

European Start-up Days 15–16 May (Tuesday–Wednesday) 2018, Katowice

15 MAY 2018				
STAGE A /Mezzanine Floor, Spodek Arena/	MAIN STAGE /Spodek Arena/	STAGE B /Mezzanine Floor, Spodek Arena/ INSPIRATIONS–KNOWLEDGE–BUSINESS	Conference Hall D (Pavilion)	THE BINGO STAGE /Mezzanine Floor, Spodek Arena/
	8.45-9.30 <i>Guests registration</i>			
	9.30-9.50 Opening, speeches 9.55-10.15 Speech of the special guest 10.15-11.00 Opening debate THE FUTURE OF THE WORLD Technologies that will change our world 11.00-11.20 <i>Coffee break</i>			
11.20-12.15 THE FUTURE OF TECHNOLOGY VR/AR – the world in a new reality 12.15-13.00 THE FUTURE OF INDUSTRY David and Goliath, or corporations and start-ups	11.20-12.10 THE FUTURE OF THE MARKET Companies/enterprises online 12.10-13.00 THE FUTURE OF ENTERTAINMENT The onrush of e-sport	11.20-11.50 Between research and business: Can futurology and strategic foresight really be useful for start-ups? Surfing on the wave of the future 11.55-12.20 What was it like in our case? From two points of view 12.20-13.00 Enthusiasm is not sufficient to grow, or on organisation and management.		START-UP CHALLENGE 11.30-12.00 CAT. 4 4.HEALTH & BIOTECHNOLOGY Medicine, health, medical technologies, pharmacy, biotechnology 12.00-12.30 CAT. 2 2.ENVIRONMENT Environmental protection: technologies for the climate, ecological crops, smart energy, use of raw materials, waste recycling
	13.00-13.30 <i>Lunch break</i>			
13.30-15.00 THE FUTURE OF HEALTH CARE New technologies in medicine – from medicines to digitisation	13.30-14.15 THE FUTURE OF TRAVEL Technologies in the travel industry involve more than just Elon Musk. Travel-tech trends 14.15-14.40 Speech of the special guest 14.40-15.00 <i>How AI will reshape the recruitment world</i>	13.30-14.15 If only I have known this in advance... A few warnings. Tribulations, barriers, lost chances and missed opportunities 14.15-14.45 Risk and reputation management in corporations and start-ups in the era of the Internet of Things and the Fourth Industrial Revolution. Differences and similarities 14.45-15.00 In a painfully practical manner. What does running a start-up look like from the inside? YouTube: I follow, analyse and comment	THE FUTURE OF ENTERTAINMENT Gaming – a Polish speciality	13.30-14.00 CAT. 1 1.NEW INDUSTRY Industry 4.0, robotics, automation, production systems, new materials, space industry 14.00-14.30 CAT. 3 3.TRADITION & MODERNITY Traditional industry, power generation, telecommunications, transport, construction industry
	15.20-15.20 <i>coffee break</i>			
15.20-15.35 How to tame the breakthrough innovation	15.20-15.40 In a global village - global competition for talents. Do we have a chance to	15.20-15.50 What was it like in our case? From two points		15.30-16.00 CAT. 5

