men to invest in compelling companies founded by gender diverse teams with technological or medical breakthroughs. www.plumalley.co

Gaingels An NYC and California-based firm investing in and providing opportunities for members of the LGBTQ community.

FundRx Developing high impact healthcare and life science startups pursuing novel research and exploring new models of care. www.fundrx.com

ZX Ventures An innovative start-up investing in food tech across the globe. www.zx-ventures.com

Lerer Ventures This father-son duo are responsible for the blossoming of the Huffington Post and Thrillist, and they specialize in web-based media. www.lererventures.com

Founders Collective Focused on seed level startups, this firm is small but has still helped companies like BuzzFeed succeed. www.founderscollective.com

Zelkova Ventures A hands-on VC firm with a broad range of startups across a range of industries. www.zelkovavc.com

NEWSLETTERS

Crain's A business staple, this newsletter is a must-read for entrepreneurs living and working in NYC. www.craigslist.com

New York Times Bits A project of the New York Times, Bits offers a daily newsletter of top tech industry news. bits.blogs.nytimes.com

Silicon Alley Insider The technology section of Business Insider, this site uses a rapid approach drawing from a large quantity of sources to provide a wide scope of tech news. www.businessinsider.com/sai

Mashable Possibly the hippest tech newsletter on the market, the daily email gives up-to-date information mixed with the latest viral bits of pop culture. www.mashable.com

AlleyWatch AlleyWatch is the largest organization focused on the New York technology, startup, and entrepreneurial ecosystem with a global readership of highly affluent and educated individuals across 200+ countries. www.alleywatch.com

New York International Future of X: A bi-weekly newsletter tracing the latest trends and news in innovation and highlighting the very best events in NYC and globally. www.nyintl.net

ACCELERATORS

Entrepreneur Roundtable Accelerator: An early stage seed and technology accelerator seeking startups that can take full advantage of the city. Applications are open! www.eranyc.com



German Accelerator Supporting German businesses in the life sciences and tech industries. www.germanaccelerator.com



Urban Tech Hub An NYC-based firm supporting start-ups seeking to build smarter, more sustainable cities. www.urbantechnyc.com



Techstars Pioneers of the standard accelerator program, Tech Stars is highly selective. Roughly 1% of applicants are accepted, but the lucky few receive an average of \$1million in venture capital funding. www.techstars.com

NYC Venture Fellows Offered in conjunction with NYCEDC, this year-long program offers executive-level mentoring from NYC industry leaders. www.nycventurefellows.org

FinTech Primarily focused on early stage companies, this accelerator wants to work with companies to develop cutting-edge technology products for customers in the financial services sector. www.fintechinnovationlab.com

UrbanX An accelerator working with firms who improve urban life - through transportation, real estate, local services, and more. www.urban-x.com

INCUBATORS

The NYU-Poly Incubator A resource project by NYU and the City of New York, the best part of this incubator is the exposure it provides to other startups for information-sharing and collaboration. www.engineering.nyu.edu/business/incubators

General Assembly GA is a tech academy that offers space, support, and high-caliber education in a dense and quality format. www.generalassembly.ly

AngelPad Intensive mentorship program founded by ex-Googler Thomas Korte. Ranked #4 in Forbes "Top 5 Global Startup Incubator list". www.angelpad.org

NYC Seed Funds seed-stage technology entrepreneurs in New York City and helps driven, small teams move from idea to product. www.nycseed.com

Spark Labs One of the best options for frequent travellers, Spark Lab has offices on every continent www.spark-labs.co



#TEP2017

CO-WORKING

We Work Spreading to cities around the world, We Work is not just a co-working space provider; it also provides resources to help new businesses take care of their employees. www.wework.com

Voyager HQ A member's club dedicated to founders of travel startups, investors and corporations. Options for digital membership with occasional access to NYC clubhouses. Perfect for the jetsetters. www.voyagerhq.com

New Work City One of the co-working space veterans in New York City, this space feels somewhat like a college library. It has flexible working space rental options. nwc.co

Galvanize With campuses across the nation, Galvanize seeks to build a tech learning community. Their NYC location offers a range of courses and events for those looking to hone their skills. www.galvanize.com/new-york/campus

