

Stockholm School of  
Entrepreneurship

# START UPDAY2013

Meet the builders of the new world.



## Welcome to Start-up Day 2013

Welcome to the Stockholm School of Entrepreneurship's Start-up Day, *the* place to be in the world right now if you happen to have an interest in start-ups.

Take a look around you. Among the 700 in attendance today, you should be able to see representatives from some of the hottest start-ups in Scandinavia – not just the builders, but also those that made the building possible.

Throughout the day you'll get to meet, greet and listen to some of these people. And as sharing plays such an important role in entrepreneurship today, they'll be sharing key insights with us, including everything from how you can change the world for the better, to how you can learn from your mistakes to achieve success, to what you should look for in a person or idea before jumping onboard and investing.

But, perhaps most exciting of all, you might just get to hear from tomorrow's most successful start-up as the next generation of entrepreneurs pitch live on stage.

So pay attention, blink, and you might miss it.

**Twitter:** #SUD13 - *Tweet your question to our speakers*

**Instagram:** #ssespics - *post your Start-up Day photos*

**Wifi:** Use the network "startupday" with password "startupday"

**Livestreaming:** [video.startupday.se](http://video.startupday.se)

**Videos:** Will be uploaded at [video.startupday.se](http://video.startupday.se)

**Pictures:** Will be uploaded at [www.flickr.com/sses](http://www.flickr.com/sses)

**Food allergies?** Talk to the kitchen staff by the bar counter, they can help you

**After Mingle:** At Folkoperan, follow the map on the back of your name tag

## Start-up Exhibition

Be sure to head over to our Start-up Exhibition during the breaks and meet some of the young and exciting companies of the Stockholm and European start-up scene. Some of them launching today at Start-up Day! The start-up exhibitors represent a number of different industries with one thing in common. They are all looking for your input, whether it be your feed-back on their beta product or your view on their service. Who knows they may even be looking for someone like yourself to join their team.

## Social Entrepreneurship Track

At the Stockholm School of Entrepreneurship our students have shown an increased interest in social entrepreneurship during the last few years. As a result, we now have a course in Social Entrepreneurship and at Start-up Day we have devoted a parallel track to the founding stories from a variety of social entrepreneurs. These talks will be given in the Gallery, but make sure you get there in good time, spots are filled on a first come first served basis.

## Video.startupday.se

Since 2010 we have had some amazing speakers on the Start-up Day stage. Some of the talks have become somewhat classics amongst the start-up community and together they contain some of the best advice and inspiration you can get as a start-up founder. All talks, including those you will hear today, can be found at our video platform created by 23 at [video.startupday.se](http://video.startupday.se). For those of you interested in innovation and future trends, we also recommend the videos from our other annual event

**Good Morning** at [video.goodmorning.se](http://video.goodmorning.se).

## Stage Design: Framework

We have a tradition of letting creative talents design our stage at Start-up Day. This year's stage design was created by Josefin Vargö and John Astbury, Experience and Product Designers from Stockholm, and their idea for the design is "Framework": A framework of the city growing at each turn. Beginnings and endings, fragmented and linear, contrasts and connections. A new world of opportunity. Rome was not built in a day.

## Break activities during the day

In addition to all the inspirational talks during the day we have lots of interesting activities lined up. Below is some information about these activities to help you decide how to best spend your time today.

### **Start-up pitches (in the Gallery)**

Listen to start-ups pitching their ideas to our awesome investor panel. The panel consists of venture capitalists from firms such as Sequoia Capital, Balderton Capital, Northzone, Creandum, Industrifonden and Fundedby.me. The pitching sessions will take place in the Gallery.

### **PayPal workshop: Painless monetization for start-ups (in Fogelström)**

At this workshop, Tim Messerschmidt, Developer Evangelist at PayPal, presents the pros and cons of different monetization models that can be used to make your start-up profitable. Tim is going to provide some insights on which PayPal products can be used to realize these models and how they can affect your business in a positive way by engaging your customers. The workshop will be held in room Fogelström during the lunch break. Seats will be filled on a first come first served basis.

