

**VENTURE DAYS AT IE BUSINESS SCHOOL - 11 May 2011****Aula Magna (María de Molina, 11)****9:30-10AM Registration****10-10:15 Welcome Addresses****Santiago Iñiguez de Onzoño, *Dean of IE Business School***

The Financial Times describes Dean Iñiguez as “one of the most significant figures in promoting European business schools internationally”. He serves on the boards of the [EFMD](#) (European Foundation for Management Development), the International Advisory Board of [AMBA](#) (Association of MBAs, UK), [GFME](#) (Global Foundation for Management Education) and the Awarding Body of [EQUIS](#) (European Quality System), and on the boards of [CENTRUM \(Universidad Católica, Perú\)](#), [Universiti Putra Malaysia Business School](#), [Antai Business School](#) (Jiao Tong University, China) and [Leeds University Business School](#) (UK). Dean Iñiguez is a Doctor of Law and holds an MBA from IE Business School. He studied at Madrid’s Complutense University and Oxford University. He has a personal [blog](#) and is co-editor of a [blog focused on management education issues](#).

**10:15-11:15 How I Sold My Company to AOL for €70 million****Jimmy Maymann, *Founder and CEO of GoViral***

Danish Internet entrepreneur Jimmy Maymann sold Goviral, the branded online video distribution network he co-founded in 2005, to AOL last month for €70 million. He started his first business, Neo Ideo, a digital consultancy, in 1995 and sold to the ad agency Leo Burnett in 2001. Jimmy has 15 years of managerial experience within advertising, marketing and new media, now as executive chairman for GoViral. In 2004, he moved to

Arc Worldwide, as a Global Discipline Head overseeing global accounts and developing new competences in emerging media. Jimmy has a Master in International Marketing and an Executive MBA from London Business School, and he is a “regular” speaker at the Cannes Lions – presenting at the conferences from 2007 to 2010. Jimmy is based in Copenhagen.

**11:15-11:30 Break**

**11:30-12:30 Master Class: The “Asian” Entrepreneur’s Opportunities and Challenges**

**Dr. Lily Chan, *CEO of National University of Singapore Enterprise***



Dr. Lily Chan is Chief Executive Officer of NUS Enterprise at the National University of Singapore. Dr. Chan spearheads strategies and initiatives to promote industry collaboration and business ventures for the University. She oversees the functions of the Enterprise Cluster, which complements the academic cluster of the University to nurture talents with an entrepreneurial and global mindset. Prior to joining NUS in 2006, Dr. Chan was Managing Director, Investments, of Bio\*One Capital Pte Ltd, an investment arm of the Singapore Economic Development Board focused on expanding the growth of biomedical science industry in Singapore. Dr. Chan has more than 20 years of biomedical industry experiences, from initiating start-ups, venture investments to active Board involvements in many biotech companies. A company founded under her leadership included ES Cell International Pte Ltd, founded with technologies licensed from NUS, Universities of Monash (Australia) and Hadassah (Israel). Dr. Chan obtained her honors degree in Biology, at the Agnes Scott College in Atlanta, Georgia. She completed her PhD (Microbiology and Immunology) in 1981, at the University of Illinois at the Medical Center in Chicago, Illinois. Dr. Chan started her career as a research scientist with the NUS Department of Medicine (1981-1983). She holds two US patents -- for HIV1/HIV2 viral detection kit and method as well as for dengue virus peptides and methods. Both are now commercial products, and one has become the confirmatory gold standard for retroviral testing in Europe. She has another patent pending for tuberculosis antigens and novel liver antigens, and has published in more than 20 international journal publications.

12:30-1:30

**Keynote: Is “Start-up Spain” A Realistic Possibility?****Juan Tomás Hernani, *Spanish Secretary General of Innovation***

Juan Tomás Hernani has been the Secretary General for Innovation within Spain’s Ministry of Science and Innovation since April 2009. Married with three children, he is also the President of CDTI. Mr. Hernani is an Industrial Engineer from the University of Bilbao; an economist, he also has a Master of Science (M.Sc) in advanced manufacturing from the Cranfield Institute of Technology (UK). Within the Ministry, Mr. Hernani has been President of The Genoma Foundation, President of DDI, and Vicepresident and General Manager of the Foundation for Science and Technology, FECYT. He has more than 17 years of experience acting as CEO of various companies. He was the founder and CEO of KEON AZERTIA, a leading IT company specialized in the field of document processing, and of ISABEL (Conservas Gravilla), all as part of his experience with the BBVA industrial group, where he worked for 11 years. Mr. Hernani has been Chairman and Board Member of numerous companies operating in the fields of Information Technology, Food, Fashion and Design, Biotechnology and Real Estate. He was Technical Director of Robotiker Research Centre. He has also worked at Hewlett Packard and the ‘Ente Vasco de la Energia’. He has been Secretary of the Foundation metalingua-Unesco and he has been professor of marketing and e-business at the Finance School of the BBVA, in the University of Deusto (masters and degree) and the University of the Basque Country. He is also an amateur opera singer.

