

START UP DAY 2007



09:00-18:00 NOV.10TH
AT NORRA LATIN
DROTTNINGGATAN 71 B

PROGRAMME

09:00 Registration, coffee and breakfast roll			
09:30 MODERATOR OPENS START-UP DAY 2007 Magnus Lindkvist, Pattern Recognition			
10:00 BE A REVOLUTIONARY - DO IT YOUR OWN WAY! Lesley Pennington, CEO and Founder of Bemz			
10:50 Break (room change)	SEMINAR 1 REGISTRATION: Create a business idea	SEMINAR 2 REGISTRATION: Idea testing and coaching	SEMINAR 3 REGISTRATION: Marketing & PR for Start-ups
11:00 THE POWER OF INITIATIVE Charlie Hansson, Serial Entrepreneur and CEO of Chas Visual Management	INNOVATE! SUCCESSFUL IDEAS FROM UNLIKELY SOURCES Alf Rehn, Professor of Innovation & Entrepreneurship, KTH	Speaker to be confirmed	BRANDING - IS IT SOMETHING FOR THE ENTREPRENEUR? Richard von Essen, CEO of Essen International
11:40 Coffee, refreshments and exhibition			
12:10 DEALING WITH FAILURE Bhavik Gandhi, SSES Alumni, Adventurer and Serial Entrepreneur	Speaker to be confirmed	Speaker to be confirmed	EFFECTIVE MARKETING FOR THE SMALL COMPANY Katarina Widoff, Founder of Kommunikationsfabriken
12:50 Lunch and exhibition			
14:10 Break (room change)	SEMINAR 4 REGISTRATION: Setting up a business	SEMINAR 5 REGISTRATION: Financing & Pitch to an Investor	SEMINAR 6 REGISTRATION: Become successful in sales
14:20 TOPIC TO BE CONFIRMED Hjalmar Winbladh, CEO of Rebtel Networks	THE FIRST YEAR OF THE START-UP: PRACTICAL ENTREPRENEURSHIP Charlie Hansson, Serial Entrepreneur	INVESTOR PANEL: GET INSIDE THE HEAD OF THE VC! Fredrik Adams, Tempo Capital Partners and other venture capitalists/investors	THE TOYOTA WAY FOR ENTREPRENEURS Dag Lotsander, Sales Director, Toyota Sweden
15:00 Break			
15:10 BEING ENTREPRENEUR! THE SSES ALUMNI PANEL SHARES THEIR EXPERIENCES: Anders Östlund, Ticket2, Alexandra Treschow, KI, Jonas Hombert, JayCut, Erik Wahlforss, SoundCloud	EXPERT PANEL FROM VARIOUS SUPPORT ORGANISATIONS ANSWERS FAQs	PITCHING SESSIONS	FINANCING SESSIONS Speaker to be confirmed
15:50 Coffee, refreshments and exhibition			
16:20 Speaker to be confirmed			
17:00 PRICE CEREMONY "START-UP DAY CHALLENGE" MODERATOR SUMMARIZES THE DAY			
-17:30 Drinks & Networking			