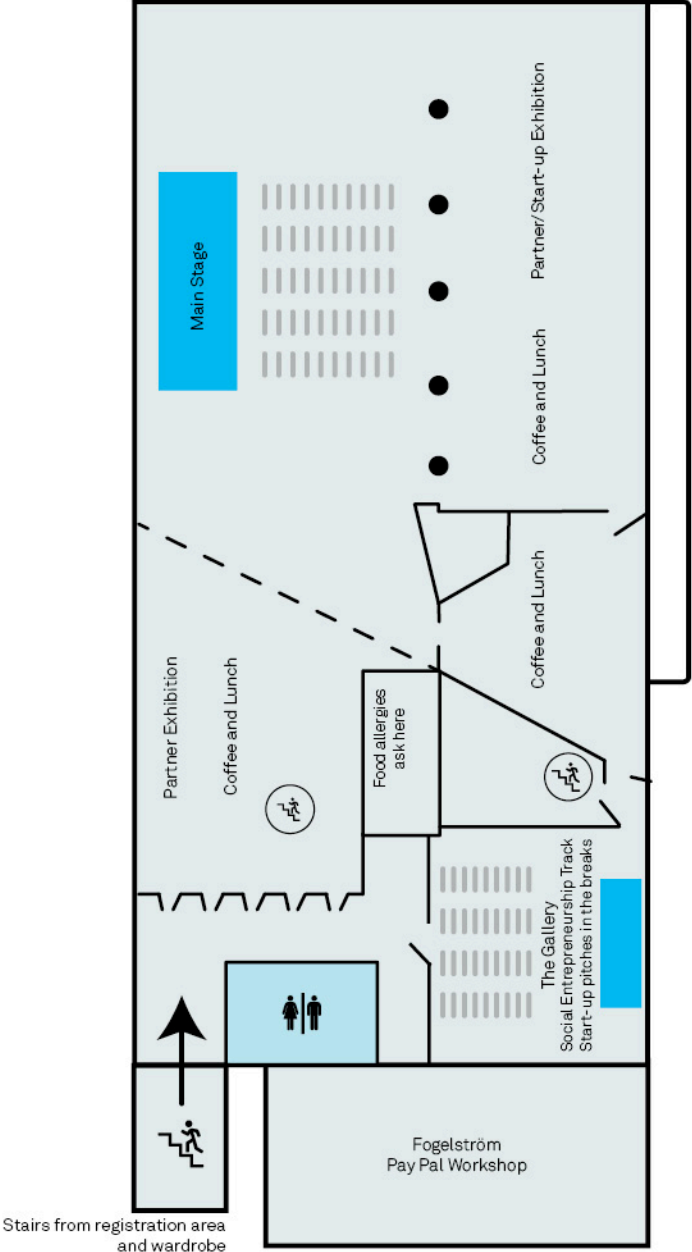
### **Speed coffee with the Wistrand Law Firm (at the Exhibition Area)**

What will the legal implications be for your ideas in the future? Find out from the lawyers at Wistrand. They will answer anything from how to protect your idea to how to best structure a deal with your customers. It's first come first served on the day, so pop by as soon as you get a chance to see if there are spots available.

### **Speed coffee with BDO (at the Exhibition Area)**

How do you run a financially sound company? How do you proceed when you want to sell your company? Discuss these and other questions such as taxes, reporting and the audit process with the leading audit and advisory company for entrepreneurs, BDO. It's first come first served on the day, so drop by as soon as you get a chance to see if there are spots available.

# Venue Map



Stairs from registration area and wardrobe

## Main Stage Speakers



**Jesper Ericsson** is the marketing and sales director at BioLamina, a cutting edge biotech company within regenerative medicine. Jesper is also the co-founder of the Swedish Biotech Builders network, which has the aim of increasing the interactions among today's bioleaders. He has a background from KI where he defended his PhD in neuroscience last year.