**2-4PM****Lunch****4-5PM****Getting Started: Learn From Our Mistakes and Triumphs****Francisco Gago, *co-founder and CEO of FavMonster***

FavMonster began as a project in IE Business School in Fran's Entrepreneurial Management course. It was developed in the Venture Lab, and is now one of Spain's most promising projects, having recently been chosen as one of the top three finalists at the OME Investor Day. Fran lives and works with his 4 co-founders – all IE Business School graduates – and together they are creating a project that threatens to disrupt the way we experience the Internet. Prior to studying at IE Business School, Fran was an industrial engineer with a Master in Project Management and more than five years of experience managing IT implementation projects (data capturing and process optimization) in Norwegian and Icelandic manufacturing companies.

**Maria Lopez, co-founder and CEO of BitBrain Technologies**



María López received her MBA from IE Business School in 2011 after 10 years as a prize-winning researcher (e.g., the Anita Börg prize from Google). She also won the BanesPyme-Orange prize as the best entrepreneurial project and was a finalist in the last edition of the Venture Lab. In fact, BitBrain has won eight of the 12 competitions for entrepreneurs in which it has participated. Likewise, BitBrain was chosen as one of the five start-ups that IE Business School presented to the UK's Prince Charles on his recent visit to Spain. BitBrain Technologies is a spin-off from the University of Zaragoza's research group on brain-computer interface technologies. BitBrain uses neuroscience research to develop technologies that measure and improve cognitive abilities and concentration levels.

**Javier Andrés Marín, founder and CEO of Ticketea**



Javier Andrés Marín is the founder and "Chief Ticketer" of Ticketea.com, an innovative events and ticket-sale platform. Javier studied at ICADE and Tulane University in the United States before receiving a Master in Digital Marketing from IE Business School. Prior to founding Ticketea, Javier worked for five years in strategy consulting at KMPG and AT Kearney and in business development at BBDO and Havas Media. He has also been published in newspapers such as Expansión, Cinco Días and El Economista. Ticketea has

raised almost €2 million in financing, including a Series A round of €1 million from Atrapalo.com.

**Bernhard Niesner, co-founder and CEO of busuu.com**



Bernhard is the CEO and co-founder of busuu.com, Europe's largest web 2.0 community for language learning with more than 2 million users and 10,000 new users registering daily. Prior to that, he was a consultant at Roland Berger Strategy Consultants in the area of consumer goods and retail. Bernhard received his MBA from IE in 2007, ranking within the top 2% of his class. In 2009, he was selected as entrepreneur of the year of the University of Economics and Business Administration in Vienna. Bernhard is an adjunct professor at IE Business School. Busuu recently closed an undisclosed round with FON founder, serial entrepreneur and IE Business School professor Martin Varsavsky.

**Francisco Palao, co-founder and CEO de IActive**



Francisco received his Ph.D in Artificial Intelligence before becoming the CEO of IActive and receiving his MBA from IE Business School. IActive is specialized in the development of applications that use artificial intelligence to make more efficient decisions. He is also the president of the board of directors of Doolphy, which produces online project management software. Francisco has won various international prizes for the advanced technology developed by his companies (e.g., ICAPS, CEDI, etc.) and for IActive's impressive trajectory (Bancaja, Emprendedor XXI, etc.). Francisco is a serial entrepreneur whose previous company, BuscarAmigos.com, was sold in 2005. Soon after being a finalist in the most recent edition of the Venture Lab, IActive closed a round for €3 million.

5-6PM

## The Rise of the Super-Angel – Are VCs a Thing of the Past?

**Moderator:** Liz Fleming, *Director of Real Effects*



Liz Fleming is Director of Real Effects, a strategic consultancy that works with business angels and business angel networks to develop angel investor groups in order to stimulate angel investment activity. Liz's career in early stage funding began in the Venture Capital arm of Enterprise Ireland, a leading government agency dedicated to promoting entrepreneurship and indigenous industry. As part of the Internet, telecommunications and digital media team, Liz secured equity investments into tech start-ups. Most recently, Liz was Program Manager of HBAN, Ireland's National Network for angel investors responsible for the development of angel groups in Ireland. In its first 18 months HBAN launched five business angel syndicates and secured €2.2 million of investment into nine tech start-ups, making it one of Europe's fastest growing business angel networks.

