

AS OF DECEMBER 4, 2013

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

DECEMBER OVER CORP. DESCRIPTION			
DECEMBER 2 ND & 3 RD PRE-CONFE			
WELCOME AT THE HUB- DEC 2 ND	Office Links 460 Park Avenue South, 12th		5:00PM
BERLIN TO NYC -DEC 3 RD	Various locations. Joint Program by the	NYCEDC and Berlin Partner	FULL DAY
DECEMBER 4 TH CONFERENCE PRO	GRAM		
INFORMAL GATHERING	P.J. Clarke's 915 Third Avenue, 1st Fl. (@	55th Street) NY	3:00PM
OPENING RECEPTION	German Consul General, Private Resider	nce 740 Park Ave. (at 72nd St). NY	4:00PM
KICKOFF DINNER	Berlin Night, The Torch Club, 18 Waver	ly Place, NY	7:00PM
DECEMBER 5TH CONFERENCE PAN	ELS		
Office Links, 450 Park Avenue South 12th Flo	or, NY		
7:45AM Coffee & Breakfast	8:15AM	Opening Remarks	
8:30AM "Startup Hub Berlin – S	Status & Outlook" 9:00AM	"The State of Play in Digital Investing Globally and Locally"	
9:45AM E-mail break	10:00AM	"Corporate Investments & Innovation"	
10:55AM Coffee break	11:25AM	"International Entrepreneurs in U.S.: Myth and Reality of Develo What I Watch for in 2014"	ping a Business Here –
12:15PM Lunch & Startup Pitche	es 1:30PM	"Opportunities and Challenges in Funding, Building and Collabo	rating in NYC and BER"
2:30PM E-mail Break	2:45PM	"Innovation in Content & Media"	
3:45PM Final Keynote			
AFTER CONFERENCE DRINKS	The Cannibal Beer & Butcher, 113 Eas	t 29th Street, NY	4:00PM
CONFERENCE DINNER	The Norwood Club, 241 W 14th Street	, NY	6:00PM
AFTER DINNER DRINKS	The Grand Havana Room 666 5th Ave # 39, NY 10:00PM		10:00PM
DECEMBER 6 TH			
STARTUP VISITS	RTUP VISITS Various Locations in NYC 9:0		9:00AM
FINAL LUNCH	Brooklyn Borough Hall, Brooklyn NY 12:00PM		12:00PM
STARTUP SOCCER MATCH Soccer Beyond, 132 W 60th Street, NY 6:30		6:30PM	



Pre-conference program: "Berlin to NYC" Joint program New York City Economic Development Corporation & Berlin Partner for Berlin-based startups

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

Conference Program

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





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





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





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





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





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





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





Dec 6th			
8:00 am	ACG Breakfast Series for members and friends of the American Council on Germany	Bjoern Boehning State Secretary, City of Berlin	Introduced by: William Drozdiak President American Council on Germany, New York
9:00 am	Startup Visit and Investor Meeting for participants from Berlin Sign up required as seats are limited	Etsy.com – With nearly \$1 b marketplace for small seller country, its valuation double and one in Berlin, Germany. KISI – Originally started in It competitions in New York in share hands-on experience of the NYC Media Center – The "coaddition to the NYC startup multiple disciplines, industry Chaired and summarized by Matthew Allan Director Consulting Services German American Chambe Option #2: Investor Meet FirstMark Capital: A unique New York which invested in	tartups ecosystem tat Brooklyn Roasting Company, 25 Jay Street, Brooklyn NY – 9am) sillion in revenue, Etsy is one of the leading NYC ventures. The online res of handmade goods remains truly visionary: it is the biggest B corp. in the ed in less than 24 months, and there are now two Etsy Labs: one in Brooklyn (45 Washington Street, Brooklyn) Munich, Germany, KISI's app-controlled locks won all major startup in one week. Based in Brooklyn, there is no better place for German startups to about starting a business here and there. (20 Jay Street, Brooklyn) Innecting bridge between the ever-evolving media landscape" is a very recent ecosystem. A truly unique incubator and central hub for storytellers from ities, and platforms. (30 John Street, Brooklyn) Y: To Commerce ing (Meet at Joe's, 9 East 13th street, New York NY – 9am) to opportunity for an in-depth discussion with one of the leading VC firms in companies like Secondmarket, Aero and Pinterest. Matt Turck, managing the organizer of two of the fastest growing tech meetups in NYC: DataDriven (100 5th Avenue, 3rd floor)





12:00 pm	Lunch	Wrap Up Discussion
	Location:	Opening by:
	Brooklyn Borough Hall 209 Joralemon Street, Brooklyn, New York	Marty Markowitz Brooklyn Borough President
		Kai D. Feder Director, Capital Budget & Economic Development Office of the Brooklyn Borough President
		Thomas Fellger Serial Founder & CEO, iconmobile, Berlin/Los Angeles/New York
		Matt Stinchcomb Values and Impact Etsy.com
		Chaired & summarized by: Bernhard Mehl Founder & CEO KISI Box
2:00 pm	Conference End	
6:30 pm	Soccer Match	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.
	Location: Soccer Beyond at Columbus Circle 132 W 60th Street New York, NY	All skill levels welcome. We will make it work.





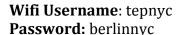
Additional Resources



For general updates, a full agenda, conference briefings and more, visit the **official TEP website**: tep.nyintl.net

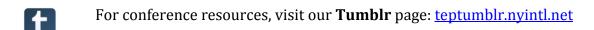


Registration URL: http://tepconference.eventbrite.com Password: BerlinNYC





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





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For **Car Service**, utilizing **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

Questions? E-mail ashley.clark@nyintl.net



