

CONFERENCE PRESENTATION BROCHURE

PODIM

CONFERENCE
2016

Maribor, 11 and 12 May 2016



HIDDEN FORCES OF STARTUPS

How startups* revolutionize a business
and its environment

*A startup is defined as developing and marketing a new product under uncertain circumstances, be it in the form of a new venture, within an established company, nonprofit organization, public administration or in any other way.

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MESTNA OBČINA
MARIBOR

CITY OF MARIBOR SUPPORTS PODIM

PODIM is an intense two-day educational and motivational entrepreneurial experience, and one of the largest conferences on entrepreneurship in the Alps-Adriatic region.

Every year, more than 80 established speakers and investors as well as more than 600 participants from more than ten countries attend the conference.

An event that no true entrepreneur or intrapreneur should miss.

INTRODUCTORY REMARKS



Meet the disruptive forces that change all aspects of life and business

"The innovativeness and speed of successful startups interfere with all aspects of the private and business life. Sometimes they entirely turn around the way a society, including industries, functions. We can find countless cases of hidden forces of startups **transforming the environments we work in, the markets in which we operate, the way organizations do business and, last but not least, the values of a society.** Startups are thus one of the main forces behind society's progress and development.

The annual, already 36th, PODIM Conference will focus exactly on these hidden disruptive forces of startups. We will open many lively debates, **from the industries where we can expect the biggest shifts of unstoppable disruptive forces in the future to how every creative individual as an entrepreneur can become the epicentre of such a positive disruptive force** that changes the world for the better."

Prof. Dr. Miroslav Rebernik

cofounder of Venture Factory and Head of the Department of Entrepreneurship at the Faculty of Business and Economics of the University of Maribor



Welcome to the region that allows you to create and enjoy life

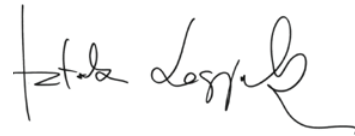
Slovenia, together with the Alps-Adriatic region, is becoming an increasingly more attractive and globally recognized environment for startups. **The concentration of educated and motivated talent, an increasingly bigger offer of capital, a strong supportive environment, the meeting point of many European cultures, high life quality** and many other factors contribute to the uniqueness and attractiveness of our startup ecosystem.

The ecosystem is developing with lightning speed, and **the hidden force of its development and success is collaboration.** In the past few years, the *Initiative Start:up Slovenia* and the *PODIM Conference* strengthened considerably. The ecosystem was also enriched by the regional ABC accelerator and the strong investment conference *Coinvest*, then there is also *Ustvarjalnik*, encouraging entrepreneurship among high school

students, the CEED Network, taking care of rapid company growth, the Startup Alpe-Adria platform, connecting the region, the Hekovnik startup school, Business Angels of Slovenia, venture capital funds, public products of startup financing offered by the Slovene Enterprise Fund and the Ministry of Economic Development and Technology, and many other organizations and activities that are important components of the mosaic that is the entire ecosystem. **We are happy to collaborate with all of them** and will strive for even more active collaboration in the future.

Iztok Lesjak, MSc

General Manager of Technology Park Ljubljana



PODIM is a lot more than just a conference

Our vision is for PODIM to become a lot more than just a conference where you can listen to incredible international speakers and shake hands with your business partners. We want PODIM Conference to be an **intense two-day entrepreneurship event of all key stakeholders of the Alps-Adriatic startup ecosystem**, one that we all eagerly await so that we truly combine powers once a year and, with joint efforts, show everyone the best that this part of the world has to offer to startups.

We will strive to make an unforgettable two-day entrepreneurial experience for PODIM conference attendees by joining powers and collaborating with the entire ecosystem. This experience doesn't only offer standard conference activities in its varied programme, but **also additionally provides the opportunity for active networking during breaks, socialising with internationally renowned speakers, meeting investors, doing practical work on actual business cases and a lot of fun**. A big thank you to everyone collaborating with us and welcome to the PODIM Conference 2016!