### ***Panelists***

**Judith Iglehart, *President of International Chapter Development of Keiretsu Forum***



Keiretsu Forum is the world's largest angel investor network with 850 accredited investor members throughout twenty one chapters on three continents. Since Keiretsu Forum's founding in 2000, its members have invested over \$260m in companies in technology, consumer products, healthcare/life sciences, real estate and other segments with high growth potential. Forum members collaborate in the due diligence, but make individual investment decisions, with rounds in the range of \$250k-\$2m. Keiretsu Forum's community is strengthened through education on angel investing, as well as charitable giving. Forum members have donated over \$1m to over 100 non-profit organizations. Judi graduated from the University of California (UC), Berkeley and holds an Ed.D from Mills College. In 1989, she was one of 100 women selected to participate in Leadership America, a national leadership development program for women of achievement. She served as UC's Chief Research Development Officer, and Deputy Senior Vice President for Business and Finance, Chief of Staff to the California Senate Majority Floor Leader, and as President/CEO of

BARTA/TechVentures, a 10-county program to identify and assist early-stage companies. She currently serves as a State Senate Appointee to the California Governor's Small Business Board. She has served on the Boards of Leadership California (Chair), the Alameda County Science and Technology Council (Chair), the Alta Bates/Summit Hospital Advisory Board, New American Media, the Alameda/Contra Costa Economic Development Alliance for Business (EDAB), the Alameda Center for Emerging Technologies (ACET), the Center for Manufacturing Excellence (MANEX), the Alameda County Grand Jury, the Oakland Ballet, and other organizations. Her doctorate explored technology transfer issues at the University of California from 1984 to 2004.

**Luis Martín Cabiedes, *Partner at Cabiedes & Partners***



Luis Martín Cabiedes was co-President of Europa Press for twelve years. In 1995, he led the agency's Internet initiatives, allowing Europa Press to establish an early and solid leadership position as a content wholesaler. In this framework, he started making investments in early stage Internet companies. Private investing is now his main occupation, having made so far more than 20 investments in the Internet and technology area. Luis graduated with a degree in philosophy in 1982 and completed his MBA at IESE in 1985.

**Rodolfo Carpintier, *Founder and Chairman at Digital Assets Deployment (DAD)***



Rodolfo Carpintier is one of Spain's leading business angels. He is also the President of Lastinfoo.es. Previously, Rodolfo served as a Director of Commerce Net Español, Vice President at Netjuice, Commercial Director at Servicom, and the Chief Executive Officer at Krone. He also served as the Marketing Director at Telefónica Sistemas. Rodolfo studied German and holds Masters in International Management and Masters in General Management CESEM degrees.

**Jose Marin, Co-founder and Managing Director of IG Expansion**

Jose is the Founding Partner and Managing Director of IG Expansion, established in 2005. IG Expansion takes European and/or American successful business models and enters them into new international markets, mainly Spain and Latin America. IG Expansion is responsible for the local execution, the local know-how and know-who, and the full funding of the projects. IG invests its own capital and keeps a significant stake of the business. Jose is responsible for identifying new business opportunities, analyzing them with his team of analysts, negotiating terms with the partners, structuring the financing and putting together the launching team. IG has had four successful exits under this business model, has generated value in excess of \$150 million and has obtained multiples between 6 and 35x their investment. He is also the founder of Serendipity Investments, an angel investment company with a focus on global technology projects. Serendipity has co-invested in 21 projects, with tickets of between 25K and 500K. Prior to this, Jose was the founding partner and Managing Director of eVision Partners, an investment company in the technology space for emerging markets. In this adventure, he participated in projects such as Bazee (auctions sold to eBay in 2005) and eDreams (Pan European Travel site sold to TA Associates in 2006). Before that, he was a Co Founder of DeRemate.com (1999 to 2005) raising more than \$70 Million and eventually selling very successfully to Mercado Libre. He has also been a Senior Consultant with The Boston Consulting Group and holds an MBA from Stanford Business School. Jose loves to travel, plays the piano and is a big fan of sports such as skiing, tennis, skydiving and running.

**6-6:15PM****Break**

**6:15-7:15PM Arab Springs, UN Resolutions and the Role of Entrepreneurs in Rebuilding the Palestinian Territories**

**The Hon. Musa Amer Odeh, *Ambassador of the Palestinian Authority to Spain***



Amer Odeh has been the head of the diplomatic mission in Spain since February 2010. Prior to that, he was the Ambassador of Palestine and the Dean of Arab Ambassadors in Brazil, and the Ambassador Extraordinary and Plenipotentiary of Palestine in the Republic of the Philippines and in the Republic of Nicaragua, respectively. In 1993, while he was Ambassador Extraordinary and Plenipotentiary of Palestine in the Republic of the Philippines, Ambassador Odeh successfully participated in the negotiation for the release of two Spanish nuns, Julia and Fatima Foraster Uribarren, that had been kidnapped in Southern Philippines. He similarly participated in negotiations for the liberation of the Spanish priest, Father Bernardo Blanco. Ambassador Odeh has a Masters Degree in Philosophy and Psychology from the University of Damascus in Syria, and a Bachelors Degree in Fine Arts from the Faculty of Hawara (Irbid) in Jordan. He has received the Grade of Commander by Number of the Order of Isabella the Catholic from King D. Juan Carlos I of Spain, the Cruzeiro do Sul from the former President of the Federative Republic of Brazil, Mr. Luis Inácio Lula da Silva, and the Apostolic Saints Peter and Paul Decoration in the grade of knight from Patriarch Ignatios IV, Greek-Orthodox Patriarch of Antioch and All the East. He is married with three children.