Green Desk Dumbo For the environmentally conscious, this co-working space serves organic coffee and implements a bike-rental system with rates available to individuals and small companies. www.green-desk.com

Rise New York Based in the Flatiron, this space includes a 100-seat auditorium, suite of meeting rooms, and video and podcast recording facilities. www.thinkrise.com

The Alley A coworking space which offers services including design and development, insurance, and marketing and sales. www.youralley.com

Crossaint Multiple spaces across New York, allowing you to search and select an office according to your own criteria. www.getcroissant.com

**ERA Winter
2018 Accelerator
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ACCELERATOR

Apply Today:

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ERA now accepting applications for its Winter 2018 NYC Accelerator Program. ERA invests \$100K in seed funding and gives entrepreneurs access to NYC's leading mentor network and community, including exposure to 350+ industry leaders. We work with companies intensively throughout our 4 month program, and continue to support them all the way through an exit. Since 2011, ERA Alumni have raised \$250M and grown to more than \$1.3B in combined valuation.

Early Admissions - Oct. 12th;
Deadline: Nov. 6th, Program Start: Jan 8th

NYC Resources for Newcomers

STAYING OVER

Expedia One of the most popular apps on the market, Expedia is user-friendly and has a beautiful interface. All information is based on user responses to help weed out the unworthy.

One Night Download this app for spontaneous bookings at NYC's best hotels, available at reduced rates every day from 3PM EST.

Kayak Easy to navigate, Kayak makes it possible to track flights, convert currency, rent cars, book flights, receive alerts, and even create packing lists.

Hotel Tonight This app is a favorite for making same-day bookings. The selection is slimmer, but the company handpicks websites to weed out hotels of lesser-quality.

Jetsetter Jetsetter has a feature that allows you to select an area of a city; the hotel you receive is a surprise. You might get lucky and end up somewhere luxurious for a fraction of the asking price.

Booking.com For the ultimate planner, Booking.com allows you to search for any monument in a city; it then finds hotels nearby.

ESSENTIAL CITY APPS

Meetup Meetup connects people from all areas based on common pursuits be they business or personal interests.

Yelp: Yelp solves the ever-present question of where to eat. Features allow you to search by neighborhood, price, and type of cuisine. Reviews allow you to make the best selection quickly.

Eventbrite.com Similar to Meetup - create and/or discover events and connect with others through live experiences

Yelp Yelp solves the ever-present question of where to eat. Features allow you to search by neighborhood, price, and type of cuisine. Reviews allow you to make the best selection quickly.

ILoveNY Explore things to do and places to visit all around New York - from Manhattan to the Adirondacks.

Foursquare Check in at your favorite places while you're out and about and get advice and tips from other people who are visiting the same establishments.

NYC Tip Tipping customs can be confusing when you are traveling, but this app helps you calculate the appropriate amount and saves you the headache.

Seamless This app makes it easy to place a food order with the touch of a button (without having to phone one in). You can also filter search results by cuisine type and price range with a comprehensive range of restaurants.

Venmo Whether you're splitting up utilities with roommates, reimbursing a friend for a cab ride, or divvying up the cost of a dinner Venmo allows users to split payments with one another.

NYC Wifi + Coffee When you first arrive, you're going to need to know where you can drink a single cup of coffee for hours while you use the free wi-fi for all its bandwidth.

NYC INFO

NYCEDC This is the hub of both big and small business in New York City. Recently, NYCEDC teamed up with New York International to host the World to NYC program, a project for international startups to showcase their work in the city. www.nycedc.com

New York International A web-based media and technology venture. Provides abundant resources and valuable information for international entrepreneurs who want to "make it" in New York. www.nyintl.net

Center for an Urban Future With forward vision, the CUF is an NYC-based think-tank that aims to grow and diversify the local economy in new and creative ways. www.nycfuture.org

Builtinnyc.com An online community for New York City startups, browse and post start up jobs, reach technology news, and discover local events

Digital.NYC A well-maintained news source for startups, with a buzzing calendar of events. www.digital.nyc

Startupguide: The Hitchhiker's guide to New York City Tech. www.startupguide.nyc

Gary's Guide A great guide for tech events, deals and happenings in New York City. www.garysguide.com

Made in NY The Made In NY Map is a visual testament to the vibrant state of New York's digital industry. Find jobs and add your company to the map. www.mappedinny.com

Clubglobals Connects professional expats and global entrepreneurs with recommended service providers online and at exclusive events. www.clubglobals.com

F6s.com Provides founders with growth opportunities, funding, grants, and other services - apply to accelerators, pitch to investment funds, and apply for jobs all on one platform. www.f6s.com

GETTING AROUND

Citymapper: Plan your journey in New York (or any number of cities), with an interactive trip planner and maps for every subway and bus route available.