Matej Rus, MSc

co-founder and general manager of Venture Factory, senior lecturer of entrepreneurship at the Faculty of Business and Economics of the University of Maribor



The PODIM conference is the event at which internationally esteemed guest speakers at a series of roundtables, lectures and workshops present the latest knowledge for building new global technological ventures and developing intrapreneurship in established companies, from the practical as well as academic point of view.

AN EXCELLENT STARTUP CONFERENCE IN THE ALPS-ADRIATIC REGION THAT YOU DEFINITELY SHOULDN'T MISS

What can you expect from the PODIM Conference?

We will begin both days with **networking coffee**, where you will already have the opportunity to make your first new acquaintances. Each participant will have their own name badge, which will make networking easier and more interesting. Then up until lunch, there will be a **series of appearances, lectures and roundtables**, mostly with the intention of motivating and gaining the latest business knowledge. A delicious **lunch with organised networking** will follow.

After lunch, a **series of practical workshops** will take place simultaneously, to be chosen by each individual participant depending on their personal preferences and needs for knowledge. The content will be dedicated to different types of companies, mostly depending on the stage of growth and experience of the founders.

Besides the central topic of the conference, the content will mostly focus on the following topics:

- ◆ Successful launch of the startup company in a suitable entrepreneurship environment (in collaboration with the supportive environment for entrepreneurship and innovative environment subjects)
- ◆ PODIM Challenge and meetings with investors (in collaboration with RSG Capital, Coinvest, Hekovnik, Business Angels of Slovenia and other venture capital companies)
- ◆ Power of youth entrepreneurship (in collaboration with Ustvarjalnik, Primorska Technology Park, 30Lean and others)
- ◆ Companies in rapid growth and company management (in collaboration with the CEED entrepreneur network)
- ◆ Accelerated global growth of startup companies (in collaboration with the ABC accelerator)
- ◆ You can read more about the central topic of the conference on next pages of the conference brochure.

After the conclusion of the formal motivational and educational part of the **first day**, there will be a ceremony for awarding the flattering title **Start:up of the Year 2016** – a recognition given to the most promising Slovenian startup company.

We are also preparing a party that will last long into the night. It will be an additional opportunity for intense networking.

In order for you to be able to get enough sleep and gather strength for new challenges, we will start the **second day** a bit later. Up until lunch, there will be a series of lectures, workshops and opportunities for networking. At the same time, **PODIM Challenge** will take place. There, promising startup companies from the Alps-Adriatic region will pitch to venture capital investors.

We will wrap up the conference with an outstanding keynote speaker and a **traditional roundtable discussion with Peter Frankl**, director and editor of the Finance business journal.

It is guaranteed that you will not only have an **intense unforgettable two-day entrepreneurial experience**, but will also acquire a lot of knowledge, motivation and new acquaintances at the same time. If you are looking for an investor, mentor or new team members, you will have plenty of opportunities to introduce yourself, your idea and your bigger vision.



"PODIM is incredible! I'm happy that I was able to come here, the speakers and content were so very educational, inspiring and motivational, as were the attendees. I really think it's incredible how much I've learnt, not only from the speakers but also from the people who were sitting in the hall beside me. Attending such a conference is a must for every startup company targeting fast, steep growth, because it's a truly incredible opportunity for collaboration, networking and getting motivated for success!"