15.35-16.20 THE FUTURE OF INDUSTRY On Industry 4.0 – specifically	participate in it? 15.40-15.55 To AI or not to AI - that is the final question 15.55-17.00 THE FUTURE OF TECHNOLOGY & WORK Artificial intelligence and an ocean of data	of view 15.50-16.45 We support start-ups		5. BUSINESS PROCESSES Management, analysis, ICT, cyber security, logistics, HR 16.00-16.30 CAT. 6 6. CLIENT & LIFESTYLE Trade, customer experience, e-commerce, fintech, edutech, gaming, sport, free time industry 16.30-18.00 BUSINESS MIXER
	20.00 Gala combined with the presentation of awards for the best Start-ups Networking event + concert			
16 MAY 2018				
STAGE A /Mezzanine Floor, Spodek Arena/	MAIN STAGE /Spodek Arena/	STAGE B /Mezzanine Floor, Spodek Arena/ INSPIRATIONS–KNOWLEDGE–BUSINESS	Conference Hall D (Pavilion)	THE BINGO STAGE /Mezzanine Floor, Spodek Arena/
	9.30-10.00 <i>Guests registration</i> 10.00-10.20 Unicorn or Dragon: How to tap into the Chinese Market for Growth 10.20-11.00 THE FUTURE OF MONEY Finance in the era of a revolution 11.00 -11.20 <i>Coffee break</i>			THE FUTURE OF THE MARKET The New Consumer
11.20-11.35 Future of work 11.35-11.50 Urban Quest 11.50-12.05 How the illusion of artificial intelligence will affect our budgets 12.05-12.25 How the local authorities of Tel-Aviv support the start-ups and how they maintain Tel Aviv as the core of the start-up nation 12.25-13.00 Defeated at the start: How to work out the PR of a start-up enterprise?	11.20-12.35 THE FUTURE OF ENVIRONMENT Technologies for climate 12.35-13.00 The 11 steps of building online business	11.20-12.00 From zero to hero? Give a boost to your enterprise! 12.00-13.00 Partners of young companies/enterprises Start-ups and investors. Does the coin have one or two sides?		THE FUTURE OF THE MEDIA Digitalization in the world of media
13.30-14.15 THE FUTURE OF ENVIRONMENT Smart cities and electromobility 14.15-15.00 THE FUTURE OF YOUR BUSINESS A start-up at 'auction'	13.00-13.30 <i>Lunch break</i> 13.30-14.15 THE FUTURE OF YOUR BUSINESS Go global 14.15-15.15 THE FUTURE OF HUMANITY Technology vs. Humanity. To overcome the contradictions	13.30-14.30 Incubators and accelerators – just a measure, not an end		

15 MAY MAIN STAGE, Spodek Arena

8.45-9.30 Guests registration

9.30-9.35 Inauguration and reception of guests

- **Marcin Krupa**, Mayor of Katowice
- **Wojciech Kuśpik**, Chairman of the Board, PTWP SA; Initiator of the European Economic Congress
- **Dariusz Żuk**, CEO, Business Link

9.35-9.50 Speech

- **Dariusz Żuk**, prezes, Business Link

Introduction

- **Jerzy Buzek**, Member of the European Parliament, President of the European Parliament in the years 2009–2012; Prime Minister of the Republic of Poland in the years 1997–2001; Chairman of the Programme Board of the EEC

9.55-10.15 Speech

- **Andrus Ansip**, Vice-President for the Digital Single Market, European Commission; Prime Minister of Estonia in the years 2005–2013

10.15-11.00

Opening debate

THE FUTURE OF THE WORLD

Technologies that will change our world

- The technological revolution. The pace and expected consequences of changes. What can possibly catch futurologists unawares?
- Robots, automatic machines and artificial intelligence in the labour market
- New staff and human relations. What is your digital twin capable of?
- What do machines talk about? The Internet of Things – opportunities and risks. Machine learning
- Blockchain – decentralisation online. The development and applications of Big Data
- The new energy industry – energy storage, green sources and smart technologies. Electromobility and autonomous transport
- Access to goods. Technologies versus the culture of sharing

The following guests have declared to participate in the discussion (alphabetical list):

Andrus Ansip, Vice-President for the Digital Single Market, European Commission; Prime Minister of Estonia in the years 2005–2013; **Maciej Balsewicz**, CEO, Founder, bValue Venture Capital; **Brunon Bartkiewicz**, Chairman of the Board, ING Bank Śląski SA; **Jadwiga Emilewicz**, Minister of Entrepreneurship and Technology, Poland; **Julia Krysztofiak-Szopa**, President, Startup Poland

Moderator: **Jowita Michalska**, President, Digital University Foundation, Singularity University Warsaw

11.00-11.20 Coffee break

11.20-12.10

THE FUTURE OF THE MARKET

Companies/enterprises online

- Clients, sales and profits. The virtual world as support for, or a new area of, business – a structural perspective
- Social media business. On the methods of making big and small companies/enterprises grow
- A few words on user experience
- How to benefit from co-operation with influencers?
- Bonds with clients (I2I, B2B, social media, and consumer insight). An analysis of changes in the behaviour and habits of people online as a business strategy vector

The following guests have declared to participate in the discussion (alphabetical list):