**Carl Waldekranz** is the CEO and co-founder of Tictail, an e-commerce platform that has become home to more than 10 000 stores in ten months. The community includes Kickstarter projects like Transparent Speaker, fashion bloggers and global brands like Cheap Monday. Before Tictail, Carl co-founded and sold a digital agency that helped develop brand identities for Spotify, Wrapp and Bambuser, among others.



**Nicole Vanderbilt** is the country manager of Etsy UK, Nordics, Australia and Canada. Prior to joining Etsy, she held a variety of roles, including CEO of mydeco.com, head of industry marketing at Google, and director of premium communications at American Express. Nicole holds an MBA from INSEAD and a BSE from Princeton in Architecture and Engineering.



**Chad Hamre** is the founding-CEO of Ethical Ocean (ethicalocean.com), a Canadian social enterprise that built America's leading online-platform for responsible shopping. It helps socially and environmentally progressive brands compete in a world dominated by cheap consumer products. Previously to this, Chad worked with Engineers Without Borders in Zambia, among other things.



**Oskar Kalmaru** is the co-founder and Marketing Manager of Memoto, a Swedish start-up founded in 2012 with the vision to give everyone a photographic memory. Memoto gained attention around the world when it launched a Kickstarter campaign to fund the production of its wearable camera. Oskar is an SSSES alumni and has previously co-founded several other online start-ups.



**Alexandra Bylund** is the co-founder of Foap.com, a start-up that focuses on an iPhone app whereby a user can earn money on their photos. Before starting Foap in 2011, Alexandra's previous role was as e-commerce manager at Solresor where she was responsible for all online marketing and digital communication.



**Conor Delahunty** is a designer who focuses on products and services. Right now he leads design at Somewhere (somewherehq.com), a new company that is trying to help people find the people they should be working with. Previously, Conor worked at Made by Many, a digital product and service design company working with brands such as Skype, ITV and adidas.



**Ole Ruch** is the managing director for Airbnb in Northern Europe and Asia-Pacific. Previously based in East-Asia and Russia, Ole developed international markets as part of the executive management team for Groupon. He holds a Masters in Management from Imperial College Business School in London, prior to which he studied Entrepreneurship at Boston University and Law at the University of Oslo.



**Lisa Lindström** is the managing director of the Swedish design consultancy company Doberman and a board member of several major Swedish corporations. She has been voted Sweden's Service Innovator of the Year and listed as one of the top ten female leaders in Sweden. Lisa is now in the process of taking Doberman to a global market.



**Kristian Tryggvason** is a co-founder and CEO of BioLamina, a biotech company selling high quality tools that help researchers develop stem cell therapy. BioLamina has been chosen as one of the hottest 33 technological start-up companies two years in a row by NyTeknik and Affärsvärlden. Kristian has a PhD in Cell Biology and an MBA.



**Christian Thaler-Wolski** is an investment manager with the Digital Media and Software team at Wellington Partners, a leading pan-European VC. He started his career at ORACLE and joined Wellington Partners in 2009. Wellington is an investor in Spotify, Readmill, HowDo, EyeEm, Livebookings, Hailo and many other companies. Christian holds an MBA from INSEAD.



**Frank Meehan** is part of the Horizons VC team representing Mr Li Ka-Shing's private investments. Horizons was an early investor in Skype and holds investments in Facebook, Second Market, Waze and many others. Frank was a board member of Spotify from 2009-2011 and of SIRI from early 2009. He is currently on the boards of Trapit, Tripboard, Tout, Summly, Magisto, DoubleTwist and the TOM Group.

