



We believe that rapid internationalization will enable cities, investors, entrepreneurs, and societies as a whole to grow and benefit.

Investing, innovating, and collaborating in two global hubs: Opportunities for New York and Berlin in 2015

Transatlantic Entrepreneur Conference
New York City, September 2-4, 2014

Agenda

We are very grateful for the support of our partners:



Head start (Note: Labor Day – public holiday)

September 1, 2014

6.00pm

Pre-conference welcome & pitch clinic

Office Links, 460 Park Avenue South, 12th Floor, New York, NY 10016

Sang Ahn, Managing Director, Samsung Open Innovation Center
Including TEP briefing

7.30pm

Informal welcome

WeWork, 79 Madison Avenue, New York, NY 10016

By *Ole Jani*, Partner, CMS Hasche Sigle

DAY 1

September 2, 2014

6.00am

Runners Meetup

Central Park South (5th Avenue & 59th Street), New York, NY 10022

Dietrich von Klaeden

Central park opens at 6.00am, sunrise will be at 6.24am

8.15am

Arrival and breakfast

Office Links, 460 Park Avenue South, 12th Floor, New York, NY 10016

8.50am

Opening of the conference

Dietrich von Klaeden, Head of Public Affairs, Axel Springer

9.00am

Conference opening: Startup Hub Berlin – Status & Outlook

Cornelia Yzer, Berlin Senator for Economics, Technology and Research

9.30am

The State of Play in Digital Investing Globally and Locally

Investors' perspective

Matthias Dill, Board Member, High-Tech Gründerfonds Management GmbH

Ulrike Hoffmann-Burchardi, Portfolio Manager, Tudor Investment Corporation

Charlie O'Donnell, Founder, Brooklyn Bridge Ventures

Edward Shenderovich, Managing Director, Kite Ventures

Moderated by *Benedikt von Schroder*, Angel Investor, Tigerlabs.co

Followed by startup pitches and feedback

Moderated by: *Christian Herzog*, Head of Division Digital Business & Service Industries, Berlin Partner

11.00am Content & Innovation in Media: The search for new models continues

Christoph Keese, EVP, Axel Springer

Mike Albanese, President, Observer Media Group

Anne Nelson, Adjunct Associate Professor, Columbia University

Justin Hendrix, Executive Director, NYC Media Lab

Gregg Walker, Senior Vice President, Sony Corporation of America

Moderated by *Sven Boell*, Reporter, Der Spiegel (German news magazine)

11.45am Starting Here and There: the NYC & Berlin tech ecosystems

Justin Kreamer, Senior Project Manager, New York City Economic Development Corporation

Matthias von Bismarck-Osten, Chairman Supervisory Board, Berlin Invest

Sean Coughlin, Co-founder & CEO, Faithstreet.com

Harsh Mehta, Co-Founder & COO, OfficeLinks

Simon Lorenz, Founder, Klara

Moderated by *Lucy Stonehill*, Founder & CEO, BridgeU

12.30pm Lunch and special presentation

The Art of Raising Capital in the US

David Teten, Partner, ff Venture Capital

Introduced by *Sandra Leonie Ritter*, Founder & CEO, Leondra

music GmbH

1.30pm

The IoT: hardware is hard

Dean DiPietro, Partner, Tomorrow Lab

Scott Van Campen, Co-founder, Staten Island MakerSpace

Harald Zapp, Managing Director, iThings4U GmbH

Calvin Chu, former Managing Director, R/GA Techstars

Moderated by *Scott Cohen, Partner, New Lab*

2.15pm

Sharing and Mobility

Ulrich Quay, Partner/Managing Director, BMW iVentures

David Mahfouda, Chief Executive Officer, Bandwagon

Patrick T Hoffman, Product Manager, Social Bicycles

Chris Miles, Founder, Jupiter's Motorcycles

Oliver Lünstedt, CEO, Carzapp

Moderated by *Ole Jani, Partner, CMS Hasche Sigle*

3.00pm

Coffee and email break

3.15pm

Launch Berlin: inside the Berlin tech ecosystem

Stefan Franzke, Managing Director, Berlin Partner for Business and Technology

Christian Bogatu, CEO, KIWI.KI

Aleksander Ciszek & Stephan Kuer, Founders, 3YourMind

4.00pm

End Conference Day 1

4.00pm

After-conference drinks (optional)

The Cannibal Beer & Butcher, 113 East 29th Street, New York, NY 10016

6.30pm

Arrival and security check-in at The German House

The German House, 871 United Nations Plaza, New York, NY 10017

Please arrive early, bring ID!