GINA WALDHORN, *EVOL8TION, USA*



PREVIOUS PODIM CONFERENCE STARS

INTERNATIONAL ENTREPRENEURIAL STARS



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Deloitte Central
Europe CEO



ANDREA SPIEGEL

Forbes



ARI KORHONEN

the most active
business angel in
Finland



ASH MAURYA

Running Lean



CARLOS SILVA

Seedrs



CHRIS CHABOT

Fiedler Capital



DANIEL CRONIN

Startup Austria



**DOMINIC
CORYELL**

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ERIC BROTTTO

Startupbootcamp



GINA WALDHORN

Evol8tion



**GREGORY
BERNARDA**

Strategyzer



JAN KENNEDY

AfCE



JEFF SKINNER

London Business
School



JON BRADFORD

Techstars



**JOUKO
AHVENAINEN**

Grow VC Group



MARK JOHNSON

founder Zite



MIKE BOTT

Blue Chip Venture
Company



MIKE EDELHARD

Social Starts



**MOHD ZIKRY
KHOLIL**
Incitement



MONIKA BYLÉHN
Ericsson



MOSHE SARFATY
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SARTAJ ANAND
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SHIRA ABEL
Hunter & Bard



SIMON CAST
ProdPad



SOSO SAZESH
Growth Pilots



STEFANO VIRGILLI
Voxlab



STEVE KEIL
MammothDB



TRISTAN HARRIS
Google



**TRISTAN
POLLOCK**
Storefront



YANN GIRARD
Lifestyle
entrepreneur

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**ALESSANDRO
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TechPeaks



ALEŠ ŠPETIČ
Cube Sensor



ANDRAŽ TORI
Zemanta



ANDREJ MERTELJ
Datalab



**DANIEL
ACKERMANN**
Degordian



DAVOR FABČIČ
Mercuri
International



DILYAN DIMITROV
Eleven



FRANCO SCOLARI
business angel



IGOR AKRAPOVIČ
Akrapović



**IVAN BREZAK
BRKAN**
Netokracija



IVAN IVANKOVIĆ
Croatian Telecom



IVO BOSCAROL
Pipistrel



IVO ŠPIGEL
ZIP Zagreb Startup
Incubator



JAKA LINDIČ
Xooltime and
University of
Ljubljana



**JOSE ANTONIO
MORALES**
The Lincoln
Island Company



**JUGOSLAV
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JURE MIKUŠ
RSG Capital



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PEČANAC**
Hekovnik



**MAJA JELISIĆ
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Cosylab



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MATEJ GOLOB

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WHO ATTENDS THE PODIM CONFERENCE?

The PODIM conference is for everyone who wishes to have an intense two-day entrepreneurial experience; for those developing their own innovative company as well as for those developing intrapreneurship in established companies, but especially for:

STARTUP FOUNDERS IN NEW COMPANIES

With the purpose of getting motivated, acquiring new knowledge, networking with guests from Slovenia and abroad, identifying potential co-workers and co-founders, but also for finding potential investments and, last but not least, having fun.

PRODUCT DEVELOPERS IN ESTABLISHED COMPANIES

Big companies have to constantly innovate and in this aspect be similar to startup companies, especially when it comes to the development of new products. At the conference, product developers in established companies will acquire the latest knowledge from the field of intrapreneurship, as well as have a lot of opportunities for networking and establishing contacts with potential partners from the lines of startups and other innovative small companies.