# Programme

## Main Stage

## The Gallery: Social Entrepreneurship Track

09.00	<p><b>Registration and breakfast</b></p>	
09.40	<p><b>Moderator kicks off the event</b> Jesper Ericsson</p> <p><b>The first year of a start-up</b> Carl Waldecranz, co-founder and CEO of e-commerce platform Tricall, will talk about team versus ideas, and what impact company culture has had when growing a vibrant community of 10 000 stores.</p> <p><b>Reimagining commerce</b> Nicole Vanderbilt, UK and Nordics country manager for Etsy, will present a new approach to business where people-powered commerce represents a clear alternative to big-box, cookie-cutter retail.</p> <p><b>Truly Meaningful Work</b> Chad Hamre, founder and CEO of Ethical Ocean, will talk about 'trying it all' before finally finding 'truly meaningful work' in building and scaling his own digital social enterprise.</p>	
10.40	<p><b>Coffee break activities</b></p>	<p><b>The Social Entrepreneurship track will be moderated by</b> Therese Bohlin, Prime</p> <p><b>Coffee break activities</b></p>
11.20	<p><b>Marketing needs no product</b> Oskar Kaimaru, co-founder of Memoto, will share his experience of marketing a start-up - long before it has any products out on the market.</p> <p><b>Our 10 biggest mistakes</b> Alexandra Bylund, co-founder of Foap, will present the Foap journey from day one. During the first one and a half years they did a lot right, but maybe more interesting, they also made mistakes. Find out which they were and what they learned from them.</p>	<p><b>A resource based economy</b> Magnus Engervall, co-founder of FlexiDrive.se, will question fundamental principles and talk about ways to increase product utility and creating a more sustainable society.</p> <p><b>Turning competitors into collaborators</b> Ida Östensson, CEO of Crossing Boarders, will talk about innovative ways to put gender on the agenda, and how to work with a collaborative approach to other actors in the field, instead of viewing them as competitors.</p>

<p>During this session we have</p>	<p><b>Gaps</b> Conor Delahunty, designer at Somewhere, will talk about gaps, intentionally leaving holes and broken spaces in your product so that people can surprise you by doing things that you could never have guessed.</p> <p><b>Gold Partner interview with Corrado Tomassoni, PayPal - "Painless Monetization for Start-ups"</b></p>	<p><b>Choosing the right legal structure for your social enterprise</b> Karolina Lisslö and Josefina Oddsberg, founders of Bee Urban, will share their learnings from choosing the right legal structure for their social enterprise.</p>
<p>12.20</p>	<p><b>Lunch break activities</b></p>	<p><b>Lunch break activities - Start-up pitches</b></p>
<p>13.40</p> <p>Parallel tracks running</p>	<p><b>Going global from day one</b> Ole Ruch, managing director for Airbnb in Northern Europe and Asia-Pacific, will talk about scaling a start-up internationally and share the story of Airbnb's growth across the world.</p> <p><b>Is design a universal language?</b> Lisa Lindström, managing director of Doberman, will share the learnings from putting a design agency on an international market.</p> <p><b>David against Goliath</b> Kristian Tryggvason, co-founder and CEO of Biolamina, will talk about building a company with the intention to disrupt industry conventions and become the golden standard.</p>	<p><b>Breaking new grounds</b> Kia Mohebi, managing director of Inspons, will talk about her experience with the clash of cultural differences between the social entrepreneurship scene in Scandinavia vs. US, Australia and England.</p> <p><b>Why Prezi are renovating houses</b> Karin Berglund and Annika Skoglund from Stockholm University along with Imre Szeles, film director, will present a documentary on how Prezi teaches their employees that change is possible through social entrepreneurship.</p>
<p>14.40</p>	<p><b>Coffee break activities</b></p>	<p><b>Coffee break activities - Start-up pitches</b></p>
<p>15.20</p>	<p><b>Start-up hot seat</b> Investors Christian Thaler-Wolski, Wellington Partners and Frank Meehan, Horizons Ventures will have a chat with some hot new start-ups on stage.</p>	
<p>16.10</p>	<p><b>Moderator wraps up the day</b></p>	
<p>16.30</p>	<p><b>Mingle at Folk</b> Bring your nametag and we will buy you a drink.</p>	

## Social Entrepreneurship Speakers



**Therese Bohlin** is a planner at Prime, where she works with strategies and planning with a focus on creative direction and concepts. She has been awarded for her work both nationally and internationally and lectures at Stockholm School of Economics and Berghs among others. Therese holds an MBA from the Stockholm School of Economics.



