



New Tools & Concepts

To Grow, Expand & Stay Relevant

6th Annual TEP Conference

2016 International Week

New York City, October 10-13, 2016

We are very grateful for the support of our partners:



Informal Kick-off

Monday, October 10, 2016

- 5.00pm** **From Germany to NYC: An Insider Report**
Simon Lorenz, Founder & CEO, Klara
Maximilian Schuetz, Co-Founder, KISI
- 6.00pm** **Pitch Clinic**
Sang Ahn, Chief Commercial Officer, Samsung USA Pay
Jeremy Harper, Principal, ERA
- 7.00pm** **TEP2016 Informal Welcome & Introduction**
Ends ~9:00pm *Amol Sarva, Founder, Knotel*

Main Conference Day

Tuesday, October 11, 2016

PRE-PROGRAM

- 8.30am** **Registration & coffee**
- 9.00am** **Showing Up to the Most Competitive Game on Earth...**
Workshop *Workshop I: Fundraising in the US*
David Beatty, Angel Investor
Brian Cohen, Chair, New York Angels
Chaired by Stephan Beyer, CFO, BigRep
- 10.30am** **Break**
- 10.45am** **...And Closing the Deal**
Workshop *New Tools for Generating Leads and Showing Traction*
Workshop II: Business Development in the US
How does your US go to market plan stack up in the eyes of US startup sales leaders?
Feargall Kenny, Founder Glenborn
In discussion with Sebastian Hemstead, EVP, Brandwatch
and Scott Samios, Expansion Stage Sales and Marketing Expert
Chaired by Stephan Bayer, CEO, sofatur

MAIN PROGRAM

12.00pm	Registration and lunch Meet the startups, city representatives, partners and guests
Before the opening	<i>Christian Herzog</i> , Head of Digital, Berlin Partner to introduce the One-minute startup pitches by <i>Opinary, Labiotech, blogfoster, Green Window</i>
1.00pm	Conference opening By <i>Gregg Walker</i> , CEO, Gregg Walker LLC
<i>Keynotes</i>	Global Media and Digital Disruption: Riding the Storm or Surfing the Waves? Lessons Learned <i>Patrick Stiegman</i> , Vice President Global Digital Content, ESPN <i>Deborah Brewster</i> , Senior Vice President, Strategy, News Corp <i>Jens Müffelman</i> , CEO, Axel Springer Digital Ventures
1.55pm <i>Insights</i>	New Concepts & Tools: Does Code Eat Management for Dessert? Introduction by <i>Jeremia Looch</i> , CEO, Cantinio
	I: CHANGE Shining Light into the Black Box - A Crash Course for Executives on Working with Engineers <i>Marc Donner</i> , Senior Engineering Manager, Uber
	II: TALENT Recruiting the Crew: Go Hard on the Soft Topics AI and Emotional Analytics in Value-based Hiring <i>Darja Gutnick</i> , Founder & CEO, 12grapes
	III: DATA If Data is the New Oil, Where is the Pump? <i>Marek Polonski</i> , Head Media and Retail, Applied Predictive Technologies
	IV: ENVIRONMENT Policies, Frameworks and Society: Keeping up with the Game? <i>Julie Samuels</i> , Executive Director, Tech:NYC
	One-minute startup pitches by <i>iventiv, labfolder, United Talents, Big Rep, sleeveimatix</i>
<i>Message from our host</i>	<i>Heather Shapiro</i> , Technical Evangelist, Microsoft
2.45pm	Coffee Break

3.15pm
*Roundtable
Discussions*

Roundtable Discussions
Introduction and overview by
David Gilford, Senior Director, Intersection

I: Smart City, Urban Tech and New Transportation
Lead *Kurt Becker*, Vice Dean for Research, Innovation, and
Entrepreneurship, NYU
Teddy Goldstein, Program Director, German Accelerator

II: Connected Devices and Advanced Manufacturing
Lead *Greg Spielberg*, Futureworks NYC
Chaired by *Hendrik Schneider*, Founder, United Talents

Followed by closing remarks

4.45pm **Program end**

EVENING PROGRAM
RSVP needed.

6.30pm **Evening Reception** featuring “The Start Alliance”
with *Stefan Franzke*, CEO, Berlin Partner

Introductory remarks by
Neil Padukone, Director of New Initiatives,
NYC Mayor's Office of Media and Entertainment and
Brad Burnham, Partner, Union Square Ventures

I: Founders Support Dinner
II: Start Alliance Dinner

Closing remarks and outlook: An invitation to Asia
Anthony Mak, Director, HKTDC

Followed by nightcap

SITE VISITS

Wednesday, October 12, 2016

RSVP needed as capacity is limited

- 8.30am** **I: Banks + FinTech: Exploring Global Lessons for Cooperation on Consumer-focused Innovation**
Melissa Netram, Director Tax and Financial Services, Intuit
Usman Ahmed, Head Global Public Policy, PayPal
Katherine Bonner, Director Government Relations, Capital One
Shai Goldman, Managing Director at SVB Capital
Colleen Briggs, Executive Director, JPMorgan Chase
Heather Cox, Chief Technology and Digital Officer, USAA
Andres Wolberg Stok, Global Head, Emerging Platforms and Services, Citi
Matt Hooper, VP Open Innovation, Barclays
Peter Reuschel, Founder, Leondrino Exchange
Chaired by *Jake Colvin, Executive Director, Global Innovation Forum*
- Starting 9.00am* **II: How Design Thinking is Influencing General Management**
Dean DiPietro, Founder, TechHouse Design
Chaired by *Hendrik Schneider, Founder, United Talents*
- 10.30am** **Rally**
Numaan Akram, Founder & CEO, Rally
Chaired by *Oliver Warnke, CEO, iventic*
- 12.00pm** **Deutsche Bank**
Milos Spiridonovic, Head of Startups@Berlin, Deutsche Bank
Chaired by *Chand Sooran, COO, American Prison Data Systems*
- 2.30pm** **Meetup**
Odile Beniflah, International and Partnerships, Meetup
Chaired by *Ali Gülerman, CEO, visitate*
- Bus talk* **Rapid Strategy Check on the go**
Philipp Pieper, CEO, Lighthou.se
- 4.15pm** **Vengo**
Brian Shimmerlik, Co-Founder & CEO, Vengo Labs
Chaired by *Hans Guenter Dahn, Co-founder & CEO, Swissbank*
- 6.00pm** **Start Alliance Signing at New Lab**

Stefan Franzke, CEO, Berlin Partner

David Belt, Co-founder New Lab
Stephan Beyer, CFO, BigRep

Remarks by
Eric L. Adams, Brooklyn Borough President
Britta Wagener, Consul General, German Consulate General New York
Introduction by *Gianluca Galletto, president, DG Advisors*

Introduction to New Lab

Talk over beer *Eric Ottaway, CEO, The Brooklyn Brewery*
Chaired by *Marco Graeber, CEO, sleeveimatix*

GLOBAL DIGITAL ECONOMY
October 13, 2016 in Manhattan

RSVP needed as capacity is limited.

Hosted jointly by The American Council on Germany and the German Consul General in New York City

8.30am The Global Digital Economy: Business in the 21st Century

Speakers include:
Daniel Andrich, President and CEO of the Representative of German Industry and Trade
Matthias Berninger, Head of Global Public Affairs at Mars Inc.
Ross LaJeunesse, Global Head of International Relations at Google
Ambassador Miriam Sapiro, Partner and Head of DC Office of Finsbury
Matthew Vogel, Chief of Staff and Deputy US Trade Representative

12.30pm End of conference