VENTURE CAPITAL INVESTORS

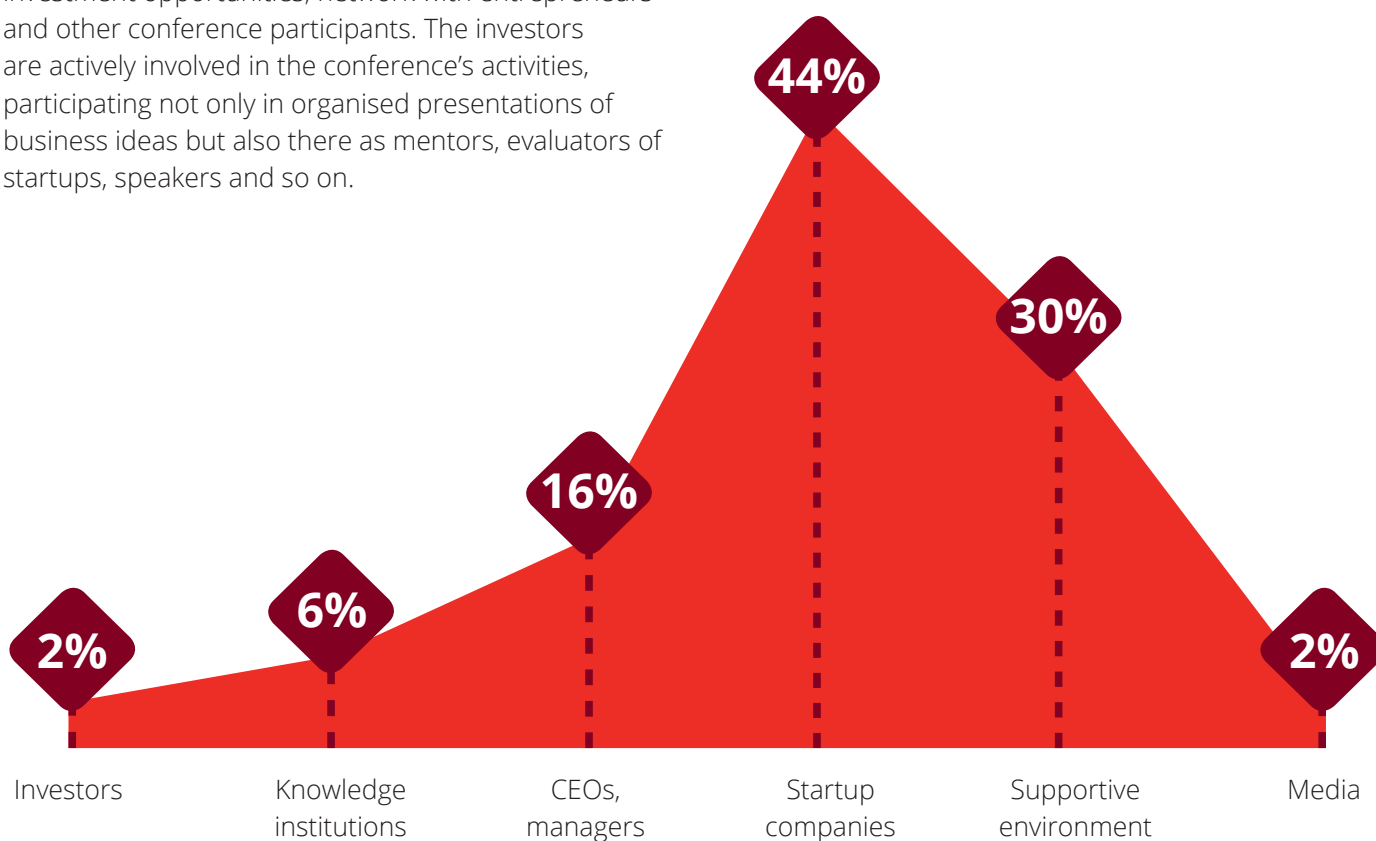
Investors attend the PODIM conference to identify new investment opportunities, network with entrepreneurs and other conference participants. The investors are actively involved in the conference's activities, participating not only in organised presentations of business ideas but also there as mentors, evaluators of startups, speakers and so on.

ENTREPRENEURSHIP SUPPORTIVE ENVIRONMENT AND PUBLIC ADMINISTRATION

Collaboration of all key stakeholders of the supportive environment is of key importance, as one of the purposes of the conference is to unite all stakeholders of the supportive environment as well as present the global trends and best practices in order to bring them into the local environment.

ALL OTHERS INTERESTED IN INNOVATIVE ENTREPRENEURSHIP

The conference is also meant for anyone who is interested in modern innovation-driven entrepreneurship and has an entrepreneurial soul; from developers, technical directors and development managers to researchers in the field of innovation and entrepreneurship, business and technology transfer consultants, students and young researchers, and everyone who either has or is searching for good business ideas.