Magdalena Chudzikiewicz, Member of the Board – Internet, IT and Marketing Division, Polska Press Group; **Dominik Karbowski**, co-CEO, Co-Founder, Selectiv Mobile House; **Rafał Oracz**, Board Director, Optimise; **Wiktor Schmidt**, CEO, Netguru
Moderator: **Jakub Prokop**, Journalist, Tech Department, WNP.PL

12.10-13.00

THE FUTURE OF ENTERTAINMENT

The onrush of e-sport

- A new and powerful industry. Its scale, dynamics, potential and importance to the economy
- Sponsors, fans, the media, and the market. E-sport as a way to reach young customers
- Large-scale events and championships as the driving force behind the industry
- E-sport as a platform for technological development, a testing ground for equipment, and a school for specialists

The following guests have declared to participate in the discussion (alphabetical list):

Krzysztof Jonak, EMEA Territory Billings Accounts Director, Intel Corporation; **Piotr Michałowski**, Editor, TVP Sport; **Aleksander Szlachetko**, Managing Director, ESL Polska;
Jakub Szumielewicz, President, CEO, AGO Esport Sp. z o.o.
Moderator: **Przemysław Pawełek**, Polskie Radio

13.00-13.30 Lunch break

13.30-14.15

THE FUTURE OF TRAVEL

Technologies in the travel industry involve more than just Elon Musk. Travel-tech trends

Issues covered: artificial intelligence, blockchain and cryptocurrencies in the travel industry; announcement of the opening of the Travel-Tech Hub

The following guests have declared to participate in the discussion (alphabetical list):

Jarosław Kuźniar, TV and radio presenter, traveler, Founder, GoForWorld; **Michał Mikołajczyk**, Full-stack Software Engineer, Toptal, Blockchain Expert, Community Leader, Toptal Warsaw, Founder, CEO, Viking Garage; **Marcin Ziniewicz**, Leisure Online Manager Central Europe Markets, Amadeus IT Group
Moderator: **Filip Maksymilian Błoch**, CEO, Co-Founder, Hotailors

14.15-14.40

Speech of the Special Guest

- **Mateusz Morawiecki**, Prime Minister of the Republic of Poland

14.40-15.00

Speech

- *How AI will reshape the recruitment world*
- **Ben Greeven**, CEO, Founder, Talento

15.00-15.20 Coffee break

15.20-15.40

Speech

- *In a global village - global competition for talents. Do we have a chance to participate in it?*
- **Marek Borzestowski**, entrepreneur, investor, Co-Originator of Wirtualna Polska, Managing Partner, Giza Polish Ventures, Chairman of the Board, NanoGroup SA, Member of the Board, Polish IT and Telecommunication Chamber of Commerce

15.40-15.55

Speech

- *To AI or not to AI - that is the final question*
- **Tariq Qureishy**, CEO, Founder, MAD Talks, Media Professional, Futurist and Executive Coach

15.55-17.00

THE FUTURE OF TECHNOLOGY & WORK

Artificial intelligence and an ocean of data

- Artificial intelligence has more than one name. On its applications today and tomorrow
- Dialogues without humans, or on the Internet of Things. Edge Computing
- Big Data. People faced with the outpouring of news: information brokers, data analysts, and management – consumers thirsty for information
- In a dialogue with a machine. Changes in the way of thinking about the world, in hierarchies of values, and in social customs
- Artificial intelligence in management, including human capital management
- Is there anything to be afraid of? Threats resulting from machine autonomy

The following guests have declared to participate in the discussion (alphabetical list):

Marcin Dudek, CEO, Inssue Technologies Sp. z o.o.; **Stanisław Dyrda**, Senior Advisor for ICT, IT Strategic Project Coordinator, National Centre for Research and Development (NCBiR);

Patryk Pawlikowski, CEO, Shoplo; **Leesa Soulodre**, Member of the Board, HiNounou; **Tariq Qureishy**, CEO, Founder, MAD Talks; Media Professional, Futurist, Executive Coach;

Tomasz Wesołowski, CEO & Co-Founder, 2040.io; AI Expert

Moderator: **Michał Zieliński**, Analyst for Digital Economy, Polityka Insight

20.00 Spodek Arena

Gala combined with the presentation of awards for the best Start-ups

21.30 Spodek Arena

Networking event + concert

MIUOSH ACOUSTIC z .FDG ORCHESTRA

+ NOSOWSKA + ROGUCKI + ORGANEK + ZAWIAŁOW +

15 MAY STAGE A, Spodek (Mezzanine Floor)

11.00-11.20 Coffee break

11.20-12.15

THE FUTURE OF TECHNOLOGY

VR/AR – the world in a new reality

- Artificial reality – real money. The dynamic development and business potential of VR/AR technologies
- The development of virtual and augmented reality. Expectations, forecasts and emotions
- VR and AR in design, medicine, education and entertainment. Start-ups on stage
- VR in business. Production, marketing and trade with the use of virtual reality