CitiBike One of the city's new favorite forms of transportation, this app allows you to locate the bike stations around the city, plan a travel route and even mark your favorite stations and attractions.

Exit Strategy This app helps you cut precious minutes off your commute by helping you choose which subway car to ride for a smoother transfer.

Cab Sense This app helps you pinpoint which street corners attract the most cabs for a faster hail, and it even has a pay-by-phone option for call-ahead reservations

KickMap KickMap is a map of the New York City subway that still works while you're underground and don't have cell service. It also pulls up directions within a three-block radius of your intended destination, and will send you transit alerts if there's a change in service to one of your preferred lines.

NY Waterway: Download this app to book tickets for NY Waterway ferries from your phone, and travel in style along the Hudson.

Lyft The Lyft app matches you to nearby drivers so you can get a ride in minutes.

Via Book a ride headed your way and share with others at a low flat fare. Available in Manhattan, parts of Brooklyn, and at NYC's major airports.

PITCHING

New York Entrepreneur Business

Network Meetup One of the most active pitch Meetup groups, NYEBNM features a different industry topic every month. The judges are all NYC venture capital partners, so it's a great chance to pitch to someone big. www.meetup.com/TheNYC-Business-Networking-Group

Finovate This annual two-day event takes place every September for financial and banking startups. It's fiercely competitive, but if selected, startups have the chance to pitch for 7 minutes on stage. www.finovate.com

Techcrunch There's a different theme for each day of this four-day conference. Startup Battlefield is the highlight, where 30 startup applicants are chosen to pitch to a live audience for a chance to take home \$50,000. www.techcrunch.com

Techweek This annual pitch week conference travels around the US and arrives in NYC to promote the technology industry. A plethora of events and pre-qualified pitch sessions in front of venture capitalists are provided, with various levels of cash prizes. www.techweek.com/newyork

NYC Flash Pitch A speed-based pitch event inviting six companies to pitch for two minutes to three investors, every month. www.flashpitch.nyc

TEP Webinar Series

Onboarding Begins Before NYC

- NYC Ecosystem
- Growth Hacking
- U.S. Fundraising
- Legal 101



#TEP2017



AGENDA

TRANSATLANTIC ENTREPRENEUR PARTNERSHIP

Monday, 10/9 TEP 2017: Internal Welcome

TEP 2017: Internal Welcome

The Alley Chelsea, 119 W24St, New York, NY 10010

6:15pm Pitch Clinic: "1-Min Flash Pitch"

Sang Ahn, Managing Director, Vice President and General Manager, Samsung Pay
Benedikt von Schroeder, Angel Investor and Mentor
Chaired by The Virtual Lab

7:30pm TEP Kickoff and Welcome

Ole Jani, Partner, CMS Law.Tax & TEP Co-Founder

9:00pm Program End



Tuesday, 10/10

TEP AM: Scale to NYC

Rise New York, 43 W23rd St., 2nd Floor
New York, NY 10010

8:15am Registration and Breakfast

9:00am US Fundraising: "Why Should We Pick You?" – Winning Over U.S. Investors

David Beatty, Angel Investor, Gaingels,
Brian Cohen, Founding Partner,
NY Venture Partners & Chairman, NY Angels
Chaired by Roq.ad

10:30am Break

10:45am US Market Strategy: "Designing your Traction Toolbox"

