



#leanstartupBER  
@leanstartupemea  
emea.leanstartup.co

## MONDAY FEB 11 UNCONFERENCE DAY ESMT Berlin

**Registration & badge pickup**  
12:00 - 13:00

**Opening of Lean Startup Summit**  
13:00 - 13:10

**Title will follow soon**  
Mark Dijkman  
CEO of oneUp  
13:00 - 13:15 **IGNITE**

**Introducing the Unconference & Session Planning Round 1**  
13:25 - 14:10

**Round 1**  
14:15 - 15:00

**Gather & Adjust**  
15:05 - 15:20

**Round 2**  
15:25 - 16:10

**Closing session**  
16:15 - 16:45

**Startup Tour:** **Registration required**  
17:00 - 20:00

**Sumup**  
**The best of WeWork**  
**GOLD PASS ONLY**

**Opening party WeWork Sony Center** **Registration required**  
**Booklaunch of Tim Herbick "Lateral leadership" (Sense & Respond Press)**  
19:00 - 21:30

**Speakers:**  
Alexander Osterwalder, Tendayi Viki, Sonja Kresojevic, Christoph Raethke, Tim Herbig, Tara Velis, Daniel Groos, Anuj Adhya, Holly Hester-Reilly, Godehard Gerling, Gabrielle Bufrem, Agnes Scherzer, Itamar Gilad, Ellynita Lamin, Benjamin Thym, Paul Iske, Eckhart Boehme, Johannes Ellenberg, Lars Albert Beck Thomsen, Anastasia Blazhenova, Linus Dahlender, Mark Dijkman

**... and You ofcourse!**

Read all about the Unconference at <https://leanstartup.co/berlin2019/unconference/>

## TUESDAY FEB 12 SUMMIT DAY Alte Münze / Nineties Berlin

**Breakfast, Registration & badge pickup**  
08:30 - 09:00

**Welcome Lunch offered by ESMT Berlin**  
12:00 - 13:00

**Opening Words**  
Thijs Sprangers  
Director of Lean Startup Summit EMEA & Founder of Live on Demand  
09:00 - 09:20

**Surviving Success at Lean Startups as they Scale**  
Holly Hester-Reilly  
Founder of H2R Product Science  
09:22 - 09:27 **Ignite**

**From Innovation Tourism to effective Innovation Management**  
Mark Dijkman  
CEO of oneUp  
09:15 - 09:20 **Ignite**

**Leading Innovation - Right Questions, Right Time**  
Tendayi Viki  
Associate Partner at Strategyzer  
09:30 - 10:00 **Keynote**

**Managing Risk and Uncertainty with Innovation Metrics**  
Alexander Osterwalder  
CEO Strategyzer AG  
09:30 - 10:30 **Workshop**

**Culture of Entrepreneurship**  
Ralf Westbrook  
Managing Partner at str84wd Products UG  
10:00 - 10:30 **Panel**

**Coffee Break & Networking**  
10:30 - 11:00  
Meet other innovators? Use Matchmaking in the app to find your match.

**Winning with Business Models and Business Portfolios**  
Alexander Osterwalder  
CEO Strategyzer AG  
11:00 - 11:30 **Keynote**

**Innovation or Transformation: The Intrapreneur's Dilemma**  
Tendayi Viki  
Managing Partner at Benneli Jacobs  
11:00 - 11:30 **Workshop**

**Unlocking Large Enterprise Lean Challenges and Wins**  
Steve Liguori  
Founder & CEO | Former GE Exec Director - Global Innovation  
11:30 - 12:00 **Fireside chat**

**Lean Startup in Corporate Intrapreneurship**  
Christoph Raethke  
Founder of Berlin Startup Academy  
11:30 - 12:00 **Panel**

**Marcus Bold**  
Managing Director at Chemovator  
**Johannes Nuenning**  
VP Deutsche Telekom UOBATE

**GOLD PASS ONLY**

**Lunch & networking**  
12:00 - 13:00  
Meet other innovators? Use Matchmaking in the app to find your match.

**Transformation of the middle Management**  
Daniel Groos  
Entrepreneur + Innovator  
12:50 - 13:35  
14:20 - 13:50  
14:15 - 15:00 **Deepdive**

**Leadership challenge and cultural change**  
Sonja Kresojevic  
Co-founder at Spinnaker Consulting  
12:50 - 13:30  
13:35 - 14:15  
14:20 - 15:00 **Deepdive**

**Keeping up team morale when experiments invalidate a lot of ideas**  
Anuj Adhya  
Director of Engagement & Analytics at GrowthHackers  
12:50 - 13:30  
13:35 - 14:15  
14:20 - 15:00 **Deepdive**

**3 back-to-back rounds of each session in this time block. You can mix and match up to 3 sessions in your preferred order.**  
**Registration required**

**Corporate Innovation Cases: Successes and Challenges**  
Alexander Osterwalder  
CEO Strategyzer AG  
13:00 - 15:00 **Case Studies and Panel**

**Henning Trill**  
Head of Corporate Innovation Bayer  
**Uwe Kirschner**  
Vice President Bosch  
**Tendayi Viki**  
Associate Partner at Strategyzer