The following guests have declared to participate in the discussion (alphabetical list):

Dobromir Cias, Managing Director, Edge NPD; **Jakub Korczyński**, CEO, Co-Founder, Giant LaZer; **Petr Pospíchal**, Chairman of the Board, Association for Virtual and Augmented Reality;

Anna Tryfon-Bojarska, Head of Innovation & Technology, Skanska; **Piotr Wójcik**, Co-Founder, CTO, Development Lead, 1000 realities

Moderator: **Piotr Graszek**, Executive Director, European VR/AR Congress

12.15-13.00

THE FUTURE OF INDUSTRY

David and Goliath, or corporations and start-ups

- Between the old and the new times. Towards modernity: What opportunities does the Polish strategy of economic development create for young companies/enterprises?
- A thirst for innovation? Co-operation with tycoons. Polish (and not only Polish) roads
- An order from a superior, or a natural need? State-owned companies in search of start-ups
- Corporations and start-ups. Mutual inspirations

Case study. A start-up and a corporation – success crowns the work

- **Krzysztof Sułek**, Innovation and Business Development Division, PGNiG SA
- **Justyna Janicka**, Co-Founder, COO, 1000 realities

The following guests have declared to participate in the discussion (alphabetical list):

Anna Brussa, Director of the Startups Development Department, Polish Agency for Enterprise Development (PARP); **Łukasz Kroplewski**, Deputy Chairman of the Board for Development, PGNiG; **Dariusz Śliwowski**, Deputy Chairman of the Board, Industrial Development Agency (Agencja Rozwoju Przemysłu SA – ARP)
Moderator: **Beata Cichocka – Tylman**, Director, PwC

13.00-13.30 Lunch break

13.30-15.00

THE FUTURE OF HEALTH CARE

New technologies in medicine – from medicines to digitisation

- Where is medicine heading in the era of fast technological development?
- The patients' access to innovative technologies: Is this a purely financial problem?
- Faces of advancement in diagnostics and therapy – main trends in selected fields of medicine
- The financing of new medical technologies as a challenge for health care systems

The following guests have declared to participate in the discussion (alphabetical list):

Mateusz Juszcak, Founder, Chairman of the Board, Laparo Sp. z o.o.; **Edyta Kocyk**, Co-Founder, SiDLY; **Bogdan Koczy**, Director, Dr Janusz Daab Independent Public Regional Hospital of Trauma Surgery (Wojewódzki Szpital Chirurgii Urazowej) in Piekary Śląskie; Regional Orthopaedics and Traumatology Consultant; **Kornel Lukaszczyk**, Head of Notified Certification Body for Medical Products, TÜV NORD; **Tomasz Staszelis**, Chief Digital Officer, Grupa Polpharma; **Maciej Wybraniec**, 1st Department of Cardiology of Professor Leszek Giec Upper Silesian Medical Centre (Górnośląskie Centrum Medyczne im. prof. Leszka Gieca – GCM), 1st Department and Clinic of Cardiology, Medical University of Silesia in Katowice
Moderator: **Piotr Najbuk**, Senior Associate, Life Sciences Practice, Domański Zakrzewski Palinka (DZP) Law Firm

15.00-15.20 Coffee break

15.20-15.35

Interview

- *How to tame the breakthrough innovation*
- **Joshua Gans**, Professor of Strategic Management Rotman School of Management, University of Toronto, author of the book "The Disruption Dilemma", Kurhaus Publishing
- Moderator: **Krzysztof Majdan**, Editor-in-Chief, INNPoland

15.35-16.20

THE FUTURE OF INDUSTRY

On Industry 4.0 – specifically

- How will start-ups be positioned at particular stages of Industry 4.0? The most 'receptive' industries
- Be wise in advance. How to prepare for this?
- Opportunities for independence or inevitable integration into the Grand System? Possible points in common and sources of animosity, misunderstanding and flawed practice
- 'The great start-up' (organisational structure) within a global or continental Corporation

