

Founders Day 2025 Agenda

	The Auditorium	Next Big Thing	Innovation Lab First come, first serve	Rolf Pfeifer First come, first serve
Starting Times 9.00 am	Welcome speech Raphael Tobler & Regula Bleuler (SSA) Markus Müller (Innovation Zürich) Bianca End (Google Cloud)			
9.30 am	Unpacking PMF for DeepTech Patrick Griss (Zühlke Ventures) & Enzo Wälchli (ANYbotics)	The secret recipe for winning first investors for your startup Thomas Dübendorfer (SICTIC) & Pascal Stürchler (Bloomhaus Ventures)		
10.10 am	Beyond the Goal Line: Scaling a Sports Tech Startup – Key Lessons on Growth and Fundraising Lukas Gysin (UniqFEED)	The importance of Revenue and Sales when approaching VCs Teddy Amberg (Spicehaus Ventures)	Deep Dive Session: Unpacking PMF for DeepTech Patrick Griss (Zühlke Ventures) & Enzo Wälchli (ANYbotics)	Deep Dive Session: The secret recipe for winning first investors for your startup Thomas Dübendorfer (SICTIC) & Pascal Stürchler (Bloomhaus Ventures)
10.50 am	AI-Powered GTM: Scaling Sales Manuel Hartmann (Sales Playbook) & Theresa Engl (Holycode)	How to Build and Grow a Startup with No Capital Using the Power of Social Media Alina Russ (Dagsmejan)	Deep Dive Session: Beyond the Goal Line: Scaling a Sports Tech Startup – Key Lessons on Growth and Fundraising Lukas Gysin (UniqFEED)	Deep Dive Session: The importance of Revenue and Sales when approaching VCs Teddy Amberg (Spicehaus Ventures)
11.20 am	Break & Networking	Break & Networking	Break & Networking	Break & Networking
11.40 am	Keep Making (Good) Decisions – Reality check, Tools, and a Secret (How Do You Count?) Christian Nauer & David Grütter (FS Partners)	Cash Discipline Habits Every Founder Should Build Julian Liniger (Relai) & Simon Furer (Voliro) & Petar Angelov (Deloitte AG)	Deep Dive Session: The Future of GTM: AI "vs" Trust Manuel Hartmann (Sales Playbook) & Theresa Engl (Holycode)	Deep Dive Session: How to Build and Grow a Startup with No Capital Using the Power of Social Media Alina Russ (Dagsmejan)
12.25 pm	Navigating the Boardroom: Best Practices for Founders Virginie Verdon (Startup Board Academy) & Andy Schwarzenbach (Blackriver)	CorpUp: Building with corporates and staying sane Oliver Werneyer (Duck Creek Technologies)	Deep Dive Session: Cash Discipline Habits Every Founder Should Build Julian Liniger (Relai) & Simon Furer (Voliro) & Petar Angelov (Deloitte AG)	Deep Dive Session: Confident Decision Making – Know Your Tells to Trust Your Intuition (What Counts?) Christian Nauer (FS Partners)
1.00 pm	Lunch	Lunch	Lunch	Lunch
2.20 pm	Going international with a tech startup Armon Bättig (Ledgy) & Samuel Müller (Scandit) & Felicitas Gartmann (S–GE)	Preparing for Exit: Navigating the Path to a Successful Transition Thomas Inhelder (Yokoy) & Alexander Schläpfer (Swisscom Ventures)	Deep Dive Session: Navigating the Boardroom: Best Practices for Founders Virginie Verdon (Startup Board Academy) & Andy Schwarzenbach (Blackriver)	Deep Dive Session: CorpUp: Building with corporates and staying sane Oliver Werneyer (Duck Creek Technologies)
3.00 pm	Mastering Focus: How to keep the focus, block interruptions and take back your time Nicole Celakowsky Steiner (Helsana) & Julian Liniger (Relai)	Building the right GoToMarket Foundations to scale successfully Joël Capt (Peakora)	Deep Dive Session: Preparing for Exit: Navigating the Path to a Successful Transition Thomas Inhelder (Yokoy) & Alexander Schläpfer (Swisscom Ventures)	Deep Dive Session: Going international with a tech startup Armon Bättig (Ledgy) & Samuel Müller (Scandit) & Felicitas Gartmann (S–GE)
3.40 pm	From 0 to 10m in ARR together with UBS Lukas Reinhardt (UBS) & Tim Ruffner (JOIN Solutions AG)	Finding Your Perfect Match: Do's and Don'ts of Choosing the Right Co-Founder José Amado-Blanco (Serial Entrepreneur)	Deep Dive Session: How to keep the focus, block interruptions and take back your time Nicole Celakowsky Steiner (Helsana) & Julian Liniger (Relai)	Deep Dive Session: Building the right GoToMarket Foundations to scale successfully Joël Capt (Peakora)
4.10 pm	Break & Networking	Break & Networking	Break & Networking	Break & Networking
4.30 pm	Strategic Shifts: Mastering Expansion, Decision-Making, and Operational Balance Maren Schlieper (HudsonGoodman)	Businessmodels for startups in times of AI Andreas Goeldi (b2venture)	Deep Dive Session: Finding Your Perfect Match: Do's and Don'ts of Choosing the Right Co-Founder José Amado-Blanco (Serial Entrepreneur)	Workshop: Plan, Pitch, Close – a guide to fundraising Jan Lederhausen (UBS)
5.10 pm	Google Founders Story – Panel Thomas Inhelder (Yokoy) Wendy Jordan (Scout24) Gian Sbetta (Google)			
6.00 pm	Finishing speech Apero & Party	Finishing speech Apero & Party	Finishing speech Apero & Party	Finishing speech Apero & Party