

AUSSEN
WIRTSCHAFT
VIRTUAL STARTUP CATAPULT LONDON 2020
ONLINE - BOOTCAMP
FÜR GRÜNDERINNEN UND GRÜNDER

Montag, 15.6. – Freitag, 19.6. 2020

PROGRAMM

Bequem von Ihrem Schreibtisch aus

Stand: 06.05.2020 | Änderungen vorbehalten

Hinweis: Am Donnerstag, 18.6.2020, gibt es die Möglichkeit zur Teilnahme am Growth Bootcamp entweder in der Arbeitsgruppe B2B **ODER** B2C.

MONTAG, 15.6.2020

10.00 – 10.30

PROGRAMMBESPRECHUNG & INTRO STARTUP ÖKOSYSTEM UK

- **Renate Schnutt**, Head of Startup and Innovation Programmes, AußenwirtschaftsCenter London

london@wko.at | Mobile: +44 (0) 7394 567 683

- Key facts
- Pillars and drivers of the startup ecosystem UK/London

INFO: Renate, Head of Startup and Innovation Programmes, has broad experience in strategic marketing and communication, business development and corporate innovation management. She started her career in the tourism industry, going on to become Head of Marketing & Business Development at a multinational company before leaving the corporate world to co-found the Austrian women's rights referendum campaign, for which she spent a year as head of communications and campaigning. Having successfully developed and implemented marketing and business strategies in the B2B, B2C and third sector environments, Renate took on a business consultancy role with AUSSENWIRTSCHAFT AUSTRIA.



gefördert im Rahmen von

10.30 – 11.00

UK BUSINESS CULTURE & HOW TO ASK THE RIGHT QUESTIONS

- **Gabriela Matic**, Programme Director, ATI Boeing Accelerator, Co-Founder MindMate

gabi.matic@gmail.com | www.atiboeingaccelerator.com

- UK business culture & doing business internationally (in times of Covid19)
- Know your stories
- Customer development & how to ask the right questions

INFO: Gabriela is programme director of Ignite and the co-founder and former CMO of Ignite and Techstars NYC alumni company, MindMate, a health-tech start-up that started in Glasgow, raised over \$2M from top-tier international investors and is now head quartered in the US. While at MindMate, she grew the platform from user 0 to 50K and sold into the NHS. Since joining Ignite as Programme Director, she successfully accelerated and supported over 60 start-ups and has mentored hundreds more.



11.15 – 12.45

PITCH TRAINING - INTRODUCTION & BRIEFING FOR INDIVIDUAL ONE2ONES

- **Anthony David King**, Global Startup Accelerator Innovator, ADK

hello@anthonydavidking.co.uk | www.anthonydavidking.co.uk

- • Develop your pitch for the UK market — understand the best approach and structure, content of pitch decks and delivery techniques
- • One-to-one pre-accelerator sessions — live one-to-one sessions to help guide you in engaging investors, applying for startup accelerators, and developing partners in the UK market

Anthony is a global startup accelerator innovator. He is developing startup programmes for entrepreneurs, corporate investors and tech communities, across 36 cities. With a mission to revolutionise the human and startup experience.

Includes Airbnb, Wayra Telefonica, BPI (The BRIT Awards), 3 international banks and 8 world-class universities. Also an entrepreneur in residence at Wayra, the largest global corporate accelerator.



INDIVIDUELL

ONE2ONE MENTORING SESSION (PITCH TRAINING)

gefördert im Rahmen von



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

DIENSTAG, 16.6.2020

10.00 – 11.30

BUSINESS ESSENTIALS – BRIEFINGS ON:

- Tips & tricks on entering the UK market
- Timeline of events for setting up
- Challenges & common pitfalls
- Attracting & retaining UK talent

SETTING UP IN THE UK

- **Alexander Goodwille**, CEO, Goodwille

UK TAX AND CORPORATE STRUCTURE

- **Sarah Cuff**, Senior Tax Manager, Grant Thornton UK

SCALE YOUR UK TEAM

- **Jacqui Brown**, HR Manager, Goodwille

Contact for this session: James Service, Marketing Manager, Goodwille
james.service@goodwille.com | www.goodwille.com

Alexander is CEO at Goodwille, a company specialising in helping Austrian companies enter, grow & scale in the UK. Goodwille currently support in the region of 450 businesses from across Europe, helping them run successful UK operations. Alexander advises businesses on their entry to the UK market, along with the time frame and typical challenges they often face when setting up in the UK.



Sarah has been working at Grant Thornton for seven years, focusing on advising entrepreneurs, their families and their businesses. She is dual qualified as a chartered accountant and chartered tax adviser. Sarah has a thorough understanding of commercial business matters and is also able to advise in her area of expertise, UK tax. She specialises in both corporate and personal tax and has vast experience dealing with compliance, advisory and transactional projects. Although she has a wide variety of entrepreneurial clients she typically focuses on owner managed businesses, start-ups and high net worth individuals.