THE PODIM CONFERENCE IS MOSTLY ATTENDED BY INNOVATIVE ENTREPRENEURSHIP ENTHUSIASTS FROM THE ALPS-ADRIATIC REGION

PODIM CONFERENCE
2016
Maribor, 11 and 12 May 2016



In the past two decades, **the Alps-Adriatic region has made rapid progress in the field of startup entrepreneurship and innovativeness.** In addition to the highly educated workforce, topmost engineers and global focus, there is also the region's unique geographical position from the demographic as well as geographic aspect. The Alps-Adriatic region thus presents a link between Western, Eastern, Southern and Northern Europe, while **having everything from fresh mountain climates to pleasant Mediterranean temperatures and high quality food.**

Some characteristics of the Alps-Adriatic region should be highlighted:

- ◆ Found in the embrace of the high Alps and sunny Mediterranean
- ◆ Has one of the richest cultural and historic heritages in the world and is an excellent tourist destination
- ◆ With more than 2,000 startups and many startup hubs, it's achieving a true economic breakthrough
- ◆ Excellent talents, engineers and rich diversity of high-impact innovations in many industries

The Alps-Adriatic region is ideal for life and work. By further strengthening collaboration between countries (Slovenia, Italy, Austria, Hungary, Croatia, Serbia...) in the field of entrepreneurship, and by actively encouraging the development of the ecosystem, it is our shared vision to **develop the Alps Adriatic region into one of the most attractive areas for entrepreneurs** from all over the world. And the PODIM conference is an important part of this vision.

The PODIM Conference is organized in inter-regional collaboration of four countries and actively supported by the European Commission:

- ◆ Slovenia (Initiative Start:up Slovenia, Ministry of Economic Development and Technology, Slovene Enterprise Fund, and other partners)
- ◆ Italy (Friuli Innovazione and other partners)
- ◆ Austria (KWF and other partners)
- ◆ Croatia (Netokracija and other partners)
- ◆ European Commission and many other supporters (the comprehensive list can be found at www.podim.org)

HIDDEN FORCES OF STARTUPS

How startups revolutionize a business and its environment

The central topic of PODIM Conference 2016 will be dedicated to **startups as a hidden disruptive and unstoppable force that revolutionizes all aspects of a company and its business environment**. Content wise, the conference will touch on four basic sections that most feel the effects of such a startup revolution:

- ◆ **LEVEL OF THE INDIVIDUAL:** A startup revolution changes the way individuals think, the ways of leading a company, management styles and employee relationships, the lifestyle of entrepreneurs, modes of systematic lifelong competency development; it introduces the need to change values and demands high mobility and adaptability of an individual. We will look at the life of an entrepreneur before, now and in the future to see the necessary changes to which we have to adapt.
- ◆ **LEVEL OF THE COMPANY:** Much like an entirely new way of thinking and working is necessary on the level of an individual, the same is needed on the company level. Startups fundamentally change best management practices, collaboration and competition paradigms, ways of doing digital business and, last but not least, the legal and organizational structure of companies with the purpose of global optimization. About all this and more, only at the PODIM Conference.
- ◆ **THE LEVEL OF INDUSTRIES AND MARKETS:** With their work, startups actively transform all traditional industries, they create new market niches and industries that hadn't existed until recently. The work of more and more new companies is already global since its very beginning and with that, markets globalize and the rules of marketing, sales etc. are completely turned around. We will try to answer the question of what the new rules of market operation are, as they are also co-designed by startups and other innovative companies.
- ◆ **THE LEVEL OF THE COMPANY'S BUSINESS ENVIRONMENT:** In the broadest sense, startups and innovative companies also change the business environments they work in, especially with their expectations and demands, their integration into the environment and with new values. This way, they directly and indirectly influence the services of the supportive environment, the offer of cities and living environments for the quality and diversity of life, are role models for the local population, but also have a strong influence on the infrastructure, concentration of talent, technological development and many other areas that are integral parts of society's organization.

Beside the central topic of the PODIM conference, the programme will be dedicated to **five thematic focuses** with a two- to three-hour time slot, including in-depth content and excellent speakers.

