Honored to be part of this
ANDREA ANDERHEGGEN, FOUNDER/CEO SHOPGATE
SEC2SV 2015 SCALEUP

Totally inspiring
NEILL RICKETTS, FOUNDER/CEO VERSARIEN
SEC2SV 2015 SCALEUP

The most enjoyable event in my recent memory
JULIEN UHLIG, CEO ENTRADE
SEC2SV 2015 SCALEUP

STARTUP EUROPE comes to SILICON VALLEY

SEC2SV Handbook

Sept. 10-20, 2016
Our Most Special Thanks
go to those that made SEC2SV possible

Google
Facebook
Dell
Microsoft
facebook live
K&L Gates
Woodside Capital Partners
Vertical
Wambi

“
I hope this event becomes a tradition
NICHOLAS HELLER, SILICON VALLEY COMES TO THE UK
SEC2SV 2015
You deserve to be one of the future unicorns

ISIDRO LASO BALLESTEROS, DG CONNECT, EUROPEAN COMMISSION
SEC2SV 2015
2:00 PM
Why Are We Here?
Opening Remarks
Marco Marinucci, Mind the Bridge

2:10 PM
Views from Silicon Valley
Of the EU Ecosystem by an SV Investor
Tim Draper, Draper Associates

2:30 PM
EU Policies for a Digital Future
Views from the European Commission
Paul Timmers, Director DG Connect, European Commission

2:50 PM
Will the Two Ever Get In Sync?
Tech & Entrepreneurship vs. Policy in the EU
Betsy Masiello, Senior Director, Uber
Moderated by Melissa Blaustein, Allied for Startups

3:15 PM
Get into their Minds
A grounded open discussion by SV investors and what the EU might have to do
Rashmi Gopinath, Partner, Microsoft Ventures
Deepak Jeevankumar, Partner, General Catalyst Partners
Michel Wendell, Next Ventures

3:30 PM
Let’s Talk Money
EU vs. US: A deep analysis of exits from Mind the Bridge/Crunchbase
Alberto Onetti, Mind the Bridge

4:15 PM
Magic! By LinkedIn
The skills and economic graph: Supply, demand, and flow of talent across regions - including YOU!
Lutz Finger, Quantum Physicist & Director Data Science & Data Engineering, LinkedIn
Giovanni Iachello, Head of International and Data Products, LinkedIn

4:45 PM
Women 2.0
Women building bridges between EU<>US
Elizabeth Gore, Dell; Jessica Butcher, Blippar
Camille Sailer, European American Chamber of Commerce NJ
Moderated by Nora Poggi, She Started It

5:15 PM
Open Innovation. The survival of the fittest
Are EU corporations doomed or can they survive?
How EU corporates are cracking Open Innovation.
Ernesto Clara, CIO, Enel; Prith Banerjee, CTO, Schneider
Giovanni Loser, Former GM, Illy Caffè
Moderated by Henry Chesbrough, UC Berkeley Haas School of Business
“the Father of Open Innovation”

5:40 PM
Secure the Base!
Perspectives on Privacy, Security & Data flows.
Panel with US Govt. Dep. of Commerce, Facebook, Autodesk
Moderated by John Miller, Vice President for Global Cybersecurity Policy and Law @ ITIC

6:10 PM
The Cornerstone - Research
Turning EU research into business
By Willem Jonker, CEO, EIT Digital

6:30 PM
Real or Fairies
Startup heavens in Europe
Mikk Vainik, Ministry of Economic Affairs, Estonia
Francisco de la Torre Prados, Mayor of Malaga, Spain
Penny Harwood, London & Partners; Moderated by Burton Lee (Stanford University)

6:50 PM
It’s Just the Beginning!
See you in 2017!
Pēteris Zilgalvis, European Commission
Marco Marinucci, Mind the Bridge
Alberto Oretti, Mind the Bridge

7:00 PM
You Deserve Some Food and Drinks!
It’s been a long day!
by Mind The Bridge

8:00 PM
Get Home Safe!
Monday, Sep 12

**MORNING**
SEC2SV Investors Event - Meet the top EU Scaleups
SV investors meet the best 15 EU scaleups (closed door event, by invitation only)
Location: Computer History Museum

