



# SKINNOVATION

- PROGRAMME -

# FRIDAY

4th March 2016 •

• at day: AXAMER LIZUM • at night: WKO

Time	General	Hoadlhaus	Sunnalm	Pleisenhütte	Lizum Hotel	Hotel Olympia	Café Liz	Dohlelnest
07:00 - 08:00	Check In & Ski Rental	at Leopoldstrasse 2, 6020 Innsbruck						
08:00 - 09:00	Bus Ride to Axamer Lizum							
09:00 - 09:30	Welcome at Hoadlhaus							
09:30 - 10:30	Workshop 1	<b>Marko Müller</b> Ideation	<b>Felix Piazo</b> Business Canvas	<b>Florian &amp; Christina Scholochow</b> Bringing ideas to life				
10:30 - 11:30	Workshop 2	<b>Max Ditzel</b> Doing it right - market & competitor analysis	<b>Ofer Zeller</b> In startups like in life, it's all (or at least most) about marketing	<b>Oliver Ullrich &amp; Jan Wannemacher</b> Elements of design thinking			<b>Niclas Fritz</b> Individual mentoring	
11:30 - 12:30	Workshop 3	<b>Sandra Gutternig</b> Legal & organizational steps of setting up a company	<b>Michael Bacher</b> The common things between Tesla & Neuschnee. The art of snowmaking.				<b>Hila Glick</b> Entrepreneurial mindset	<b>Alex Koll</b> Individual mentoring
12:30 - 13:30	Workshop 4	<b>Madeleine Eppsteiner</b> The art of self leadership & its importance for entrepreneurs	<b>Erwin Gutleider</b> Overview of intellectual property rights with focus on patents		<b>Markus Lang</b> Venture Capital 1x1: From the first impression to the termsheet		<b>Viktor Pascali</b> Individual mentoring	
13:30 - 14:30	Workshop 5	<b>Ofer Zeller</b> In startups like in life, it's all (or at least most) about marketing		<b>Marcus Hofer</b> Tirol - the startup hub in the alps?			<b>Hila Glick &amp; Dan Balter</b> The startup nation Israel	
14:30 - 15:30	Workshop 6	<b>Fabian Rauch</b> The ups & downs of being an entrepreneur	<b>Christian von Craushaar</b> Public startup funding in Austria			<b>Fabian Hochheimer &amp; Johannes Poster</b> Crowdfunding - experiences with kickstarter		<b>Markus Lang</b> Individual mentoring
15:30 - 16:00	Last Ski Run							
16:00 - 17:00	Bus Ride to Innsbruck							
17:00 - 18:00	Time for your personal use							
18:00 - 18:30	Arrival at WKO	at Wilhelm-Greil-Strasse 7, 6020 Innsbruck						
18:30 - 22:00	Reception, Keynotes & Dinner at WKO							
22:00 - open end	Après Ski at Jimmys	at Wilhelm-Greil-Strasse 19, 6020 Innsbruck						

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# SATURDAY

5th March 2016 •

• at day: SCHLICK 2000 • at night: DINNER & BÄCKEREI

Time	General	Panoramarestaurant Kreuzjoch	Sennjochhütte	Schlickeralm	Bergrestaurant Brüggeralm	Fronebenalm	Zirmachalm	Chairlift Sennjoch
07:45 - 08:00	Meeting up at bus stop	at Leopoldstr. 2, 6020 Innsbruck						
08:00 - 09:00	Bus Ride to Schlick 2000							
09:00 - 09:30	First Ski Run							
09:30 - 10:30	Workshop 1	<b>Walter Ischia</b> The phases of becoming an entrepreneur		<b>Oliver Ullrich &amp; Jan Wannemacher</b> Prototyping		<b>Nicolas Fritz</b> Hiring & firing for startups		
10:30 - 11:30	Workshop 2	<b>Dafna Kariv</b> Development of a center of entrepreneurship & an ecosystem		<b>Oliver Ullrich &amp; Jan Wannemacher</b> Prototyping		<b>Dr. Paul Torggler</b> Patent law		<b>John Zerihoun</b> Investor pitch training in the lift
11:30 - 12:30	Workshop 3	<b>Lisa Schreier</b> Startup ecosystems in Europe			<b>Stefan Pinggera &amp; Georg Reich</b> Pitching & looking for investors	<b>Martin Geier</b> Winning customers in B2B through innovation, cloud & sales	<b>Alex Koll</b> Coaching	<b>Markus Lang</b> Investor pitch training in the lift
12:30 - 13:30	Workshop 4	<b>Niclas Fritz</b> Common hardware startup pitfalls	<b>Johann Füller</b> Crowdsourcing - the crowd as business partner	<b>Madeleine Eppsteiner</b> How to empower others			<b>Dr. Paul Torggler</b> Patent law coaching	
13:30 - 14:30	Workshop 5	<b>David Prieth</b> Going viral - suddenly being an internet hype	<b>Daniela Hochmuth</b> Ridge walk: snowsports & climate activism			<b>John Zerihoun</b> Serial entrepreneurship from the investors perspective		<b>Harald Oberrauch</b> Investor pitch training in the lift
14:30 - 15:30	Workshop 6	<b>Geta Rascuic</b> Being a startup family			<b>Daniel Horak</b> Pitching & looking for crowd investors	<b>Max Soltner</b> Fucking up your business - How to simply loose 3 Mio. € and your motivation		<b>Harald Oberrauch</b> Investor pitch training in the lift
15:30 - 16:00	Last Ski Run							
16:00 - 17:00	Bus Ride to Innsbruck							
17:00 - 18:00	Time for your personal use							
18:00 - 20:00	Innsbruck Dinner							
20:00 - open end	Get-together at Bäckerei Pre-final pitching (non public)	at Dreiheiligenstrasse 21a, 6020 Innsbruck						

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# SUNDAY

6th March 2016 •

• at day: NORDKETTE

Time	General	Igloo	Seegrube	Seegrube Fireplace room	Hafelkar	Chairlift Seegrube	Funpark
07:00 - 08:00							
08:00 - 08:30	Meeting at SOWI and leaving to Nordkettenbahn at Universitätsstrasse 15, 6020 Innsbruck						
08:30 - 09:00	Cable car ride to Seegrube						
09:00 - 09:30			Product testing				Ski workshop 09:00 - 10:00
09:30 - 10:30					Coaching & Working 09:30 - 10:30	Investor lift pitch 09:30 - 10:30	Snowboard workshop 10:00 - 11:00
10:30 - 11:00		<b>Dafna Kariv</b> Building a startup nation - the example Isreal 10:30 - 11:30			<b>Video pitch Rudolf Sallinger Fonds</b> 10:00 - 12:00		
11:00 - 12:00					Coaching & Working 11:00 - 12:00	Investor lift pitch 11:00 - 12:00	Ski workshop 11:00 - 12:00
12:00 - 12:30							
12:30 - 13:30	LUNCH						
13:30 - 14:00		<b>Michael Breidenbrücker</b> Keynote					
14:00 - 14:30		Young entrepreneur pitching					
14:30 - 15:00		Startup pitching					
15:00 - 15:30							
15:30 - 16:00		Break & Jury Meeting					
16:00 - 16:30		Award ceremony					
16:30 - 17:00		Goodbye					
17:00 - 17:30	Cable car ride back to town						

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