The following guests have declared to participate in the discussion (alphabetical list):

Filiberto Amati, Marketing Consultant, Expert for Innovation, Branding & Development, Amati & Associates; **Michał Kot**, Director Regional Sales, Siemens Polska; **Andrzej Soldaty**, Project Leader, 'Future Industry Platform' ('Platforma Przemysłu Przyszłości')
Moderator: **Jacek Ziarno**, Editor-in-Chief, 'Nowy Przemysł' Economic Magazine

15 MAY STAGE B, Spodek (Mezzanine Floor)

11.00-11.30 Coffee break

11.20-11.50

Speech

- *Between research and business: Can futurology and strategic foresight really be useful for start-ups? Surfing on the wave of the future*
- **Kacper Nosarzewski**, Strategic foresight professional, Business Development Director, 4CF

11.55-12.20

What was it like in our case? From two points of view

Case study: Corporation + start-up

- **Bartosz Traczyk**, Director of E-commerce & Business Services, ING
- **Michał Śmida**, CEO, Founder, Twisto

12.20-13.00

Enthusiasm is not sufficient to grow, or on organisation and management

The following guests have declared to participate in the discussion (alphabetical list):

Tomasz Jażdżyński, Chairman of the Board, Gremi Media SA; **Szymon Midera**, CEO, Co-Founder, Shumee SA; **Anna Pławecka**, Co-Founder, Development Director, Szopi.pl

Moderator: **Jakub Kurasz**, Head of Communications, PwC Poland

13.00-13.30 Lunch break

13.30-14.15

If only I have known this in advance... A few warnings. Tribulations, barriers, lost chances and missed opportunities

Based on practice. A start-up panel on the obstacles along the road to development

Speeches:

- **Sergey Butko**, Co-Founder, Marketing Director, CallPage; **Katarzyna Dorsey**, CEO, Co-Founder, Yosh.ai; **Michał Misztal**, Chief Acceleration Officer, Polska Przedsiębiorcza

Moderator: **Patrycja Maciejewicz**, Head of Economic Department, Gazeta Wyborcza

14.15-14.45

Speech

- *Risk and reputation management in corporations and start-ups in the era of the Internet of Things and the Fourth Industrial Revolution. Differences and similarities*

- **Leesa Soulodre**, Member Board of Directors, HiNounou

14.45-15.00

In a painfully practical manner. What does running a start-up look like from the inside? YouTube: I follow, analyse and comment

- **Jakub Gajdamowicz**, Founder, LandscapeLab, vlogger, creator of the channel devoted to creating an online business

15.00-15.20 Coffee break

15.20-15.50

What was it like in our case? From two points of view

Case study: A venture capital fund + start-up

- **Maciej Balsewicz**, CEO, Founder, bValue Venture Capital
- **Michał Czerwiński**, CEO, PurellaFood

15.50-16.45

We support start-ups

- Who draws our attention? How to obtain support in the new system?
- Nothing is for free – dreamers do not stand a chance. The independence of verifiers
- What fruit do the funds of funds bear, or what is there to be given and to whom?
- In alliance with private business. On the multiplication of capital and investors

Case study

- **Kamil Kozak**, Deputy Chairman of the Board, iGrid Technology
- **Korneliusz Magarewicz**, Chairman of the Board, OPTIMAL Smart Hub
- **Krzysztof Wasielewski**, Chairman of the Board, Enelion

The following guests have declared to participate in the discussion (alphabetical list):

Wojciech Fedorowicz, Managing Partner, TDJ Pitango Ventures; **Maciej Król**, Chief Growth Officer, Business Link; **Eliza Kruczkowska**, Chief Innovation Officer, Polish Development Fund (Polski Fundusz Rozwoju); **Waldemar Skomudek**, Executive Director of Research and Innovation, Tauron Polska Energia SA

Moderator: **Łukasz Korycki**, Deputy Editor-in-Chief, Puls Biznesu

15 MAY Conference Hall D (Pavillon)

13.30-15.00

THE FUTURE OF ENTERTAINMENT

Gaming – a Polish speciality

- The strength of Polish companies/enterprises in the global market: Propaganda or reality?
- Not for everyone... Efforts, means, money and business models
- Development paths. A pioneering or an imitative approach?
- The apple of the government's eye. Gaming in the Strategy of Prime Minister Morawiecki
- The future. Global trends and Polish hopes