**EVENING**
European Innovation Day Reception
Networking with food and drinks
Location: Computer History Museum

Tuesday, Sep 13

**MORNING**
Scaleup Summit Day 1
Invitation only Roundtable:
- Hiring & Retaining Talent In SV
- Market Entry, Sales, Growth
- Funding, Planning & Timing, Equity Vs. Debt In SV
- M&A/PO Practices and Expectations
Location: MTB Innovation Center SF

**EVENING**
Pinterest Reception
- Cocktail reception
- Networking
Location: Pinterest HQ (San Francisco)

Wednesday, Sep 14

**MORNING**
Scaleup Summit Day 2
First Panel:
- Legal Issues when Setting Up Business in the US
- Tax issues in the home country
Second Panel:
- Structure, Terms and Process of Raising Debt or Equity Capital in the US
Third Panel:
- Patent, trademark, copyright and trade secret presentation
Location: K&L Gates: Hyatt Regency SF

**AFTERNOON**
Scaleup Summit Day 2
Invitation only workshops:
Business-focused presentations by outside consultants
- 1-on-1 Legal Sessions
Location: K&L Gates: Hyatt Regency SF

**EVENING**
Reception at K&L Gates
- Cocktail reception
- Networking
Location: K&L Gates: Hyatt Regency SF

Thursday, Sep 15

**MORNING**
Bilateral meetings in Silicon Valley
- Top EU Scaleups and Policy makers learn and exchange ideas with Microsoft
- Overview of Microsoft's strategy and how MS partners with startups to help them scale globally.
The M&A environment. Tech demo
Location: Microsoft (Mountain View)

**AFTERNOON**
Google Ventures
- Top EU Scaleups and Policy makers learn and exchange ideas with GV
- Overview of GV strategy and how GV partners with startups to help them scale globally.
The M&A environment. Tech demo
Location: MTB Innovation Center SF

**EVENING**
Reception (hosted by EIT Digital)
- Keynote
- Q&A for EU scaleups expanding to SV
Location: Idean Inc., 214 Homer Ave, Palo Alto

Friday, Sep 16

**MORNING**
Bilateral Meetings in San Francisco
- Top EU Scaleups and Policy makers learn and exchange ideas with Uber
- Uber shares their journey and future outlook while creating new connections with the EU
Location: Uber HQ (San Francisco)

**AFTERNOON**
Bilateral meetings in East Bay
The Berkeley Approach to Innovation
- CITRIS
- Jacobs Institute for Design Innovation
- iH
Location: UC Berkeley, GE Digital

**NEW TECHNOLOGIES & NEW PLATFORMS**
Find out how GE is bringing the Industrial Internet to life by connecting minds and machines
Location: GE Digital

Monday, Sep 19

Dedicated to 1-on-1 Meetings

Tuesday, Sep 20

Closing with EU Commissioner Elżbieta Bieńkowska
- Closing ceremony
- Commissioner meets scaleups and SEC2SV Sounding Board
Location: Bay Area Council Economic Institute (San Francisco)
The level of mentors and everyone involved was remarkable.

