



## MONDAY 22.03.

### STAGES

#### EIGER

#### MATTERHORN

16:30



17:00 - 17:30

START Global:  
START Summit Opening Ceremony

17:30



17:30 - 18:00

ROSE: Funding for Early Stage Startups - A Three-Fold Perspective From a Founder, Business Angel and Investment Manager



18:00 - 18:30

START ROSE Introduction



17:30 - 17:50

Henrique Dubugras (Brex) & Daniel Gutenberg (VI Partners): The Explosive Growth of the LatAm FinTech Unicorn Brex

18:30



18:30 - 19:00

START Fellowship Introduction



18:30 - 18:55

Leveraging Technology to Reduce Food-Waste (in a Post-Covid World)



19:00 - 19:20

VISA: TBA

19:30



19:30 - 21:00

AgTech & FoodTech -  
START Summiteer

20:30



20:30 - 22:00

F\*ckUp Nights x  
ETH Entrepreneur Club

## TUESDAY 23.03.

#### EIGER

#### MATTERHORN



16:40 - 17:00

Roger Dudler (Frontify):  
The Scale-Up Mindset - How to Align Strategy, Leadership and Culture in a Fast Growing Environment



16:40 - 17:00

Rajalakshmi Srinivasan (Zoho Corp.):  
TBA



17:00 - 17:30

Fireside Chat with Benchmark Partner  
Matt Cohler and Confluent Founder Jay Kreps



17:45 - 18:00

Claudia Bolliger-Winkler (Lionstep):  
TBA



17:45 - 18:00

Christopher O'Donnell (HubSpot) & Andreas Goeldi (btov Partners):  
TBA



18:00 - 18:30

SwissCognitive:  
TBA



18:05 - 18:25

Anna Alex (Planety):  
TBA



18:25 - 18:50

Tim Stracke (Chrono24):  
How Karlsruhe Became the Leading Global Marketplace for High-Quality Watches



18:30 - 18:45

Sohaïla Ouffata (BMW i Ventures):  
Investing in Purpose-Driven Entrepreneurs Building High-Performance Companies



18:50 - 19:05

Felix Graf (NZZ):  
Digital Transformation of Quality Journalism



19:00 - 19:30

ROSE: Data and Human Bias - How Can We Foster Fairness in Recruitment and the Workplace



19:30 - 22:00

Urban Innovation -  
START Summiteer



19:50 - 20:05

Mat Rebeaud (Red Bull Athlete):  
How to Keep Quiet but Perform Screamers



20:10 - 20:30

Alexandra Zatarain (EightSleep):  
How to Get Fit Through Sleep



20:30 - 22:00

Female Founders Night x  
Tatendrang



WEDNESDAY 24.03.

STAGES

EIGER

MATTERHORN

16:00



Adrianna Corvetto (Oaseas):  
TBA

16:30 - 16:45



Daniel Stammler (Kolibri Games):  
How to Found in the  
Mobile Gaming Market

16:40 - 16:55



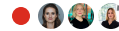
Charlene Li (The Disruption Mindset):  
The Secret to Exponential Growth

16:30 - 16:45



Pascal Grieder (Salt Mobile):  
Opportunities in 5G

17:00 - 17:15



Verena Pauser (Serial Entrepreneur) &  
Prof. Dr. Miriam Meckel (ada):  
The Importance of  
Female Entrepreneurship in Europe

17:15 - 17:40

17:30



Coralie Chaufour (Entrepreneur First):  
The Benefits of Female Co-Founders

18:15 - 18:30



Thomas Linemayr (Tchibo Global):  
TBA

17:45 - 18:00



ROSE: How to Implement ESG  
in Venture Capital Funds

18:00 - 18:30

18:30



Bracken Darrell (Logitech):  
TBA

18:30 - 18:50



Adam Cheyer (Siri):  
Lessons from the Foundings of  
Siri, Viv Labs and Sentiment

19:00 - 19:25



Rebekka Grun v. Jolk (World Bank):  
Entrepreneurship as a Key to  
Poverty Alleviation

19:25 - 19:50

19:30



Consumer Goods -  
START Summiteer

19:30 - 21:00



Andrew Reid (Microsoft):  
Collaboration in Europe in Order  
to Foster Innovation

19:25 - 19:50

20:30

THURSDAY 25.03.

EIGER

MATTERHORN



Felix Brunner (Sparrow Ventures):  
TBA

16:30 - 16:40



Oliver Pabst (Mammut) &  
Katherine Choong (Athlete):  
How a Crisis Can Be Used to Boost  
Innovation

16:00 - 16:30



Do Algorithms Make Better  
- and Fairer - Investments than  
Angel Investors?

17:00 - 17:30



Esther Wojcicki (TRACT):  
Lifelong Learnings from the Godmother  
of Silicon Valley

17:45 - 18:00



Katharina Wilhelm (Cherry Ventures) &  
Sebastian Schaal (Luminovo):  
How to Build a Relationship and  
Raise a Seed Round

17:20 - 17:40



Rafael Laguna de la Vera (SprinD):  
Can We Rely on Venture Capital to Fuel  
Innovation in European Tech?