The following guests have declared to participate in the discussion (alphabetical list):

Kamil Bilczyński, Deputy Chairman of the Board, Creative Director, Co-Founder, The Farm 51; **Remigiusz Kopoczek**, Chairman of the Board, ARP Games Sp. z o.o.; **Rafał Pikiewicz**, Managing Director, ESL Polska; **Viktor Wanli**, President, Creator, CEO, Team Kinguin SA
Moderator: **Marcin Piasecki**, Editor, 'Rzeczpospolita' Daily

16 MAY MAIN STAGE, Spodek Arena

9.30-10.00 Guests registration

10.00-10.20

Speech

- *Unicorn or Dragon: How to tap into the Chinese Market for Growth*
- **Bo Ji**, Chief Representative & Assistant Dean, Cheung Kong Graduate School of Business

10.20-11.00

THE FUTURE OF MONEY

Finance in the era of a revolution

- Operating online. Banking revolutions, fintech and virtual currencies
- New systems of payment and money circulation. What does 'an innovative bank' mean today?
- Blockchain – as a starting point. On its future uses
- Fintechs. A promised land for young companies/enterprises?
- Banks and start-ups. What and who do finance investors/clients seek?
- New business models – platforms

Speech

- **Benoit Legrand**, Chief Innovation Officer, ING Group

The following guests have declared to participate in the discussion (alphabetical list):

Sara Koślińska, CEO, Limitless; **Benoit Legrand**, Chief Innovation Officer, ING Group; **Jakub Więclaw**, CEO, inviPay SA
Moderator: **Lukasz Grass**, Editor-in-Chief, Business Insider Polska

11.00-11.20 Coffee break

11.20-12.35

THE FUTURE OF ENVIRONMENT

Technologies for climate

- Sustainable development and climate and environmental protection as a market trend. 'Clean' technologies as an opportunity for European industry
- The place and role of the idea of sustainable development in the strategies pursued by companies/enterprises. Requirements, objectives, directions of actions, and models of co-operation
- What do start-ups and mature business do for the environment? A review of good practices – solutions, undertakings and programmes
- Up-to-date innovations – technologies for energy efficiency and emissions reduction; increased use of renewable energy sources

- Smart means clean and emission-free. Smart city/home/environment/workplace
- Regulatory and financial support for environmental protection technologies

The following guests have declared to participate in the discussion (alphabetical list):

Maciej Adamczyk, Member of the Board, XTPL; **Joanna Erdman**, Vice-President, ING Bank Śląski SA; **Piotr Hołubowicz**, CEO, SEEDiA; **Artur Kupczunas**, Co-Founder, Co-CEO, Saule Technologies; **Wiktoria Warchałowski**, CEO, Co-Founder, Aairy
Moderator: **Michał Wroński**, PortalSamorzadowy.pl, WNP.PL

12.35-13.00

Speech

- *The 11 steps of building online business*
- **Michał Sadowski**, CEO, Founder, Brand24

13.00-13.30 Lunch break

13.30-14.15

THE FUTURE OF YOUR BUSINESS

Go global

- Is there not enough space in Poland? Possibilities, examples and scenarios
- What business models, or even industries, make a start-up 'eligible' for global expansion?
- Mistakes of the youth. What should be avoided at the first stage of expansion?
- Together or apart? The meanders of foreign co-operation with stronger entities
- How to effectively support young companies/enterprises in foreign markets? Support instruments

The following guests have declared to participate in the discussion (alphabetical list):

Artur Kupczunas, Co-Founder, Co-CEO, Saule Technologies; **Greg Pietruszyński**, CEO, Founder, Growbots; **Borys Syczewski**, Head of Sales Operations, DocPlanner
Moderator: **Jakub Prokop**, Journalist, Tech Department, WNP.PL

14.15-15.15

THE FUTURE OF HUMANITY

Technology vs. Humanity. To overcome the contradictions

- A new wonderful world? Risks resulting from the dynamic development of technology
- Automatic machines and robots. Will they take our jobs? Will they create new specialities?
- Is AI more dangerous than a bomb? 'Destructive technologies': How not to lose control?
- Artificial intelligence and artificial empathy. Humans and machines – new possibilities and new relations
- Technologies versus the phenomena of social exclusion, addiction and alienation