**7:15 to 8:15 Serial Entrepreneurs: Role Models, Business Angels and Accelerators**

***Moderator: Joe Haslam***



Joe is Vice President at Stratemic Capital, a boutique firm specialising in Disruptive Innovation investments and projects. A native of Ireland, his career has principally been spent in the strategy and marketing areas of the enterprise software industry, with brief

forays into Internet security, video-game production and smart-phone usability. He was on the founding team of Marrakech, a dot.com era company that raised over \$70m in Venture Capital and grew to employ 250 people on four continents. It was later sold and continues to operate today as a profitable stand-alone business. As well as in Madrid and Dublin, Joe has lived and worked in the US, the UK, Norway and France. He is a past President of the Spanish Irish Business Network and a mentor for the forthcoming edition of startup bootcamp Madrid. An MBA graduate of IE Business School, Joe is now a mentor in the IE Venture Lab as well as a Shadow Professor at IE. Married and with two kids, he is a keen mountaineer and has done four of the seven summits.

***Panelists:***

***Didac Lee i Hsing, CEO of Inspirit and Board Member of FC Barcelona***



Didac is a Catalan-born entrepreneur of Chinese-Taiwanese descent. He started his first company at 21 years old with no money but with a lot of passion, perseverance, humility and the education given to him by his parents. Today, he is CEO of Inspirit, a group of technology companies that employs over 240 people distributed among Girona, Barcelona, Madrid, Buenos Aires and Silicon Valley and includes Inspirit Labs, an incubator for innovative technology projects.

***Marek Fodor, Director of SeedRocket and co-founder of Atrapalo.com***



Born in Ruzomberok, Slovakia, Marek studied in Kosice (Cybernetics), Prague, Berkeley and London (Economics). In 2000, Marek co-founded atrapalo.com, one of Spain's leading online travel agencies, and acted as its CTO until October 2008. After a year-long stay as a visiting scholar at the University of California, Marek is now back in Spain, dedicating his time to business angel investment, mentoring, teaching and family.

**Oren Simanian, *Founder & CEO at StarTau***

Oren Simanian founded StarTAU, the Tel-Aviv University Center of Entrepreneurship, in March 2010 to provide entrepreneurs with the practical knowledge and tools for creative initiatives and personal advancement. The Center offers a wide variety of services and resources, and provides guidance for any kind of inquiry regarding business and entrepreneurial issues. The Center recognizes the strategic role that entrepreneurship, bold creativity and the willingness to take risks form in Israel's ability to hold a competitive edge in the global economy. Oren graduated with a degree in accounting and economics from the University of Tel Aviv, is a soccer referee in Israel's upper division and serves on the board directors for two medium-sized companies specializing in asset management.

**8:15 to 9:00      My Journey from Athlete to Entrepreneur****Kike Sarasola, *President of Room-Mate Hotels***

Kike Sarasola has had a successful and multifaceted career as an athlete, actor and entrepreneur. Until 2003, he was one of the most successful jockeys in Spanish history. He participated in three Olympic Games, was the Spanish national champion on 4 occasions and won a bronze medal in the 2001 European Championships, the first such medal won by a Spanish athlete. He retired from active competition in 2004 at the Olympic Games in Athens after suffering a back injury but continued his trajectory of innovation and success upon launching the Room-Mate Hotels chain, noting "we have to innovate. Our country is stuck, because we have to evolve, become more united as a people and, above all, put ourselves in the client's position." Room-Mate hotels currently consist of 15 hotels in such locations as Madrid, Barcelona, Miami Beach, New York, Buenos Aires and Mexico.

**VENTURE DAYS DEL IE BUSINESS SCHOOL - 12 May 2011****Aula Magna (María de Molina, 11)****9:45-10AM Welcome**

**Gary Stewart, Executive Director of the Venture Lab at IE Business School and Entrepreneurship Professor**



Gary Stewart has been an international mergers and acquisitions lawyer, a VC-backed entrepreneur and is now an entrepreneurship professor and the Executive Director of the Venture Lab at IE Business School. In both his teaching and his consulting work, where he specializes in helping start-ups grapple with their legal and financing issues, Gary enjoys the practical and strategic challenges of fomenting the European entrepreneurial ecosystem. Gary received his undergraduate degree from Yale College, where he graduated *magna cum laude*, Phi Beta Kappa, and his JD from Yale Law School, where he served as co-Executive Editor of *The Yale Law Journal*. Gary has been published in *The Yale Law Journal* and *Forbes*, among other publications, and contributes to various Spanish-speaking newspapers, including Cotizalia and Libertad Digital.