Successful startup company launch in a suitable startup environment

The content segment will focus on **how to successfully launch a startup**, especially based on modern entrepreneurship methodologies (**lean startup, agile management, BMG canvas etc.**) as well as on the best practices of a supportive environment and how the latter can provide the best possible support through promotion, mentorship, capital, educational programmes and global connections.

The conference content module will be organized in collaboration with:



PODIM Challenge and meeting investors

An important part of the PODIM Conference are the **meetings of startup companies with investors**, at the PODIM Challenge as well as at individual meetings. A part of the programme will also be dedicated to best practices and instructions for convincing an investor as well as to the differences between accelerators, business angels and venture capital funds, and the suitability of their offer for various startup companies.

The conference content module will be organized in collaboration with:



COINVEST ● ● ●

HEKOVNIK STARTUP SCHOOL

business angels of slovenia

and other venture capital companies

Power of youth entrepreneurship

The world stands on young people's shoulders and entrepreneurship is no exception. More and more young people decide for a path of entrepreneurship, and entrepreneurship education and motivation already begins in primary schools and high schools. This segment of the PODIM Conference will be dedicated to **introducing the young hopefuls, their crazy ideas** and a debate on how to more actively and efficiently encourage innovativeness and entrepreneurial spirit amongst youth.

The conference content module will be organized in collaboration with:



and other stakeholders

Companies in rapid growth and company management

The majority of companies fail right at the very beginning, when they're entering the market. The second biggest trap and challenge is rapid growth and then professionalization of the company. Sadly, a lot of entrepreneurs don't succeed in transitioning into professional company management. This content segment of the programme will be dedicated to **facing challenges of rapid growth and how to professionalize company business**.

The conference content module will be organized in collaboration with:



30LEAN

Accelerated global growth of startup companies

Every startup company today is more or less a global startup company. This content segment will be dedicated to **best practices of global growth**, challenges of a global business and how to face them. It will also consider how global growth can be supported by public and private **supportive environments** as well as by the inter-connectedness of various startup hubs.

The conference content module will be organized in collaboration with:



All this and more, only at the Alps-Adriatic regional conference PODIM 2016. **Join us!**



"In order for the ecosystem to develop, it's crucial that each year, not only startups and investors attend PODIM, but also government and state representatives, since they are the ones who can actually change something and ensure the infrastructure for growth and development of startups. But I just hope that these startups realize how valuable it is to have 30 minutes for an actual meeting with an investor such as Jon Bradford from TechStars, not only a couple of seconds for hand-shaking or a brief chat in the crowd like the other thousand startups looking for the same opportunity."

IVAN BREZAK BRKAN, NETOKRACIJA, CROATIA



PODIM IS A LOT MORE THAN JUST A CONFERENCE, ESPECIALLY IN 2016

Because so many valuable individuals will gather at PODIM Conference 2016, we will consider the wishes of attendees of previous conferences and will not increase the number of speakers. Instead, we will put a much bigger emphasis on networking, personal meetings, practical work in workshops, **consultations and help** between entrepreneurs, startups and established companies. Of course it goes without saying that much like in previous years, we will make sure that excellent and unique speakers join us, exciting and dazzling with their knowledge, experience and entrepreneurial energy.

Previous experience and feedback showed that this is what attendees miss the most – systematic networking, exchanging contact information and actual advice. That's why the **emphasis of PODIM Conference 2016 will mostly be** on the following activities:



Competition Start:up of the Year 2016

The first day of the PODIM conference is concluded with the gala selection of the Start:up of the Year. Start:up of the Year is the national competition of startup companies. Its aim is to **recognize the best business teams and startup companies in the Slovenian environment**, give them professional support, connect them with potential investors and promote them to the general public at home and abroad.