7.15pm

Reception and dinner buffet

The German House, 871 United Nations Plaza, New York, NY
10017

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

Progress for Berlin

Cornelia Yzer, Berlin Senator for Economics, Technology and
Research

Introduced by *William M. Drozdiak*, President, American Council
on Germany

Berlin startup pitches

Startup pitches moderated by *Christian Herzog*, Head of Division
Digital Business & Service Industries, Berlin Partner

How We See the World, and What it Means for Germany

Introduced by *Dietmar Rieg*, Chief Executive Officer of the German
American Chamber of Commerce (GACC New York)

Albert Wenger, Partner, Union Square Ventures in discussion with
Fabian Heilemann, Partner, Heilemann Ventures and
Stephan Schambach, Chairman of the Board and Founder,
Demandware & Entrepreneur at General Catalysts

Moderated by *Stefan Franzke*, Managing Director, Berlin Partners
and *Stefanie Lemcke*, Principle, Quantum Media, Founder, New
York International

9.30pm

Nightcap

Grand Havana Room, 666 5th Avenue, 39th Floor, New York, NY
10103

*Private club, hidden entrance. RSVP with Markus Matjeschk
(markus.matjeschk@nyintl.net).*

DAY 2

September 3, 2014

Site visits in Long Island City, Brooklyn, Manhattan

8.00am

The Ultimate Start: NYC or SF?

BMW iVentures, 95 Morton Street, New York, NY 10014

Ulrich Quay, Partner/Managing Director, BMW iVentures

Alexander Diehl, CEO, KKLD

Philipp Pieper, Serial Entrepreneur, former CEO, Proximic

Moderated by *Axel Oehlers*, CFO, automotiveMastermind

9.00am

Signing Ceremony @Urban Future Lab

- 10.00am

15 MetroTech Center, 6th Floor, Brooklyn, NY 11201

Cooperation agreement for the project CleanTech Business Park Berlin-Marzahn and NYU Poly Brooklyn

Cornelia Yzer, Senator, Senate Department for Economic Affairs, Technology and Research, Berlin

Kurt Becker, Vice Dean, NYU Polytechnic School of Engineering, New York

Nicola Michels, Vice President, German American Chamber of Commerce, Inc., New York

Christian Gräff, District Councilor, Borough Office of Marzahn-Hellersdorf, Berlin

Please note:

This event occurs simultaneously to our site visits.



Transportation Talk

Immigration Law

Samuel Newbold, Senior Associate Attorney, Barst Mukamal & Kleiner LLP

9.30am

Innovating beyond Mitte: a view on US tech

Deutsche Bank, 60 Wall Street, New York, NY 10005

Kick-off by *Ansgar Tietmeyer*, Head of Public Affairs, Deutsche Bank

Martin Runow, Managing Director, Head of Cash Management Corporates America

Ted Tobiason, Managing Director, Capital Markets Equity Coverage - Technology

Philip Gilligan, Managing Director, Head of Global Technology and Operations Strategy and Innovation

Moderated by *Norbert Kuls*, Financial Correspondent, New York Bureau, Frankfurter Allgemeine Zeitung and *Simon Lorenz*, Founder, Klara



Transportation Talk

Recruiting Talent in NYC

Feargall Kenny, President, Glenborn & Founder, jobelevation.com

12.30pm

Inside Techstars at R/GA Accelerator

350 West 39th Street, New York, NY 10018

Stephen Plumlee, Global COO & EVP, R/GA

Moderated by *Evgeni Kouris*, CEO, Toywheel



Transportation provided

Corporate Law

Allan Rooney, Owner, Rooney P.C.