**10-11AM Has it really all been done before? Innovation in mature (offline) sectors – A Conversation among IE Entrepreneurs**

**Moderator: Cristina Cruz, Entrepreneurship Professor at IE Business School**



Born into a family business environment, Dr. Cristina Cruz has dedicated five years to research into management teams in family businesses and on how to inject the entrepreneurial spirit into new generations. “The founder of a family business is a born entrepreneur, but it does not necessarily follow that subsequent generations will be,” she

argues. Cristina is also the Director of the IE University Youth Entrepreneurship Chair, funded by Bancaja. Cristina holds a degree in economics from the University of Murcia, a degree in international economy from Manchester University, and a doctorate in corporate economy and quantitative methods from Carlos III University in Madrid. She combines her teaching with consulting services for family businesses.

*10:00 to 10:20 – José María Castillejo, Chairman of Zinkia Entertainment*



José María serves as Chairman of the Board of Directors of Zinkia Entertainment SA, a listed company whose principal product is the animated figure Pocoyo. He has held this post since 2002. He is Founder and has acted as Board Member of JOMACA 98 S.L. since 1998. In addition, he is Founder and Chairman of Origo Biotech and since 2005 as Chairman of the Board of Cementerios de Tenerife. From 2001 till 2007, he served as Founder and Board Member of Techrules, and from 1993 till 2000, he held the same posts in Vivavoce. He holds Bachelors degrees in Humanities from Universidad de Salamanca and in Philosophy from Pontificia Universidad Gregoriana de Roma. He is an alumnus of IE Business School.

*10:20 to 11:00 - Roundtable discussion with Kike Sarasola, Sergio Cervantes, Rodolfo Vázquez Maté and Manuel Fernández*

**Sergio Cervantes, Founder of S Consulting FZE**



Sergio Cervantes is an adjunct professor of entrepreneurial management at IE Business School, from which he also received his MBA. He is also the founder of S Consulting FZE, a sports management company headquartered in Dubai (UAE). The company professionalizes sports structures with different projects under development both in

Singapore (Singapore Tennis Association), in Dubai (where the company is headquartered and the company manages the new Wilson Tennis Academy at Le Royal Meridien Hotel) and in Madrid (where S Consulting FZE manages the Marketing and Sponsorship Department of Madrid Tennis Federation).

**Rodolfo Vázquez Maté, *co-founder and CEO of Noctis***



Rodolfo received his MBA from IE Business School in 2009, where he graduated as a member of the International Honor Society Beta Gamma Sigma (Recognizing Business Excellence). Noctis Center offers an innovative medical solution to address problems of sleep disorder, which affects 35% of the population. Before his life as an entrepreneur, Rodolfo worked for one of Spain's largest construction companies.

**Manuel Fernández, *Co-founder and Business Development Director of Servicios de Dependencia***



In addition to an International Executive MBA from IE Business School, Manuel also has a Master in Venture Capital and Investments from the London School of Economics, a Master in Management from the ESEA and Ph.D in Telecommunications. Prior to founding Servicios de Dependencia, he was the Technical Director of the Institute of Innovation of the Government of Andalusia, an Investment Director for the European Commission and the Director of the Projects Department at Nostracom Telecommunications. Servicios de Dependencia offers personalized services to elderly or otherwise home-bound persons. The Company has been highlighted by the Fondos Reembolsables de la Junta de Andalusia and has received €490.000 in initial financing, with a guaranteed option of second-round financing.

**11-12PM****Spotting (and Acquiring) the Next Big Thing*****Moderator: Peter Bryant, Entrepreneurship Professor at IE Business School***

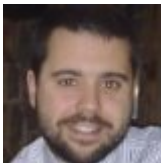
Dr. Peter Bryant is a Professor of Entrepreneurship at IE Business School. Peter graduated BA (Hons) with Medal from the University of Sydney and earned his PhD in Management from Macquarie University in 2006. He then began his academic career in Sydney, Australia. During the preceding 15 years, Peter worked as a manager in the airline, banking, consulting and venture capital industries. He also worked at The University of Sydney during 2002-2006, where he managed the commercialization of new technologies through the creation of startup companies. In his academic career, he researches and teaches in the fields of entrepreneurial management and strategy, and their relationship to organizational capabilities.

***Panelists:******Ann Scheman, Partner at IBM Venture Capital Group***

Ann Scheman is an IBM Venture Capital Group Partner in Europe, with responsibility for developing IBM's relationships with European and Israeli Venture Capital firms. Previously she led IBM's ISV & Developer Relations (IDR) unit in Spain, Portugal, Greece, Israel and Turkey where she was responsible for business development with ISVs. Ann was part of the team that founded IBM's Global Technology Unit (GTU) in 2001. The GTU was founded as a corporate growth and win-back initiative to drive new business for IBM with the Israeli high-tech market. While a member of the GTU she was responsible for strategy and implementation of IBM's partnering methodology. Prior to this (1997-2001), she held a variety of roles in IBM's Business Consulting, and General Business units. She joined IBM Israel in 1997 following an IT career in the United States. Ann has a BA from Oberlin College, Ohio, USA and an MBA from Henley College of Management, UK.