PODIM Challenge 2016

PODIM Challenge is an opportunity for all entrepreneurs who want to pitch themselves and their idea to the PODIM participants and investors or potential partners from Slovenia and abroad. Five to seven ventures will be chosen and they will have the opportunity to pitch to the investors and compete for a meeting and further discussions with them.

PODIM 1:1

At the PODIM conference, **we enable all participants to potentially have a one-on-one meeting with the conference speakers**. Each participant can suggest up to three speakers, adding a personal presentation, presentation of the company and their expectations for the mentor. If the presentation is convincing enough, we do our best to organize a mentoring meeting. Meetings between established companies and startups will be organized in a similar way.



PODIM networking

During the breaks on both conference days, including both coffee and lunch breaks, we will organise several opportunities for **networking, connecting and gaining new contacts** – in both a professional and a lighter, fun-filled manner.

Evening PODIM party

At the end of the first day, there will be an evening party in the hotel, organised for all conference participants, including a DJ and entertainment. The evening party represents **an additional opportunity for networking**, meeting and fun at the conference itself. There will be no lack of good food, drinks and local specialties. Play contests will also be organized.

Surprise for international guests

For all international guests, we will organise an **experience of insights** into the local technology and business achievements as well as, of course, local food and natural attractions.



PODIM LOCATION

MARIBOR

EXPECT A WARM AND CULTURALLY-DIVERSE WELCOME OF THE SECOND BIGGEST SLOVENIAN CITY RIGHT AT THE VERY HEART OF EUROPE

Maribor is the second biggest and most important Slovenian city. It is a proud home to the university, whose historical beginnings reach into the 18th century, but it is also an economic, cultural and touristic centre of north-eastern Slovenia. **A Slovenian Styrian metropolis that boasts with rich history and architecture, unspoiled nature, excellent wine and culinary tradition, and hospitable people** warmly welcomes you together with the PODIM Conference and is looking forward to your visit with great pleasure.

Maribor spreads out underneath **the world-known skiing centre Pohorje** and across both banks of the Drava river that springs in north-eastern Italy and flows into the Danube in Croatia. The city is – same as its dynamic ecosystem – quickly developing into one of the more visible urban and touristic centres of the Alps-Adriatic region.

The credit for this goes to the following key interesting facts about Maribor that you should know. The city of Maribor is:

- ◆ The city of the oldest grapevine in the world
- ◆ The venue of the Ski World Cup for women
- ◆ Home to world-renowned athletes
- ◆ Home to world-renowned culture professionals
- ◆ A city of wine and excellent food
- ◆ One of the first cities with a Vienna-Trieste railway connection
- ◆ A finely tuned coexistence of city bustle and nature
- ◆ City where the world-known Lent festival takes place

You can read more about Maribor at www.podim.org/maribor.



"Welcome to startup city of Maribor"

The PODIM Conference is the biggest national event of the start-up scene with international reach. Considering that start-up projects are ambitiously entering the global market of work and capital, this is one of the activities that importantly invigorates economic activity. Because jobs and revival of the economy are two of the key priorities of the Municipality of Maribor, the latter decided to significantly support individuals who possess the bravery and the knowledge to launch innovative start-up companies. At the same time, it will also support the PODIM Conference and the Start:up Maribor programme, both of which help these individuals on their path to success.

I invite you to attend the PODIM Conference."

Dr. Andrej Fištravec, mayor of the Municipality of Maribor



"One of the basic focuses of the University of Maribor is connecting knowledge, research and development with the economy. All this with the purpose of preparing actual projects that will successfully compete on the market. However, the knowledge we create and transfer can also achieve bigger results in an entrepreneurship- or innovation-oriented society. I myself see the PODIM Conference, which is one of the largest entrepreneurship conferences in the region, as an environment for creating an entrepreneurial and innovative society; as a tool for encouraging entrepreneurial mentality, no matter what kind of a job we do. All of us must be enterprising. This is why I invite you to join us at the PODIM Conference, where we will share entrepreneurship experience to create value added."

Prof. Dr. Igor Tičar, Rector of the University of Maribor



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