

# Founders Day 2024 Agenda

	The Auditorium	Next Big Thing	Innovation Lab First come, first serve	Rolf Pfeifer First come, first serve
Starting Times 10.00 am	<b>Welcome speech</b> Bianca End (Google Cloud) Regula Bleuler & Raphael Tobler (SSA)			
10.25 am	<b>How to be investable</b> Thomas Dübendorfer (SICTIC)	<b>Product Market Fit</b> Laurent Decrue (Holycode)		
11.00 am	<b>Better safe than sorry: Selected Legal Topics to make your Startup investable</b> Michael Baier (Wenger Vieli)	<b>Neglecting Product-Market fit, a fatal founder mistake</b> Patrick Griss (Zühlke Ventures)	<b>Deep Dive Session</b> Laurent Decrue (Holycode)	<b>Deep Dive Session</b> Thomas Dübendorfer (SICTIC)
11.30 am	<b>Break &amp; Networking</b>	<b>Break &amp; Networking</b>	<b>Break &amp; Networking</b>	<b>Break &amp; Networking</b>
11.50 am	<b>Navigate Growth &amp; Development as a Team Leader</b> Isabelle Nüssli (H.I.E.C.)	<b>Challenges &amp; opportunities in scaling, example of Ecorobotix</b> Dominique Mégret (Ecorobotix) Lukas Reinhardt (UBS)	<b>Deep Dive Session</b> Patrick Griss (Zühlke Ventures)	<b>Deep Dive Session</b> Michael Baier (Wenger Vieli)
12.25 pm	<b>Cracking the Commercial Code: Key Factors for Success</b> Enzo Wälchli (ANYbotics)	<b>How to develop a relationship with your VC</b> Dominique Gruhl-Bégin (Serpentine Ventures)	<b>Deep Dive Session: Fundraising in challenging times</b> Jan Lederhausen (UBS)	<b>Deep Dive Session</b> Isabelle Nüssli (H.I.E.C.)
12.55 pm	<b>Lunch</b>	<b>Lunch</b>	<b>Lunch</b>	<b>Lunch</b>
2.20 pm	<b>How to Negotiate with investors</b> Matthias Schraner (Schraner Negotiations Institute)	<b>A Startup's Guide to Bold International Expansion</b> Pascal Bieri (Planted)	<b>Deep Dive Session</b> Enzo Wälchli	<b>Deep Dive: How to develop a relationship with your VC</b> Dominique Gruhl-Bégin (Serpentine Ventures)
2.55 pm	<b>From Startup to Scale-up: Getting from a „Founding Board“ to a High- Performing „Board 2.0“</b> Andy Schwarzenbach (Blackriver)	<b>Count your \$\$\$! Tax pitfalls in the Startup and Scaleup phase</b> Claude Aemisegger (schochauer)	<b>Deep Dive Session: Internationalization</b> Pascal Bieri (Planted) Felicitas Gartmann (S-GE)	<b>Deep Dive Session: Negotiation Psychology</b> Matthias Schraner
3.30 pm	<b>Do's and don'ts for your startup BoD</b> Charles Vaslet (Emerald Ventures)	<b>Requirements by investors for deeptech startups</b> Victoria Lietha (Swisscom Ventures) Antonia Albert (Founderful)	<b>Deep Dive Session</b> Andy Schwarzenbach (Blackriver)	<b>Deep Dive Session</b> Claude Aemisegger (schochauer)
4.00 pm	<b>Break &amp; Networking</b>	<b>Break &amp; Networking</b>	<b>Break &amp; Networking</b>	<b>Break &amp; Networking</b>
4.20 pm	<b>Media Relations &amp; PR: Do's and don'ts</b> Marc Kowalsky (Bilanz)	<b>How to create a healthy startup</b> Nicole Celakovsky Steiner (Helsana)	<b>Deep Dive Session</b> Charles Vaslet (Emerald Ventures)	<b>Deep Dive Session</b> Victoria Lietha (Swisscom Ventures) Antonia Albert (Founderful)
4.55 pm	<b>Do's &amp; don'ts from recruiting to engaging with your employees</b> Diane Freymond (InResidence)	<b>Go-to-market fundamentals and pitfalls</b> Oliver Arber (Peakora)	<b>Deep Dive Session</b> Nicole Celakovsky Steiner (Helsana) Cornelia Häfliger (Helsana)	<b>Q &amp; A Session</b> Marc Kowalsky (Bilanz)
5.30 pm	<b>How AI changes the approach</b> Sam Kruklis (Google)		<b>Deep Dive Session</b> Diane Freymond (InResidence)	<b>Deep Dive Session</b> Oliver Arber (Peakora)
6.05 pm	<b>Finishing speech Apero &amp; Party</b>	<b>Finishing speech Apero &amp; Party</b>	<b>Finishing speech Apero &amp; Party</b>	<b>Finishing speech Apero &amp; Party</b>