2.00pm - A

The Vengo Story at NYDesigns

45-50 30th Street, 7th Floor, Long Island City, NY 11101

Brian Shimmerlik, Founder and CEO, Vengo

Natalia Argüello, Director, NYDesigns

Moderated by *Matthias Laug*, CTO, Yourdelivery

2.00pm - B

3D Printing in Action at Shapeways

3002 48th Avenue, Suite 1, Long Island City, NY 11101

Visiting Shapeways' 3D printing factory in LIC

Raheel Valiani, Director of Operations, Shapeways

Moderated by *Stephan Kür*, Founder & CEO, 3YourMinD



Transportation provided

3.30pm

Innovation in Design, Prototyping and New Manufacturing at Brooklyn Navy Yard

63 Flushing Avenue, Brooklyn, NY 11205

Scott Cohen, Partner, New Lab

Moderated by *Christian Bogatu*, CEO, KIWI.KI



Transportation and donuts provided

5.00pm – A

Spark Labs

833 Broadway, 2nd Floor, New York, NY 10003

Christophe Garnier, Founder, Spark Labs

Carlos Flores, Managing partner, Spark Labs, Angel Investor, Goldenseed

Moderated by *Adam Woolway*, Co-founder & CEO, Plugsurfing


5.00pm – B

Dataminr

99 Madison Avenue, 3rd Floor, New York, NY 10016

Peter Bailey, Chief Strategy Officer at Dataminr

Moderated by *Frank De Maria*, CEO, Americas at Social360

Transportation provided end 

7.00pm

Dinner and nightcap @230 Fifth Avenue

230 5th Ave, New York, NY 10001

Moderated by *Catriona McLaughlin*, Journalist and Principal at RedCat

How to Manage Disruptive Change in Media

Christoph Keese, EVP, Axel Springer

Expanding from NYC to the World

Matthew O. Brimer, Co-Founder, General Assembly

How We Take Art Into the Future: @MetMuseum and beyond

Sree Sreenivasan, Chief Digital Officer, Metropolitan Museum of Art

Introduced by *Katherine Barna*, Head of Communications, Tumblr

DAY 3

September 4, 2014

Starting Up Day

Making it in NYC

9.00am

Matchmaking for Berlin Startups

BakerHostetler, 45 Rockefeller Plaza, New York, NY 10111

The matchmaking session is organized in collaboration with the German American Chamber of Commerce

Welcome by *Dietmar Rieg*, President & CEO, German American Chamber NY

Intro by *Teddy Goldstein*, German Accelerator New York

Roundtable I: Current GA startups

Roundtable II: German American Chamber – how to set up shop in NYC, challenges from a legal and HR point of view

11.15am

Transfer to Urban Future Lab (UFL) in Brooklyn

15 Metrotech Center, 19th floor, Brooklyn NY, 11201

12.00pm

Welcome *Kurt H. Becker*, PhD, Vice Dean for Academic Affairs, NYU Polytechnic School of Engineering

Pitch, lunch and mingle with current roster of UFL companies

2.00pm

Workshops

International Day

5.45pm

International Day reception & networking

Brooklyn Borough Hall, 209 Joralemon Street, Brooklyn, NY 11201

6.15pm

Welcome

Welcome and evening moderation by *Stefanie Lemcke*, Principle, Quantum Media, Founder, New York International

Brooklyn International

Eric L. Adams, Brooklyn Borough President

NYC: Driving innovation and helping internationals succeed

Kyle Kimball, President of the New York City Economic Development Corporation (NYCEDC)

Global Youth: Starting Now

Ahmad Alhendawi, UN Secretary General's Envoy on Youth
Introduced by *Robert Petty*, Chairman & CEO, Sport195

The Big Questions

Albert Wenger, Partner, Union Square Ventures

Making it in NYC

Borahm Cho, CXO & Co-Founder, Kitchensurfing
Maria Teresa Cometto, co-author of Tech and the City
Robert Petty, Chairman & CEO, Sport195
Jonathan Askin, Founder & Director, Brooklyn Law Incubator & Policy Clinic

Followed by light dinner buffet

9.00pm

End of conference