**Carlos Domingo, CEO of Telefónica I+D**

Carlos is CEO of Telefónica I+D. He joined the company in 2006 as Director of Internet & Multimedia and Director of the Barcelona Center. Since then, he has implemented a new way of working and a new understanding of the R&D in a big Telco. Carlos serves on the board of directors of Jajah since 2010. Carlos holds a MSc in computer science from the Tokyo Institute of Technology, a PhD in computer science from the Polytechnic University in Catalonia and post grad business studies from Stanford Graduate School of Business. With more than 15 years of experience in the IT and telecommunications world, he has developed a big part of his career in Japan and USA, being VP of Celertem Technologies and eventually becoming the President & CEO of its subsidiary in Seattle after merging Extensis LizardTech and DiamonSoft. In 2008 he was awarded with the 'National Award to the Professional Career' granted by the *Asociación de Ingenieros en Informática* (Computer +Science Engineers Association) in Spain.

**Diego Díaz Pilas, Innovation Department, Iberdrola**

Diego is responsible for IBERDROLA's Innovation Venture Capital activities. IBERDROLA invests in disruptive energy technologies through PERSEO. PERSEO has an initial annual budget of €6 million to ensure the presence of IBERDROLA in the technologies of the future. The main technological lines in its portfolio include: solar energy (both photovoltaic and thermoelectric), marine energy, CO2 capture through the production of biofuels, and other technologies aimed at the production and distribution of clean electrical energy. Diego holds an MSc in Telecommunications Engineering from the Polytechnic University of Madrid and an executive degree in Venture Capital from the University of California at Berkeley. He also holds a diploma in business administration from the Dublin Business School. Prior to Iberdrola, he worked in several positions related to innovation and technology development both in the telecommunications and energy industries.

**12-12:30PM****Why I'm Heading to Silicon Valley**

**Eneko Knörr, CEO of Ideateca**

Eneko Knörr founded his first company in 2000. After a rather unsuccessful experience, he then founded Hostalia, which became one of the top hosting companies in Spain. He sold the company in 2007 and then launched Ideateca, one of the most successful mobile games company in Spain, with products such as iBasket, which has been installed on more than 8 million iPhones worldwide, or the recent hit Videopuzzle!. Eneko Knörr is a founding member of the Spanish Association of Internet Investors and Entrepreneurs (AIEI) and a member of Venturepreneurs and SeedRocket. He is also an investor in several Internet companies. Ideateca recently opened offices in Silicon Valley. Eneko is an alumnus of IE Business School.

**12:30 to 1:00PM The Challenges of European Entrepreneurship****Thibaud Durand, Executive Vice President and Director at Najeti Capital**

Since 2000, Thibaud has been a co-founder, board member and top executive of the Najeti Group. He serves in various capacities: as family and business boards director, as a member of the investment committee member (20 venture capital and private equity investments in France & United States), as family office director and as director of the “Foundation La Maison de Pierre for the Handicapped”. For more than 11 years, Thibaud has been the Najeti Capital Executive Vice President and Director, with extensive experience as a hands-on venture capitalist in the Spanish market, where he has launched three new businesses and financed 12 venture investments in biotech, software and Services. He has also made two late-stage venture investments in the US Market in cleantech and microchips. He currently serves as a member of the Board of Directors of three Venture Investments: Oryzon, Palau Pharma & Ecosolution.

Thibaud is a former Shareholder and Member of the Supervisory Committee, and Sales Manager of Arc International, the world’s leading tableware and glassware manufacturer with such brands as Luminarc®, Cristal d'Arques® Arcoroc®, Chef & Sommelier, Mikasa

and Pyrex® (in Europe). Thibaud's family has owned the company since 1916, and the company boasts almost 12,000 employees and 2010 turnover of €1.1 billion. Thibaud was also a Professor and Advisor of Entrepreneurship at the IE Business School, where he sponsored the Najeti Chair in Entrepreneurship and Family Business. He is an active member of Associations in Venture Capital (ASCRI, ECVA), Family Businesses (ADEFAM, IEF, FBN), and a former member of other associations like EVPA (European Venture Philanthropy Association) and ASEBIO (Spanish Biotech Association). He holds an International MBA from IE Business School and a B.A. degree from ICADE E4, Spain and CESEM, France.