Joe Foxtan, Founder, Foxtan Creation
Chaired by Bonaverde

12:30pm Program end

TEP PM: Smart Urban Future: Data & Development

Rise New York, 43 W23rd St., 2nd Floor
New York, NY 10010

12:30pm Registration, Lunch, & Trade Commissions' Expo

1:00pm Conference Opening

James Leavy, Program Director,
New York International

1:05pm Three 1-Min Startup Pitches

1 Min Pitch

1:15pm

Opening
Remarks

Smart Urban Future: Data & Development

Christian Rickerts, Permanent State
Secretary of Economic Affairs, Energy,
and Public Enterprises
Steven Sokol, President,
The American Council on Germany

1:25pm

Panel
Discussion

"Digital Disruption and the Opportunities & Challenges for our Cities"

Nicole DuPuis, Principal Associate for Urban
Innovation for City Solutions,
National League of Cities
Christian Rickerts, Permanent State
Secretary of Economic Affairs, Energy,
and Public Enterprises
Mark Thomas, Senior Vice President of
Partnerships, NYCEDC
Jessica Wurwarg, Director of Energy
Management and Sustainability,
NYC Dept. of Transportation

2:30pm

Coffee Break

2:45pm

1 Min Pitch

Three 1-Min Startup Pitches

2:50pm

Panel
Discussion

"Big Data and Artificial Intelligence"

Craig Campbell, Special Advisor,
Mayor's Office of Data Analytics
Ole Jani, Partner, CMS Law. Tax
& TEP Co-Founder
Dr. Steven E. Koonin, Director, NYU Centre
of Urban Science & Progress
Jason Whittet, Smart Cities Business
Development, AT&T

3:50pm

Panel
Discussion

"Modern Urban Mobility for Social Good"

Janne Corneil, Principal, Corneil Collaborative
Rachel Haot, Board Member, Tech:NYC
Brian Langel, Co-Founder, Dash Labs Inc.
Greg Lindsay, Senior Fellow,
New Cities Foundation

4:50pm

Closing Remarks

5:00pm

Refreshments & Beer

TEP Reception: Urban Mobility in the Digital Age

The Consulate General of Germany,
871 United Nation Plaza,
New York, NY 10017

6:30pm Arrival & Registration

7:30pm Welcome

7:35pm

Panel
Discussion

"Vicious Cycle? Virtuous Cycle? Urban Mobility in the Digital Age"

Stefan Knupfer, Senior Partner,
McKinsey & Company
Daniel Ramot, CEO & Co-Founder, Via
Dr. Steven Sokol, President,
American Council on Germany

9:00pm Program end

Followed by:

Jimmy's Corner Bar,

140 West 44th St., New York, NY 10036

Wednesday, 10/11

Site Visits & Founders' Dinner, Multiple Locations

8:30am "Fair Game for All - Business Lessons from and for New York City"

594 Broadway, 11th Floor, Suite 1106,
New York, NY 10012

Oliver Niedermaier, Founder, Chairman & CEO,
Tau Investment Management

Benedikt von Schroder, Angel Investor and Mentor

Chaired by Coworkies

10:30am The German Accelerator

Tour &
Keynote

433 Broadway, 2nd Floor,
New York, NY 10013

Teddy Goldstein, Program Director

Chaired by Signal Cruncher

1:00pm "Early Stage Founders: Lessons from the Inside"

Talk &
Lunch

Rise, 43 W23rd St., 2nd Floor
New York, NY 10011

Patrick Freuler, Founder, Audicus

Chand Sooran, CEO & Co-Founder, Edgeworthbox

Chaired by Scrivito

3:00pm

Tour &
Program Intro

Grand Central Tech & Urban Tech Hub

335 Madison Ave, New York, NY 10017

Robinson Hernandez, Executive Director, Urban Tech Hub at GCT
Daniel Kadishon, Director of Economic Development,
NYC Mayor's Office for International Affairs

Terez Nemessanyi, Entrepreneur-in-Residence, Microsoft

Chaired by Club GLOBALS

5:00pm

Tour &
Short Pitch

Entrepreneur Roundtable Accelerator

500 7th Ave, New York, NY 10018

Jeremy Harper, Principal, ERA

Chaired by NurseIT

Thursday, 10/12

TEP Outlook

Rise New York, 43 W23rd St., New York, NY 10010

10:00am

Roundtable
Discussion

Beyond TEP: "Steps to an NY Expansion?"

12:30pm

Lunch & Program End