

TURIN 2018



europaean
startup
festival



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Speakers





**Dr. Anica
Zeyen**
[in](#)



**John
Auckland**
[in](#)



**Umesh
Kumar**
[in](#)



**Alex
Chisnall**
[in](#)



**Russell
Copley**
[in](#)



**Andreas
Spechtler**
[in](#)



**David
Kinsella**
[in](#)



**Harpal
Dhatt**
[in](#)



**Alex
Bacardit**
[in](#)



**Lucia
Usurelu**
[in](#)



**Marco
Cantamessa**
[in](#)



**Filippo
Nardi-Dei**
[in](#)





Giancarlo Rocchietti
[in](#)



Stuart Hartley
[in](#)



Guido Icardi
[in](#)



Giorgio Borgonovo
[in](#)



Richard Harris
[in](#)



Roberto Ceschina
[in](#)



Mattia Conte
[in](#)



Dr Fatema Kawaf
[in](#)



Alessandro De Concini
[in](#)



Val Ulman
[in](#)



Sarah Weiler
[in](#)



Andrew Hutchison
[in](#)





**Gerd
Graumann**
[in](#)



**Tal
Catran**
[in](#)



**Nicoletta
Marchiandi Quatraro**
[in](#)



**Bo
Ji**
[in](#)



**Simona
Bielli**
[in](#)



**Guido
Meak**
[in](#)



**Matteo
Di Pascale**
[in](#)



**Pier Paolo
Mucelli**
[in](#)



**Giovanni
Franco**
[in](#)



**Paola
Pisano**
[in](#)



**Ana Silleras
Villamayor**
[in](#)



Sponsors





Creative Start-Up Academy



Pensativa



getLaunched



Techitalia



10by10



Salomone & Travaglia



Ncubate



Weevil



Lazarillo



Sonophilia



Partners





IAAD



EEUK



Club degli Investitori



I3P



European Enterprise Network



Interreg



Socialfare



Volunteers





Valeria Morra
[in](#)



Luna Nguyen
[in](#)



Giulia Gillone
[in](#)



Deborah Coccione
[in](#)



Andreea Madalina Iancu
[in](#)



Vittorio Jan Randone
[in](#)



Elisabetta Anibaldi
[in](#)



Andrea Riva
[in](#)



Alberto Milano
[in](#)



Ishan Dogra
[in](#)



Adria Amor
[in](#)



Vittoria Zorzi
[in](#)





**Ainiwaer
Aihemaiti**
[in](#)



**Mirko
Caponi**
[in](#)



**Mandi
Maripise**
[in](#)



**Dimitri
Rossi**
[in](#)



**Jaswanth
Varma**
[in](#)



**Carola
Dalpasso**
[in](#)



**Chiara
Gario**
[in](#)



Programme



Fr 21 Sep 2018

● 09.00 - 10.00	CONNECTING	Registration and networking
● 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)



Fr 21 Sep 2018

● 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
	MASTERCLASSES	Putting the ‘social’ back into ‘Social Media’ - Dr Fatema Kawaf
	MASTERCLASSES	Winning client work on small budgets - Umesh Kumar
	MASTERCLASSES	Everything is possible if you know how - Ana Silleras Villamayor
● 16.00 - 17.00	CONNECTING	Closing act of the first day and remarks - Sarah Weiler, Sanderson Jones, Paola Pisano
● 16.00 - 17.30	MASTERCLASSES	The Rocket Fuel for your Startup is YOU – Learn how you can unlock yourself - Gerd Graumann
● 17.00 - 17.30	CONNECTING	Networking
● 19.30 - 22.00	CONNECTING	Evening Entertainment (at extra cost)



Sa 22 Sep 2018

●	9.30 - 10.15	CONNECTING	Arrival and networking
●	10.00 - 11.30	MASTERCLASSES	Developing an innovative and creative business model - Stuart Hartley
		MASTERCLASSES	Intuitive Creativity - Matteo Di Pascale
		MASTERCLASSES	Money Mindset - Sarah Weiler
		MASTERCLASSES	Technology Licensing – from the NDA to the Deal - Andreas Spechtler, David Kinsella
		MASTERCLASSES	Starboost Masterclass - Mattia Conte
		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



Sa 22 Sep 2018

●	11.30 - 13.00	MASTERCLASSES	The psychology of living well - Richard Harris
		MASTERCLASSES	Unicorn or dragon: How to tap into the Chinese market for growth - Bo Ji
●	10.00 - 11.30	MASTERCLASSES	Developing an innovative and creative business model - Stuart Hartley
●	11.45 - 13.15	MASTERCLASSES	The women's entrepreneurship and leadership masterclass - Lucia Usurelu
		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
		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



Sa 22 Sep 2018

- 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)

Su 23 Sep 2018

- 11.00 - 14.00 **CONNECTING** Well-being Sunday - Adriano Travaglia, Christine Michaelis, Sanderson Jones, Harpal Dhatt, Giovanni Franco



Organisation



Organisers



**Adriano
Travaglia**

in



**Christine
Michaelis**

in



Co-organisers



Starboost

in



**Chamber of
Commerce of Turin**

in



The host



**Sanderson
Jones**

in



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