## **1:00 to 2:00 Entrepreneurship: the Solution to the Middle East's Problems?**

***Moderator: Rachida Justo, Entrepreneurship Professor at IE Business School***



Dr. Rachida Justo joined IE Business School in 2003 as the Associate Director for the Dean's Research Office and as an Entrepreneurship Professor. Her research focuses on social entrepreneurship and female entrepreneurs and has been published in prestigious academic outlets like Journal of Business venturing, Frontiers of Entrepreneurship Research, the International Journal of Entrepreneurship and Small Business, the Journal of Research in Marketing and Entrepreneurship, as well as in several books and book chapters. Rachida holds a Ph.D. from the Universidad Autónoma de Madrid, for which she received the "Outstanding Award for Best Doctoral Dissertation" in 2008. Her research has received several awards, the "Best Women's Entrepreneurship Paper Award", from the Academy of Management Conference, the IE Business School "Best Teaching case award" on Social entrepreneurship, and Winning of the "2nd RENT Online Publication contest", from the ECSB. As an expert in social entrepreneurship and female entrepreneurship she has also won several competitive research grants from governmental and private entities in Spain and has elaborated several consulting reports on the subject. Since 2002, Rachida is also a member of the Spanish team of the Global Entrepreneurship Monitor (<http://www.gemconsortium.org/>), the largest single study of entrepreneurial activity in the world.

**Mohammad Asfour, *Chairman of Jordan Green Building***

Mohammad Asfour is the Chairman of Jordan Green Building Council, Amman-Jordan. Prior to this he was the Environment, Water and Energy Sector Lead at the USAID Jordan Economic Development Program (SABEQ), and an Advisor to the Board of Trustees of Princess Sumaya University for Technology. He also founded the Queen Rania Center for Entrepreneurship and worked on conceptualizing and developing El Hassan Science City. He has also served at the Jordan Investment Board and worked as a consultant for the UNDP, UNIDO, and USAID 's AMIR Program. Mohammad has served as a regional advisor to OECD' s MENA Investment Program and is currently Secretary to the board at Al Shajarah NGO. He has continuously maintained a presence in the business world through a fourth generation diversified family business.

**Amuda Gouli, *co-founder and CEO of Destinia.com***

Amuda was born in Nubia, located at the border between Egypt and Sudan. In addition to his background as an Internet entrepreneur, Amuda also has extensive experience in media and production, having worked for Spanish television stations such as TeleMadrid and Canal Sur. Amuda studied industrial engineering in Cairo, music and design in Frankfurt, and art and film in Madrid. Amuda is currently studying his executive MBA at IE Business School, and recently used his marketing and Internet background to lend support to the Egyptian revolution.

**Oren Simanian, *Founder & CEO at StarTau***

Oren Simanian founded StarTAU, the Tel-Aviv University Center of Entrepreneurship, in March 2010 to provide entrepreneurs with the practical knowledge and tools for creative initiatives and personal advancement. The Center offers a wide variety of services and resources, and provides guidance for any kind of inquiry regarding business and entrepreneurial issues. The Center recognizes the strategic role that entrepreneurship, bold creativity, and the willingness to take risks form in Israel's ability to hold a competitive edge in the global economy. Oren graduated with a degree in accounting and economics from the University of Tel Aviv, is a soccer referee in Israel's upper division and serves on the board directors of two medium-sized companies specializing in asset management.

- 4:00 to 4:15**      **Pitch Slam:** 6 entrepreneurs. Each will have 2 minutes to pitch his or her project to our jury of investors.
- 4:15 to 7:15**      **Venture Day Finals:** The 8 best projects from the IE student community. Each will have 10 minutes to present to our jury, which will then have 5 minutes for Q&A.

***President of the Jury: Ramón Betolaza, founder of Black Toro Capital***

Ramon Betolaza has been actively investing in special situations and in the rescue of distressed companies for the last 15 years in Europe, US and Asia, and has invested as a business angel in various early-stage companies, among which are Visual Engineering, Oonair and Derecho.com in Spain and Mako and Orthosensor in the US. Ramon is the founder of Black Toro Capital, which is raising a fund to invest in the rescue and stabilisation of mid-sized companies in Europe. During his time in NY, he was one of the founding partners at MatlinPatterson Global Advisers, which was created in 2002 through

the spin-off of the Credit Suisse Distressed Securities Group that he had joined in 1997 in London. He and his partners grew the firm to become the leading global distressed for control private equity firm with over \$9bn of assets under management. He retired from the firm in December 2009. Ramon has extensive experience as a proactive board member in private and listed companies and currently serves on the board of various privately held companies. He is also a member of Madrid's think-tank Panel Civico de los Cien. Ramon received his Degree in Economics and Financial Management from Universidad Comercial de Deusto and holds an MBA, *summa cum laude*, from IE Business School, where he currently serves on its International Advisory Board. In his spare time, Ramon enjoys travelling and spending time with his wife Nuria Gispert, whom he met while at IE and their three boys, as well as skiing, horse riding and playing tennis.