**Magnus Engervall** is one of the two founders of FlexiDrive.se, Sweden's first peer-to-peer car sharing platform that enables people to rent cars from each other. FlexiDrive.se increases the utility of vehicles and is a part of "the sharing economy" which is growing by the minute. Magnus has a degree in economics from SSE and is an SSES alumni.



**Ida Östensson** is the founder and CEO of Crossing Borders, which promotes gender equal free time for all. Ida has a background in skateboarding culture and has started up local and national organizations for skateboarding girls. She has founded a number of skateboarding associations and opened Sweden's first garment library.



**Karolina Lisslö** is co-founder and CEO of Bee Urban Sweden - a new business concept that allows companies to sponsor hives as a part of their CSR work. Karolina has been involved in improving the air quality in Stockholm and is currently a board member of Friluftsförbundet and Naturskyddsföreningen in Stockholm.



**Josefina Oddsberg** is co-founder and chairman of Bee Urban Sweden. Previously, she was a TV-producer, but in 2007 decided to retrain as a biologist when her concern for the planet became overbearing. She now holds a Master in urban ecology. In addition to her current role, Josefina carries out research for documentary films on environmental issues.



**Kia Mohebi** is the founder of Inspons, a Swedish site where you can raise money for charities through sport activities – a concept little known in Sweden, yet popular in many countries such as US, Australia and England. Kia has a background in real estate in London and later in Stockholm before she studied innovation and entrepreneurship.



**Karin Berglund** is the SSES centre director at Stockholm University. Her current research is on the importance entrepreneurship might achieve in a society with a broader interpretation, i.e. comprising other values than purely economic ones and drawing attention to other processes, not just those leading to new enterprises.



**Annika Skoglund** works at Stockholm University and is a senior lecturer at SSES. Her research interest revolves around critical perspectives on the expert society and specifically the shaping of an enterprising self. She has experience from small innovative start-up companies as well as large industrial EU-projects.



**Imre Szeles** is an ex-camera man now working as a promo editor for RTL Hungary, producing trailers for the country's biggest television network. He is also chief coordinator of a major Hungarian music festival, working with international acts such as Volt and Balaton Sound Festival. He is also the presenter of an electronic music radio show (Deck Attack), and a DJ.





13 PARTNERS

**PayPal**<sup>TM</sup>

**Stockholm**  
Business Region  
Development

  
**Stockholm**  
*The Capital of Scandinavia*

 Industrifonden

 **prime**

quattroporte WISTRAND  
ADVOKATBYRÅ

**BONNIER**

  
SCHIBSTED  
TILLVÅXTMEDIER

Microsoft

**Northzone**

**entreprenör**  
TIDNINGEN FÖR FÖRETAGSAMT FOLK

**internetworld**  
DIGITALA AFFÄRER. FÄRKÄTTET.

**23**

**bambuser**

FRANCESCO LOI Ø FILMMAKER

**Jublia**

**mediavizion**

MÜNCHEN®  
BRYGGERIET  
EVENT + KONFERENS

**STORY**  
(HOTEL)

SWEDISH STARTUP SPACE

**U**  
UBER

**ACCESS**  
health international

**BERRIES** by Astrid

**FundedByMe™**

*Helishopter*

  
HIGH HEAVEN



**PAYMILL**



**Skovik**

**W**  
WICKLEBY EDUCATION AB

Visit **sSES.se** for more  
great activities.

The Stockholm School of Entrepreneurship (SSES) is a joint initiative by Karolinska Institutet (KI), the Royal Institute of Technology (KTH), the Stockholm School of Economics (SSE), Stockholm University and the University College of Arts, Crafts and Design (Konstfack).

SSES' aim is to provide education, training and inspiration in applied entrepreneurship. The school utilises the exciting and diverse academic environments of its member institutions, gathering their innovative and entrepreneurial competencies all under one roof in a joint education programme.