**GOLD PASS ONLY**

**Beating uncertainty in product development**  
Eckhart Boehme  
Product Management and Innovation Consultant  
13:40 - 14:10 **Panel**

**Felicity Neary**  
UX Product Manager & Lecturer at Dublin University  
**Lina Yassin**  
Change Agent at Futurice  
**Godehard Gerling**  
Managing Partner at go3consulting PartG

**Metrics Beyond Biases**  
Ellynita Lamin  
Head of Innovation Capabilities & Methods at Maersk Drilling  
09:15 - 09:20 **Ignite**

**Why experience matters - understanding the demand for a new way of working**  
Wybo Wijnbergen  
General Manager Northern Europe at WeWork  
14:55 - 15:00 **Ignite**

**Hierarchies vs. Collaboration: How entrepreneurs team up?**  
Linus Dahlender  
Associate Professor of Strategy and Lufthansa Group Chair in Innovation at ESMT Berlin  
14:15 - 14:20 **Ignite**

**Running experiments like a pro in a corporate environment**  
Yulia Smotrova  
Innovation Consultant at Time To Leap  
14:25 - 14:30 **Ignite**

**The Startup Code - 7 Principles for Startup Success**  
Johannes Ellenberg  
CEO of Ellenberg GmbH  
14:45 - 14:50 **Ignite**

**Fliegen mit den Holländern: Corporate Innovation Management & Execution with oneUp**  
Idus de Boer  
Managing Director of oneUp Germany.  
14:0 - 15:00  
Hosted session by oneUp

**Greetings from the Future: Anticipating your future customer in a fast-changing world**  
Annie Chen Anderson  
Customer Champion at ScaleUpNation  
13:00 - 13:20  
13:45 - 14:20  
14:25 - 15:00 **Roundtable**

**From Strategy & Architecture to execution: How to shape an ambidextrous organization**  
Lars Albert Beck Thomsen  
Strategic Advisor & Digital Business Architect at Trustworks  
15:00 - 13:35  
15:45 - 14:20  
14:25 - 15:00 **Roundtable**

**BMW's Venture Client Approach / Corporate Innovation**  
Alexandra Renner  
Startup Lead R&D at BMW Startup Garage  
13:00 - 13:35  
13:45 - 14:20  
14:25 - 15:00 **Roundtable**

**Identifying and Engaging with Customers & Discovering and Fulfilling their Needs**  
Mario Schwery  
Innovation Consultant at Zodiac Fox Network  
13:00 - 13:35  
13:45 - 14:20  
14:25 - 15:00 **Roundtable**

**Lean beyond the product team**  
Agnes Scherzer  
Transformation Lead at Pivotal  
15:00 - 13:35  
15:45 - 14:20  
14:25 - 15:00 **Roundtable**

**So what? And other useful questions for creating useful financial models**  
Anastasia Blazhenova  
Product Manager at ManyChat  
13:00 - 13:35  
13:45 - 14:20  
14:25 - 15:00 **Roundtable**

**Refreshment Break & Networking**  
15:00 - 15:30  
Meet other innovators? Use Matchmaking in the app to find your match.

**Failing Lean**  
Christoph Raethke  
Founder of Berlin Startup Academy  
15:30 - 16:05 **Panel**

**Miram Bundel**  
Founder of Unternehmerwissen  
**Paul Iske**  
Chief Failure Officer at Institute of Brilliant Failures  
**Sonja Kresojevic**  
Co-founder at Spinnaker Consulting

**Developing a Lean Startup Culture of Experimentation @ Bayer**  
Jan Kennedy  
CEO of AFCE  
15:30 - 16:30  
Hosted session by AFCE

**Why you should stop using product roadmaps and try GIST Planning**  
Itamar Gilad  
Product Management and Strategy Consultant at Product Front  
16:10 - 16:35 **Keynote**

**How to stay lean in a rapidly growing startup**  
Christoph Raethke  
Founder of Berlin Startup Academy  
16:10 - 16:40 **Panel**

**Maxim Nohroudi**  
Co-CEO & Founder Door2Door  
**Benjamin Thym**  
CEO & Founder Offerista Group  
**Marc-Alexander Christ**  
Co-founder of SumUp

**GOLD PASS ONLY**

**Live Fireside Chat with Eric Ries**  
Eric Ries  
Author of Lean Startup & The Startup Way  
Co-founder of Lean Startup Co  
16:45 - 17:05 **Fireside Chat**

**Conclusions & closing words**  
Thijs Sprangers  
Director of Lean Startup Summit EMEA & Founder of Live on Demand  
16:05 - 17:15

**Drinks & Networking**  
17:15 - 18:00  
Meet other innovators? Use Matchmaking in the app to find your match.

As a registered visitor you can create your personal schedule. After registration you will receive an invite for the scheduling app. Creating a schedule is advised as some of the sessions have a limited capacity. Schedule changes may occur until event date. Regular updates and invites about the schedule are sent to registered visitors.

For questions please contact us at [support@liveondemand.com](mailto:support@liveondemand.com)