***Members of the Jury:***

***José Almansa, entrepreneur and business angel***

***Mohammad Asfour, Chairman of Jordan Green Building***

***Angel Bonet, Founding Partner at Daemon Quest***

***César del Alcázar, Investment Advisor at Step-up Capital***

***Raúl Arias, Investment Director at Mobius Corporate Venture Capital***

***Iñaki Arrola, Founder of coches.com and business angel***

***Jan Borgstädt, Principal at Bertelsmann Digital Media Investments (BDMI)***

***Rodolfo Carpintier, Founder and Chairman at Digital Assets Deployment (DAD)***

***José Martín Cabiedes, Partner at Cabiedes & Partners***

***Luis Martin Cabiedes, Partner at Cabiedes & Partners***

***Lily Chan, CEO of National University of Singapore Enterprise***

***Antonio Diaz, CEO of the Fundación del Parque Científico de Madrid***

***Diego Díaz Pilas, Innovation Department, Iberdrola***

***Sophie Dingreville, Partner at Iris Capital***

***Thibaut Durand, Executive Vice President and Director at Najeti Capital***

***Liz Fleming, Director of Real Effects***

**Rafael Garrido, *Co-founder of Vitamina K Venture Capital***

**Beatriz Gonzalez Ordoñez, *Private Investor. Former Head of Private Equity of Telefónica Capital & Fonditel***

**Judith Iglehart, *President of International Chapter Development of Kereitsu Forum***

**Clara Jimenez, *Spain Innovation Program Manager at Accenture***

**Eneko Knorr, *CEO of Ideateca and business angel***

**José María López de Letona, *Founding Partner of Invexcel***

**Antonio Lopez Lopez, *Advisor to Cabinet of the Spanish Minister for Science and Innovation***

**José Marín, *Co-founder and Managing Director of IG Expansion***

**Nast Marrero, *Analyst at Canary Venture Partners***

**Stefan Mathesius, *Director of the Fund JEREMIE***

**Eduardo Nebot, *Partner at RCD Asesores Legales y Tributarios***

**Andreea Maria Niculcea, *Manager at Innotarget***

**Sergio Perez Merino, *Caixa Capital Risc***

**Javier Ruiz Tarre, *Investment Manager, European Investment Fund***

**Pachi Sainz de Murieta, *Assistant Director of Madrid Emprene***

**Ann Scheman, *Partner at IBM Venture Capital Group***

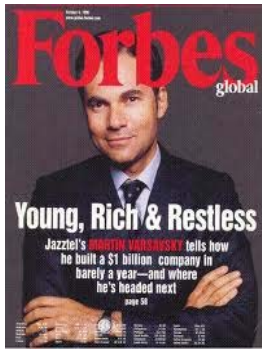
**Oren Simanain, *Founder & CEO at StarTau***

**Diego Soro, *Founding Partner at Soros Gabinete***

**Tobias Schirmer, *Investment Director at BDMI***

**7:30 to 8:30      *There is Life Outside of Silicon Valley***

**Martin Varsavsky, *founder and CEO of FON***



Martin Varsavsky is an Argentine/Spanish entrepreneur that has founded seven companies in the past 20 years. In 1984, while still a college student, Martin started his first company, Urban Capital Corporation, which was one of the early leaders of the loft movement in downtown Manhattan. In 1986, he started his second business, Medicorp Services, a Canadian biotechnology company, which was a pioneer in AIDS and PSA testing. In 1999, he founded his third business, Viatel Ltd., which was his first venture into the world of telecom. Viatel is best known for inventing call back and building the first pan-European fiber optic network ahead of liberalization. Martin's best-known ventures include Jazztel Telecomunicaciones (Jazztel), Spain's second largest publicly traded telecom operator, and Ya.com, Spain's third largest Internet web site/DSL provider that includes the second largest Spanish language web agency [www.viajar.com](http://www.viajar.com). But not all of Martin's companies have been successful. In 2000, he started Germany's leading cloud-computing company, Einsteinet, which was sold in 2003 at no return to him or his investors. Martin's current venture is FON. With over 3 million hotspots, FON is the largest WiFi network in the world. The company is headquartered in Madrid, but its customers are worldwide, in Asia, EU and the USA. Its investors include British Telecom, Coral Group, eBay, Google, Index Ventures and Sequoia Capital. Martin also manages the Varsavsky Foundation and has founded two large educational projects in Latin America – Educ.ar (Argentina) and EducarChile (Chile) – and the Safe Democracy Foundation. Martin was Ambassador at Large of Argentina from 2001 to 2005. He is also on the Board of Trustees of the William Jefferson Clinton Foundation, and is a board member at IE Business School, where he has been teaching entrepreneurship for the past eight years. Martin received his BA from New York University, and holds a MA in International Affairs and a MA in Business Administration from Columbia University. In his spare time, Martin enjoys spending time with his family, cycling, piloting, photography and sailing. He is married to Nina Varsavsky and has four children. Follow Martin on Twitter: [twitter.com/martinvars](https://twitter.com/martinvars).

**8:30 to 9PM****Awards and Cocktails**