

# 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 your First Investor

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 Partners)

### Deep Dive Session:

Unpacking PMF for DeepTech  
Patrick Griss (Zühlke Ventures) &  
Enzo Wälchli (ANYbotics)

### Deep Dive Session:

The Secret Recipe for Winning First  
Investors  
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 Partners)

11.20 am

### Break & Networking

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11.40 am

### Confident Decision Making – Know Your Tells to Trust Your Intuition (What Counts?)

Christian Nauer (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:

Keep Making (Good) Decisions – Reality  
check, Tools, and a Secret (How Do You  
Count?)  
Christian Nauer & David Grütter (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 Celakovsky 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 Celakovsky Steiner (Helsana) &  
Julian Liniger (Relai)

### Deep Dive Session:

Q&A and Best Practices gathered from  
150+ Go-To-Markets  
Joël Capt (Peakora)

4.10 pm

### Break & Networking

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### 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

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