FRED PLAIS, CEO, PLATFORM.SH
SEC2SV 2015 SCALEUP
Speakers 2016

ERNESTO CIORRA
HEAD OF INNOVATION AND SUSTAINABILITY, ENEL GROUP

PRITH BANERJEE
SVP & CTO, SCHNEIDER ELECTRIC

GIOVANNI LOSER
FORMER GLOBAL GM, ILLY CAFFE

EDUARDO DOMINGUEZ PUERTA
DEPUTY CEO/COO, AIRBUS GROUP

HENRY CHESBROUGH
UC BERKELEY HAAS SCHOOL OF BUSINESS

KRISTEN JENCI
DIRECTOR, OFFICE OF DIGITAL SERVICES INDUSTRIES, U.S. DEPARTMENT OF COMMERCE

AUDREY PLOINK
DIRECTOR, GOVERNMENT AND POLICY, INTEL CORPORATION

JOHN MILLER
VP GLOBAL SECURITY POLICY & LAW, MIT

WILLEM JONKER
CEO, EIT DIGITAL

MIKK VAINIK
MINISTRY OF ECONOMIC AFFAIRS & COMMUNICATIONS, ESTONIA

FRANCISCO DE LA TORRE PRADOS
MAYOR, CITY OF MALAGA

PENNY HARWOOD
SVP, LONDON & PARTNERS

BURTON LEE
STANFORD UNIVERSITY

PETERIS ZILGALVIS
HEAD OF UNIT, DG CONNECT EUROPEAN COMMISSION

DEEPAK JEEVANKUMAR
PARTNER AT GENERAL CATALYST

Julie Hanna
PRESIDENTIAL AMBASSADOR FOR GLOBAL ENTREPRENEURSHIP U.S. DEPARTMENT OF COMMERCE SEC2SV 2015
Who’s Joining

ELŻBIETA BIEŃKOWSKA
EU COMMISSIONER FOR INTERNAL MARKET, INDUSTRY, ENTREPRENEURSHIP AND SMES

GENE TEARE
DIRECTOR CONTENT, CRUNCHBASE

KRISTIN SCHREIBER
DIRECTOR COSME PROGRAMME, DG GROW, EUROPEAN COMMISSION

DOMINGOS FOLQUE GUIMARA
PORTUGAL’S DIGITAL CHAMPION

MATTEO CODAZZI
CEO, CESI

CLAUDÉ-ETIENNE ARMINGAUD
PARTNER, K&L GATES

NICOLA DI GIOVANNI
PARTNER, K&L GATES

IGNACIO PUENTE
DG RESEARCH, EUROPEAN COMMISSION

NUNO GONÇALVES PEDRO
PARTNER AT DELTA PARTNERS GROUP

EGGERT CLAESSEN
MANAGING PARTNER, FRUMTAK VENTURES

SCOTT COLEMAN
GENERAL MANAGER, MICROSOFT ACCELERATOR

FABRIZIO PORRINO
VP GLOBAL PUBLIC AFFAIRS, FACILITI.LIVE

MARTHA IVANOVAS
GOVERNMENT AFFAIRS EMEA, DELL

MARKO TURPEINEN
DIRECTOR, EIT DIGITAL SILICON VALLEY HUB

Tim Draper
PARTNER, DRAPER ASSOCIATES

EGGERT CLAESSEN
MANAGING PARTNER, FRUMTAK VENTURES
Who’s Joining

GIOVANNI MORAJA  
FOUNDER & CEO, VERTICAL.IS

KAUSHAL CHOKSHI  
FOUNDER & CEO, SCAALE

CINZIA GUIDO  
SR POLICY ADVISOR AT CONFINDISTRA, BRUSSELS DELEGATION

SEAN RANDOLPH  
SENIOR DIRECTOR, BAY AREA COUNCIL ECONOMIC INSTITUTE

KRISTEN MATTERN  
SENIOR GOVERNMENT AFFAIRS MANAGER, DELL

SVANA GUNNARSDÓTTIR  
PARTNER, FRUMTAK VENTURES

CAROLA PESCIO CANALE  
PROJECT MANAGER, VERTICAL.IS

ISABEL PASTOR ARENILLAS  
DELEGATION OF THE EUROPEAN UNION TO THE UNITED STATES

JEAN-LUC BALT  
DELEGATION OF THE EUROPEAN UNION TO THE UNITED STATES

LUCIANO TOMMASI  
HEAD OF NEW VENTURES INITIATIVES, ENEL

JOHN KELLEY  
VP STARTUP ENGAGEMENT, SKY

BINDI KARIA  
FORMER VP, SILICON VALLEY BANK, MICROSOFT

CHARLIE HALE  
HEAD OF PUBLIC POLICY AND COMMUNITY PARTNERSHIPS, PINTEREST

JAMES HAIRSTON  
MANAGER, PUBLIC POLICY, FACEBOOK

Immensely valuable

MATTEO DASTE  
SQUIRE PATTON BOGGS
SEC2SV 2015
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Partners

- G/1
- Pinterest
- Uber
- California - Spain Chamber of Commerce
- Crunchbase
- ITI
- Luxinnovation
- New Ways Business Accelerator
- British Consulate-General San Francisco
- Die nach West
- Teamgantt
- Silicon Valley UK
- European Commission Entrepreneurship and Innovation
- Bay Area Council
- Spain Tech Center
- Silicon Vikings
- Italian Business & Innovation North America
- Allied for Startups
- Rheinland for business
Partners
STARTUP EUROPE comes to SILICON VALLEY

Silicon Valley, September 10-20, 2016

Your words of gratitude and support are our best reward

MARCO MARINUCCI, FOUNDER & CEO, MIND THE BRIDGE