

# Founders Day 2026 Agenda

	The Auditorium	Next Big Thing	Innovation Lab First come, first serve	Rolf Pfeifer First come, first serve
Starting Times 9.30 am	<b>Welcome Speech</b> Regula Bleuler (SSA) & Raphael Tobler (SSA) & Itxaso Araque (Google)			
10.00 am	<b>How to Hire Like Crazy While Keeping Your Company Healthy</b> Paulina Grnarova (DeepJudge) & Thomas Dübendorfer (SICTIC)	<b>Pivots: From Stuck to Unfair Advantage</b> Criss Grossmann (Beekeeper, LumApps) & Stefan Zanetti (Pivotal)		
10.40 am	<b>How Startups Succeed with the Technology Fund:</b> What it takes to qualify - and what successful companies learned along the way Simone Riedel-Riley (Emerald Technology Ventures AG) & Adrian Melliger (Technologies AG)	<b>Why It's Smart to Diversify Your Funding Structure: The Case of PeriVision's VC-Backed Financing Round with OOMNIUM</b> Leandro Davies (OOMNIUM) & Arijana Walcott (DART Ventures) & Patrick Kessel (PeriVision)	<b>Deep Dive Session:</b> How to Hire Like Crazy While Keeping Your Company Healthy Paulina Grnarova (DeepJudge) & Thomas Dübendorfer (SICTIC)	<b>Deep Dive Session:</b> Pivots: From Stuck to Unfair Advantage Criss Grossmann (Beekeeper, LumApps) & Stefan Zanetti (Pivotal)
11.10 am	<b>Break &amp; Networking</b>	<b>Break &amp; Networking</b>	<b>Break &amp; Networking</b>	<b>Break &amp; Networking</b>
11.40 am	<b>AI-First Product Development</b> Tony Beltramelli (Miro) & Laurent Decrue (Holycode)	<b>Sales Strategies - B2B2C vs B2C</b> Franziska Iselin (Bexio) & Julian Liniger (Relai)	<b>Deep Dive Session:</b> How Startups Succeed with the Technology Fund Simone Riedel-Riley (Emerald Technology Ventures AG) & Adrian Melliger (Technologies AG)	<b>Deep Dive Session:</b> Why It's Smart to Diversify Your Funding Structure: The Case of PeriVision's VC-Backed Financing Round with OOMNIUM Leandro Davies (OOMNIUM) & Arijana Walcott (DART Ventures) & Patrick Kessel (PeriVision)
12.20 pm	<b>Wingtra &amp; UBS: How to Unlock Capital for Global Scaling</b> Lukas Reinhardt (UBS) & Elias Kleimann (Wingtra)	<b>Warum Die Meisten Startup-Ideen Nicht Finanziert Werden</b> Jürg Schwarzenbach (MARCARO, Aare Ventures) & Pascal Stürchler (Bloomhaus Ventures) & Arijana Walcott (DART Ventures) 	<b>Deep Dive Session:</b> AI-First Product Development Tony Beltramelli (Miro) & Laurent Decrue (Holycode)	<b>Deep Dive Session:</b> Sales Strategies - B2B2C vs B2C Franziska Iselin (Bexio) & Julian Liniger (Relai)
12.50 pm	<b>Lunch</b>	<b>Lunch</b>	<b>Lunch</b>	<b>Lunch</b>
2.00 pm	<b>Building and Scaling Your Company - The GetYourGuide Story</b> Tobias Rein (GetyourGuide) & Andreas Punter (Deep Tech Nation Switzerland Foundation/Project Switzerland)	<b>Going International With Your Startup</b> Felicitas Gartmann (Switzerland Global Enterprise) & Alexander Limpert (Guestready) & S. Manoj Harasgama (JOIN./Crosstown)	<b>Deep Dive Session:</b> Plan, Pitch, Close - A Guide to Fundraising Jan Lederhausen (UBS)	<b>Deep Dive Session:</b> Warum Die Meisten Startup-Ideen Nicht Finanziert Werden Jürg Schwarzenbach (MARCARO, Aare Ventures) & Pascal Stürchler (Bloomhaus Ventures) & Arijana Walcott (DART Ventures) 
2.40 pm	<b>Product-Market Fit and the Team: Two Crucial Factors in Building a Medtech Startup</b> Lisa Falco (N23 Health) & Heiko Visarius (VISARTIS)	<b>Startups in the Growth Stage and Family: The Balancing Act</b> Paulina Grnarova (DeepJudge) & Laurent Decrue (Holycode) & Nicole Celakovsky Steiner (Helsana)	<b>Deep Dive Session:</b> Building and Scaling Your Company - The GetYourGuide Story Tobias Rein (GetyourGuide) & Andreas Punter (Deep Tech Nation Switzerland Foundation/Project Switzerland)	<b>Deep Dive Session:</b> Going International With Your Startup Felicitas Gartmann (Switzerland Global Enterprise) & Alexander Limpert (Guestready) & S. Manoj Harasgama (JOIN./Crosstown)
3.20 pm	<b>Two Investors, Two Perspectives, Unfiltered Views: What Founders Always Wanted to Know</b> Teddy Amberg (Spicehaus Partners) & Katja Baur (Emma Ventures)	<b>Smart Money in Action - How Can Investors Add Value Beyond Capital?</b> Rico Dähler (Swisscom Ventures) & Sascha Horrig (EquityPitcher Ventures) & Tina Willibald (Swisscom Ventures)	<b>Deep Dive Session:</b> Product-Market Fit and the Team: Two Crucial Factors in Building a Medtech Startup Lisa Falco (N23 Health) & Heiko Visarius (VISARTIS)	<b>Deep Dive Session:</b> Startups in the Growth Stage and Family: The Balancing Act Paulina Grnarova (DeepJudge) & Laurent Decrue (Holycode) & Nicole Celakovsky Steiner (Helsana)
3.50 pm	<b>Break &amp; Networking</b>	<b>Break &amp; Networking</b>	<b>Break &amp; Networking</b>	<b>Break &amp; Networking</b>
4.10 pm	<b>Business Models in the Age of AI</b> Andreas Goeldi (b2venture)	<b>How AI Agents Transform Modern GTM Strategies</b> Joël Capt (Peakora)	<b>Deep Dive Session:</b> Two Investors, Two Perspectives, Unfiltered Views: What Founders Always Wanted to Know Teddy Amberg (Spicehaus Partners) & Katja Baur (Emma Ventures)	<b>Deep Dive Session:</b> Smart Money in Action - How Can Investors Add Value Beyond Capital? Rico Dähler (Swisscom Ventures) & Sascha Horrig (EquityPitcher Ventures) & Tina Willibald (Swisscom Ventures)
5.00 pm	<b>Google Founders Story - Panel</b>			
6.00 pm	<b>Apero &amp; Party</b>	<b>Apero &amp; Party</b>	<b>Apero &amp; Party</b>	<b>Apero &amp; Party</b>