

AUSSEN WIRTSCHAFT BORN GLOBAL ACADEMY INTERNATIONAL BOOTCAMP DAY

27.01.2022

PROGRAMM

Ort: Online – Streaming über www.bornglobalacademy.at, Facebook und LinkedIn

Bitte beachten: Die Veranstaltung wird in **englischer** Sprache abgehalten.

Stand: 18.01.2022, 14:00 | Änderungen vorbehalten

Moderation: **Dominica SCHMID SCHMIDSFELDEN** | brutkasten

Donnerstag, 27.01.2022, online auf www.bornglobalacademy.at

10.00	WELCOME AND OPENING WORDS Harald MAHRER WIRTSCHAFTSKAMMER ÖSTERREICH
10.15	BORN GLOBAL ACADEMY – WHY ALL THIS? Michael OTTER AUSSENWIRTSCHAFT AUSTRIA Renate SCHNUTT AUSSENWIRTSCHAFT AUSTRIA Kambis KOHANSAL VAJARGAH WIRTSCHAFTSKAMMER ÖSTERREICH Gernot SCHWENDTNER weGrow International
10.30	LOOKAUT: MOVERS AND SHAKERS IN AUSTRIAN TECH Mariana KUEHNEL Generalsekretär Stellvertreterin, WIRTSCHAFTSKAMMER ÖSTERREICH In conversation with Katharina UNGER Livin Farms

gefördert im Rahmen von



einer gemeinsamen Initiative des Bundesministeriums für
Digitalisierung
und Wirtschaftsstandort und der Wirtschaftskammer Österreich

10.45 EVALUATION OF READINESS

Four areas to focus on before internationalisation

[Wolfgang LANGEDER](#) | weGrow International

11.20 ESTABLISHING A STRATEGY

Breaking it into manageable pieces

[Gernot SCHWENDTNER](#) | weGrow International

12.05 VC FUNDING

Preparing for expansion-related funding

[Madeline LAWRENCE](#) | Peak Capital

12.40 BUSINESS ANGEL FUNDING FOR GROWTH

aws i2 Business Angels is the largest independent matching service for start-ups and investors from Austria, come by and find out how you can get in touch with the Business Angels community.

[Alexander STEINER](#) | Austria Wirtschaftsservice

12.55 WRAP UP

[Gernot SCHWENDTNER](#) | weGrow International

13.10 INTELLECTUAL PROPERTY

Learn how to define the right IP strategy, best utilize the global patent regimes, create IP and patents, protect IP and patents, create IP based business models and implement global licensing models.

Secure ownership of your idea when scaling

[Andreas SPECHTLER](#) | Silicon Castles

13.40 EUROPE AS PRIMARY BUSINESS HUB

Explore opportunities offered by Europe - Discover the emerging Italian startup and innovation scene

[Annalisa ANDALORO](#) | Alperia

[Cristina ANGELILLO](#) | Marshmallow Games SRL

[Stefano LA CROCE](#) | AußenwirtschaftsCenter Mailand

ENTERPRISE EUROPE NETWORK

[Heinz KOGLER](#) | WIRTSCHAFTSKAMMER ÖSTERREICH

14.30 UNDERSTANDING THE STARTUP ECOSYSTEM IN ASIA

Startup expansion towards Asia made easy! Wanna know how to do business in Hong Kong, Tokyo & Co? Find out more about Asia's most vibrant cities and how to prepare your internationalization!

[Lisa STOEGER](#) | Global Incubator Network (GIN)

15.00 **HYPERGROWTH MARKETING**

An essential part of every Brand's growth and transformation ambitions is Marketing. A vibrant brand perception and smart market entry strategies are key to sustainable growth. Butchershop went through this exercise several times and constitutes today one of America's top-5 brand agencies.

Nina MUELLER | Butchershop

16.00 **UNDERSTANDING THE STARTUP ECOSYSTEM IN THE US**

Understanding the Startup Ecosystem in the US" will give you an overview of the two US startup hubs New York and San Francisco. It will give you a basic understanding of strong industries, do's and don'ts and trends in the respective areas.

Giulia IMPERATRICE | WEVE Accelerator (NY)

Natasha CHATLEIN | AußenwirtschaftsCenter San Francisco

16.45 **ALUMNI SUCCESS STORY**

A year later – outcomes of our programs

Sergiu ARDELEAN | Artivive

Patrick RATHEISER | Leftshift One

Julia RHEE | Music Traveler

Valerie WOLFF | Vello Bike

Susan WHITE | Kompany

Moderation:

Victoria LIEDL, AußenwirtschaftsCenter New York

Lisa STOEGER, Global Incubator Network

17.30 **CLOSING**