The following guests have declared to participate in the discussion (alphabetical list):

Iwona Grochowska, Co-Founder, CEO, Nais; **Marek Havrda**, Strategy Adviser, GoodAI, Prague, Czech Republic; **Stefan Thurner**, President, Complexity Science Hub, Vienna

Moderator: **Michał Kořan**, Founder, President, Global Arena Research Institute

16 MAY STAGE A, Spodek (Mezzanine Floor)

11.00-11.20 Coffee break

11.20-11.35

Speech

- *Future of work*
- **Jaroslav Bator**, COO, Business Link, Business Development Manager, Skanska

11.35-11.50

Speech

- *Urban Quest - about first PropTech acceleration in CEE*
- **Renata Nowakowska**, Innovation Manager, Skanska SA
- **Olena Kolikhova**, Head of Startups in Poland, Microsoft
- **Sławek Potasz**, Founder, CEO, InMotion

11.50-12.05

Speech

- *How the illusion of artificial intelligence will affect our budgets*
- **Andrzej Marek**, Business Developer, PaniAla.pl

12.05-12.25

Speech

- *How the local authorities of Tel-Aviv support the start-ups and how they maintain Tel Aviv as the core of the start-up nation*
- **Liron Ben Eliahu**, Digital Strategy and Development Manager, Tel Aviv Municipality, Israel

12.25-13.00

Speech

- *Defeated at the start: How to work out the PR of a start-up enterprise?*
- Why do communication and PR cause so many problems for start-up creators?
- To use an agency, to choose a freelancer or to roll up your sleeves and call the media yourself?
- How much does PR cost?
- A sapper can only be wrong once: How to determine the moment we are ready to present our company/enterprise to journalists? What and how to prepare for?
- Examples of failure and success in the Polish market.
- **Sebastian Stępak**, Managing Director, MSL, Deputy Chairman of the Board, The Polish Public Relations Consultancies Association (Związek Firm Public Relations)

13.00-13.30 Lunch break

13.30-14.15

THE FUTURE OF ENVIRONMENT

Smart cities and electromobility

- What does 'smart' stand for? Energy, mobility, the environment, living conditions, and management?
- Latest technologies in cities. Communication, leisure, health, education, flats...
- Global leaders and Polish metropolises
- Electromobility—city—the environment. Is the 'Polish way' feasible? Companies/enterprises in action
- Are local governments good clients for start-ups?

The following guests have declared to participate in the discussion (alphabetical list):

Sebastian Ernst, Member of the Supervisory Board, Director of the R&D Department, Gradis Sp. z o.o.; **Ewa Mikos**, Business Development Manager, Siemens Sp. z o.o.; **Piotr Sędzik**, CEO, Founder, Footsteps; **Bogumił Sobuła**, Deputy Mayor of Katowice
Moderator: **Bartosz Piłat**, journalist, urban policy expert

14.15-15.00

THE FUTURE OF YOUR BUSINESS

A start-up at 'auction'

- An idea and its valuation. How much are start-ups worth?
- The value of a start-up according to its creators. To measure the value of the unmeasurable...
- Where to seek help? Are professional advisers needed?
- An investor prepares a valuation. Intentions, criteria and processes
- How to become credible? The market as a verifier

The following guests have declared to participate in the discussion (alphabetical list):

Rafał Celej, Partner, Kondracki Celej Adwokaci Sp. p.; **Arkadiusz Regiec**, CEO, Beesfund.com; **Piotr Rudzki**, Director, PwC; **Bartek Sibiga**, Founder, DDOB
Moderator: **Maciej Król**, Chief Growth Officer, Business Link

16 MAY STAGE B, Spodek (Mezzanine Floor)

11.00-11.20 Coffee break

11.20-12.00

Speech

- *From zero to hero? Give a boost to your enterprise!*
- **Marcin Kuśmierz**, CEO, Home.pl

12.00-13.00

Partners of young companies/enterprises. Start-ups and investors. Does the coin have one or two sides?

