

09:45-09:55 OPENING Mark Hoffmann (Vertical Media) HEUREKA goes to school – 6 years of the founders conference
10:00-10:15 KEYNOTE Mariano Kostelec(Uniplaces) From Portugal to the world – European startups are venturing out
10:20-10:40 KEYNOTE Clare Jones (What3Words) splendid.senses.kite – 3 words to address the world
10:30-11:15 WORKSHOP I Stephan Jaquemot (Microsoft) First 6 months of a startup
10:35-10:55 KEYNOTE Hubertus Bessau (mymuesli) 10 years of mymuesli – a success story
10:45-11:15 PANEL Holger Weiss (GermanAutolabs) and Gabriele Semino (WARR Hyperloop) Goodbye to yesterday. What's next in mobility?
10:45-11:15 WORKSHOP II Paul Brandenburg (Dipat) How to create a pitch deck that brings you 2 million funding
11:00-11:30 PANEL Sohaila Ouffata (BMW Ventures), Thomas Lueke (Cherry Ventures) and Andrei Brasoveanu (Accel) Next generation of VCs! Are founders the better investors?
11:20-11:40 FIRE SIDE CHAT Christoph Gerber (Liferando) and Mark Hoffmann (Vertical Media) Two founders spilling the beans – about founder fears, hockey sticks and exits
11:30-12:00 WORKSHOP I Amber Riedel (Makerist) From content to conversion
11:30-12:15 WORKSHOP II Marius Müller-Minde (Amazon Web Services) Working backwards from the customer
11:35-11:50 LECTURE Nicolaj Højer Nielsen (author) Screw Venture Capital – how to really fund your startup
11:45-12:00 LECTURE Sophie Chung, JunoMedical From zero to 12 – surviving the first launch and beyond
11:55-12:10 Philipp Raidt (AS Digital Ventures) and Steffen Wicker (Homeday) Startup meets Corporate VC – first hand insights
12:00-12:30 READING Nicolaj Højer Nielsen The startup funding book
12:05-12:35 PANEL Stephan Stricker (Pair Finance), Maru Winnacker (Project OONA) and Gen Sadakane (Eyeem) Berlin – living in the founders paradise?
12:15-12:30 KEYNOTE Vincent Zimmer (Kiron) Solving the puzzle of higher education for refugees
12:15-13:00 WORKSHOP I Alexis von Kruedener and Michael Strubel (CMS) IP and data protection for founders
12:35-13:05 PANEL Maxim Nitsche (Math42), Silke Friedrich (Metropolitan School) and Nicolas Dittberner (Udacity) Building future talent through digital learning?
12:40-12:55 KEYNOTE Joseph Constanty (NIU) Taking a China startup global
FROM 13:05 Lunch break

14:00-14:30 READING Felix Plötz Das 4 Stunden Startup (GER)
14:10-14:25 KEYNOTE Carsten Maschmeyer Selfmade success: Sales tactics that every entrepreneur must master
14:30-14:45 KEYNOTE Mark Williams (firefly) Creating a gadget from scratch on your own budget
14:30-14:50 PANEL Pamela Reif and Daniel Fuchs Shiny happy people: Influencer marketing turns regular people into brands
14:30-15:15 WORKSHOP I Linda Wollgast (Wirecard) Cash is trash – the future of payment is mobile
14:45-15:15 WORKSHOP II Raphael Neuner and Susanne Arnold (Hering Schuppner) Fuck up-Management – How communications helps you in success-critical situations
14:50-15:20 PANEL Mark Williams (firefly), Oscar Kuhl (Hanf Passion) and Victoria Chirita (Serial Entrepreneur) Smoke the weed – legal medical marijuana as new business sector
14:55-15:10 FIRE SIDE CHAT Klaus Bente (Lead Accelerator) The legacy of Adi Dassler – and why he would have supported esports
15:15-15:35 LECTURE Nils Fischer (Liefery) and Roger Hillen-Pasedag (Hermes) Davis vs. Goliath or how they can live happily ever after
15:25-15:45 LECTURE Rene Pour (Reality Lovers) Is VR a disruptor of the sex industry?
15:30-16:00 READING Milena Glimbovski Ohne Wenn und Abfall (GER)
15:30-16:00 WORKSHOP I Beth Jones (Deliveryhero) BRAND EMPHATHY: 2017's biggest buzz word
15:30-16:00 WORKSHOP II Moritz Klussmann (Customer Alliance) How to scale a SaaS company
15:40-15:55 PRODUCT LAUNCH Tobias Eichenwald (Senic) The next evolution of Smart Home
16:00-16:20 LECTURE Radoslav Albrecht (Bitbond) Blockchain for dummies
16:10-16:30 FIRE SIDE CHAT Natasha Birnbaum (Mogul) The key to building a global empire from scratch
16:25-16:40 LECTURE Christian Strobl (Hackerbay) Between legend and losers
16:35-16:55 KEYNOTE Alessio Borgmeyer (Jodel) Stop yawning – start jodeling
16:45-17:10 LIVE HACK Fabian Bräunlein (Research Lab) Live hack: Fancy a free flight?
17:00-17:30 PITCH FIGHT Let's get ready to rumble!
17:35-17:45 CLOSING Closing words

Stage I

Stage II

Library

Workshop I

Workshop II