Jacqui is the HR Manager at Goodwille and supported a number of foreign owned businesses build out their UK team. Working across all industries, her experience lies in putting in place rigorous processes and procedures, whilst working with employers to attract and retain UK based talent.



11.45 – 12.45

THE UK FUNDRAISING JOURNEY (UNDER AND AFTER COVID19)

gefördert im Rahmen von



-
- **Deborah McGargle**, CLO, Seed Legals

deborah@seedlegals.com | <https://seedlegals.com>

An introduction to access to finance, preparing for investment, shaping your round and the fundraising process.

INFO: Deborah, CLO, has been helping teams raise investment and scale for over a decade both in Europe and across in the US. Deborah has formerly worked for Rolls-Royce, Siemens and Techstars. She is passionate about start-ups, LegalTech, disruptive technology and supporting female founders.



INDIVIDUELL

ONE2ONE MENTORING SESSIONS (PITCH TRAINING)

MITTWOCH, 17.6.2020

10.00 – 11.00

FLEX: A DISCUSSION ON THE FUTURE OF LEADERSHIP AND WORK ENVIRONMENT

- **Annie Auerbach**, Co-Founder, Starling – Cultural Insight Agency

annie@starlingstrategy.co.uk | www.starlingstrategy.co.uk | [@annieauerbach](https://twitter.com/annieauerbach)

- overall concept of flex including benefits to business and individuals
- racing for the skill set of the future & the creativity pressure in the digital age
- the gender question

INFO: Annie is an author and co-founder of trends agency Starling. Her book FLEX is a revolutionary guide to living and working on your own terms. She has worked flexibly for 20 years and four years ago, she founded Starling which specialises in understanding socio-cultural change so that brands can be more relevant and do better. Starling's clients include Nike, Google and Unilever. Annie is proud to be named a Timewise Power Founder alongside a range of trailblazers who are changing the future of work.



11.15 – 12.15

RESILIENCE IN TIMES OF CRISIS

Wil Benton, Venture & Ecosystem Director, ATI Boeing Accelerator, Co-Founder & CEO Chew.tv

wil@gwpartners.co | www.atiboeingaccelerator.com

- Working with COVID-19
- How to respond, recover and survive a crisis
- What warning signs to look out for and what to do to mitigate the risks

gefördert im Rahmen von



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

INFO: Wil is Venture & Ecosystem Director at the ATI Boeing Accelerator, where he leads the various ecosystem management strategies (across investors, programme sponsors, aerospace corporates, startups and everyone in-between). Wil is also an active angel investor (15 investments to date), runs a record label in his spare time and has DJd on three continents. He co-founded his own startup, Chew.tv, in 2014. Wil (and team) scaled Chew to 400k users in 190 countries, acquired an international competitor and then sold the business in 2017.



12.15 – 12.30

KURZE FEEDBACKRUNDE & WRAP UP IN DER GRUPPE

- **Renate Schnutt**, Head of Startup and Innovation Programmes, AußenwirtschaftsCenter London

INDIVIDUELL

ONE2ONE MENTORING SESSIONS (PITCH TRAINING)

DONNERSTAG, 18.6.2020

09.00 – 13.00

INTERNATIONAL GROWTH STRATEGY: FOKUS B2B – GRUPPE 1

- **Howard Kingston**, Digital Marketing Lead Instructor, General Assembly
hvkingston@gmail.com | www.howardkingston.com
 - customized programme according to the needs of the attendees

INFO: From gaming to mobile ads to adventure sports, there is a reason why world-changing entrepreneurs turn to Howard to help launch and grow their businesses. Howard has been there and done it, as a founder, as a VP Marketing, as a coach. He is one of the few 'Growth Hackers' that has actually done it. Launching & growing gaming startup I Am Playr from zero to 15 million users. Two of the last three businesses he has helped launch have been acquired. The third has offices worldwide, raised millions in VC investment & are well on their way. He co-founded Adludio, who Nike, Unilever, Sony & 100+ more Fortune 500 brands turn to for their mobile advertising. Adludio were named 'Best Marketing / Advertising business in Europe' by TechCrunch in 2016, and are a global partner for SnapChat. He helped launch Zip World London, 'the world's biggest, fastest city zip wire', opposite Big Ben on London's South Bank. It attracted over 30,000 riders in 10 weeks.....being acquired shortly after takeoff.



ODER

14.00 – 18.00

INTERNATIONAL GROWTH STRATEGY: FOKUS B2C – GRUPPE 2

- **Howard Kingston**, Digital Marketing Lead Instructor, General Assembly
hvkingston@gmail.com | www.howardkingston.com
 - customized programme according to the needs of the attendees

gefördert im Rahmen von

INDIVIDUELL ONE2ONE MENTORING SESSIONS (PITCH TRAINING)

FREITAG, 19.6.2020

INDIVIDUELL ONE2ONE MENTORING SESSIONS (PITCH TRAINING)

gefördert im Rahmen von



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