- Stages of a young enterprise's development and its financing. 'Take money from anywhere, as long as you do it effectively'?
- Be a manager – start earning money right away! Why on earth should it work? And who is to succeed?
- No two investors are equal. From a bloodsucker to an angel. And what about the stock exchange?
- Capital in mentoring. A reality or just empty rhetoric?
- The pros and cons of the joint support offered by the state and the EU.
- A contract: That sounds mighty! What to ask for and what to protect oneself from?

Presentation

- *The Golden Book of Polish Venture Capital: the first run of 2018 report by Startup Poland*
- **Julia Krysztofiak-Szopa**, President, Startup Poland

The following guests have declared to participate in the discussion (alphabetical list):

Michał Chojkowski, Chairman of the Board, Akcelerator Technologiczny Gliwice Sp. z o.o. (Technology Accelerator in Gliwice); **Maciej Gnutek**, Investment Associate, Innovation Nest; **Włodzimierz Kuc**, Deputy Director, Department of Commercialization, The National Centre for Research and Development (NCBR); **Marian Owerko**, Co-Founder, Chairman of the Board, Bakalland SA; **Marek Ulman**, Coordinator of Equity Instruments, National Contact Point for Financial Instruments of the EU
Moderator: **Julia Krysztofiak-Szopa**, President, Startup Poland

13.00-13.30 Lunch break

13.30-14.30

Incubators and accelerators – just a measure, not an end

- On the benefits resulting from this kind of help. How to actively take advantage of it?
- What should one pay attention to when filing for membership?
- Corporate accelerators and incubators: fake operation, fashion and image. Are there exceptions to the rule?

The following guests have declared to participate in the discussion (alphabetical list):

Anna Brussa, Director of the Startups Development Department, Polish Agency for Enterprise Development (PARP); **Bartłomiej Budnicki**, Head of Ideation, Business Link; **Aleksandra Monsiol-Szatowska**, Chief Specialist, Investors Assistance Department, Katowice City Hall; **Krzysztof Sułek**, Innovation and Business Development Division, PGNiG SA
Moderator: **Beata Cichočka – Tylman**, Director, PwC

16 MAY The Bingo Stage (Mezzanine Floor, Spodek Arena)

9.30–11.00

THE FUTURE OF THE MARKET

The new consumer

- Consumers 20+ – the ‘new consumption’ generation. Models of behaviour and their volatility
- To reach young people. Digital communication channels. How to use them?
- Personalisation, joint participation and availability instead of possession? What do new consumers expect?
- The art of influence: influencers, followers and trendsetters
- Sport, e-sport and leisure – areas that allow reaching young consumers

The following guests have declared to participate in the discussion (alphabetical list):

Marcin Giżycki, Deputy Chairman of the Board, ING Bank Śląski SA; **Maciej Herman**, CEO, Lotte Wedel Sp. z o.o.; **Adrian Kostrzębski**, ESL Polska; **Włodzimierz Schmidt**, Chairman of the Board, Internet Industry Employers’ Association (Związek Pracodawców Branży Internetowej IAB Polska); **Bartek Sibiga**, Founder, DDOB; **Łukasz Zaleśny**, Strategy & Innovation Director, Blue 449
Moderator: **Olimpia Wolf**, Journalist, portalspozywczy.pl

11.30–13.00

THE FUTURE OF THE MEDIA

Digitisation in the media world

- The media market in the digital era. Directions and visible consequences of transformations
- How has digitisation affected the media market? New possibilities for recipients, editorial offices and advertisers
- The latest technological solutions (Big Data, in-depth content analysis) and their proper use. How to catch the attention of readers and satisfy their needs?
- The growing number of paying readers and the revenues from e-commerce for premium publishers
- The trends of tomorrow. The new audience and new models of content perception as a challenge for the media
- The impact of social media on traditional media coverage

The following guests have declared to participate in the discussion (alphabetical list):

Joanna Bekker, Business Development Director, Polityka Insight; **Danuta Breguła**, Director of Online Strategy & Business Development, Gazeta Wyborcza; **Magdalena Chudzikiewicz**, Member of the Board – Internet, IT and Marketing Division, Polska Press Group; **Tomasz Jażdżyński**, Chairman of the Board, Gremi Media SA; **Tomasz Machała**, Vice-President for Publishing, Wirtualna Polska Group; **Maciej Maciejowski**, Member of the Board, TVN

Moderator: **Vadim Makarenko**, Publisher of websites on the subjects of data and technologies, Gazeta Wyborcza