17:45 - 18:00



Dr. Boris Bogdan (Accenture):  
Inflection Point of Healthcare

17:30 - 17:45



Dominique Gruhl-Begin (Innosuisse):  
Sustainability vs. Profitability -  
Or Your Firm's Ability to Innovate

17:45 - 18:00



Felix Ewald (DyeMansion):  
TBA

18:30 - 18:45



Tianyue Yu (Quanergy):  
Sensing from Outside In

18:30 - 18:45



ROSE: ESG - "G" for Governance: What  
Does It Mean for Early Ventures?

18:50 - 19:30



Tina Sharkey:  
Playbook for Brands and Businesses

19:00 - 19:25



LifeSciences -  
START Summiteer

19:30 - 22:00



Nicky Goulimis (Nova Credit):  
TBA

19:50 - 20:05



Dr. Nora Khaldi (Nuritas):  
Paving the Way - When Your Business  
Idea Has Never Been Done Before

18:50 - 19:05



Holly Liu (Kabam):  
How to Pivot at an Early Stage

20:05 - 20:20



START Fellowship -  
Pitching Competition

20:30 - 22:00



**FRIDAY 26.03.**

**STAGES**

**EIGER**

**MATTERHORN**

10:00

				10:00 - 10:30
			<b>Bernhard Ehrenzeller (HSG):</b> START Forum Opening @ HSG Learning Center	
		11:00 - 11:30		12:30 - 13:00
<b>Anja Blacha (Athlete):</b> Parallels Between Entrepreneurs and a World Record Mountaineer			<b>Pieter van der Does (adyen):</b> The Growth Story of One of Europe's Biggest FinTech Startups	
				13:05 - 13:30
			<b>Sandra Tobler (Futurae):</b> TBA	
				13:30 - 14:00
			<b>Dr. Ingmar Hoerr (CureVac):</b> TBA	
		14:15 - 14:50		14:00 - 14:30
<b>Alexander Stubb</b> (Former Finnish Prime Minister): TBA			<b>Startup@HSG:</b> Founder of the Year Award	
				14:30 - 15:00
			<b>Ola Källenius (Daimler AG &amp; Mercedes-Benz AG):</b> TBA	
		15:00 - 15:30		15:00 - 15:30
<b>Ilkka Paananen (Supercell):</b> Creating an Innovative Work Environment			<b>Eugene Danilkis (Mambu):</b> From the Philippines to Berlin - How Mambu Climbed to the German FinTech Top	
		15:35 - 16:00		15:30 - 16:00
<b>Johanna Rantanen:</b> TBA			<b>Rolf Schrömgens (Trivago):</b> TBA	
		16:00 - 16:20		16:30 - 17:10
<b>Kamila Sultanova:</b> TBA			Increasing DeepTech Funding in Europe	
		16:25 - 16:45		17:10 - 17:30
<b>Bruce Oreck (former U.S. Ambassador):</b> TBA			<b>Christian Sewing (Deutsche Bank):</b> The Double Digitization: How Banks Can Transform Themselves - and Support the Transformation of Their Clients	
		16:50 - 17:10		17:30 - 17:50
<b>Yacine Samb (Google):</b> TBA			<b>Jos Djiesselhof (SIX):</b> TBA	
		17:20 - 17:50		17:30 - 17:50
<b>Patrick Degermann (Explorer):</b> TBA			Disruptive Payment Solutions	
				18:35 - 18:55
			<b>Julian Teicke (wefox):</b> How Data Regulation Can Be Europe's Advantage in the International Innovation Competition?	
		19:15 - 19:30		18:55 - 19:10
<b>Arne Pache (Mastercard):</b> Evolution of Payment in a Sustainable Environment			<b>Adrian Locher (Merantix):</b> Build Ecosystems Instead of Strategies	
		19:30 - 21:00		19:15 - 19:40
FinTech START Summiteer			<b>Miriam Wohlfarth (Ratepay &amp; Bankware) &amp; Thomas Jarzombek (Member Bundestag):</b> TBA	

**SATURDAY 27.03.**

**MATTERHORN**

		10:00 - 10:30
<b>START Forum Opening x HSG Stiftung</b>		
		13:00 - 13:30
TBA		
		13:30 - 14:00
<b>Monika Ribar (SBB):</b> The Future of Female Education		
		14:15 - 15:00
Final - START Summiteer		
		15:20 - 15:45
<b>Andre Street (StoneCo) &amp; Florian Schweitzer (btov):</b> The Founding Story of LatAm's Biggest FinTech		
		15:45 - 16:00
Award Ceremony - START Summiteer		
		17:00 - 17:45
<b>Michael Seibel (Y Combinator):</b> Why There Are No Average Founders		
		17:45 - 18:15
START Summit Closing Ceremony		