

Bank of Cyprus



presents



# THE START UP & ENTREPRENEURSHIP CONFERENCE

## Innovation is rewarding...!

From the Idea, to the Implementation, to the Success!

FREE PARTICIPATION REGISTRATION IS ESSENTIAL



**Kostapanos Miliarexis**

Co Founder & General Director, Ethelon, one of the **FORBES 30 Under 30** Europe 2017: Continents Leaders of Tomorrow, Greece



**Yigal Erlich**

Founder & Managing Partner, **The Yozma Group**, Israel



**Christian Kemp-Griffin**

CEO, CelluComp Ltd, among Reuters best startup 2016 and **Telegraph award** for Start ups, France



**Jon Vlachogiannis**

CEO, **AgentRisk**, Silicon Valley Entrepreneur, USA

Who should attend: If you are a **startup entrepreneur, university graduate, researcher, student**, dont miss this all star event

Thursday 20 April 2017 | 15:00-20:00 | Bank of Cyprus Headquarters (Ayia Paraskevi) | Nicosia

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Organizer



BROCHURE

#startupconf17

# THE START UP AND

## ENTREPRENEURSHIP CONFERENCE

### PRELIMINARY CONFERENCE TOPICS

- The strategy of the government and tax incentives for investing in innovative SMEs-start ups
- University's Role in Entrepreneurship
- Identifying entrepreneurial types
- What was the one successful element that made their startup to shine?
- Roadmap of the whole environment. From start to the pick point
- Presentations by enterprises for issues that are important for starting your business.

## Introduction

Entrepreneurship is considered to be an important mechanism to economic growth through employment, innovation and welfare effects. Against a background of high unemployment, young people's entrepreneurship aspirations and dreams grow and mature, ready to develop. Young people realizing their potential are now ready to take charge of their own destiny. Their ambition is to have future prospects and increase their efficiency and productivity through technological changes, contributing directly to revitalizing the economy and growth, showing the path to a brighter future. A fresh and attractive idea though can never be enough. Behind every innovative idea, there should be a business plan, a marketing strategy, the right design and an applicable and flexible implementation plan. Startup entrepreneurs set up their companies in a significantly risky environment, striving to achieve growth in this highly competitive and rapidly changing marketplace.

## The conference

The Startup and Entrepreneurship Conference, to be held on Thursday 20 April, in Nicosia, is one of the largest events of its kind in Cyprus. Distinguished professionals, business advisors and managers from a variety of market sectors will share/discuss their experiences and explain how to successfully create and develop a new business with the best possible future prospects.

## Audience

The conference is addressed to startup entrepreneurs, university graduates, researchers, students, and all those who wish to develop/set up their business, in the area of innovation and startup.

## Conference Details

Thursday 20 April 2017 | 15:00-20:00 | Bank of Cyprus Headquarters (Ayia Paraskevi) | Nicosia  
The conference language will be in Greek and English.

## Organizer



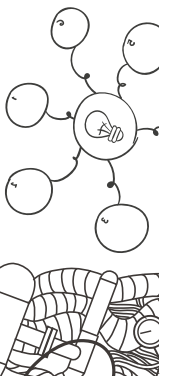
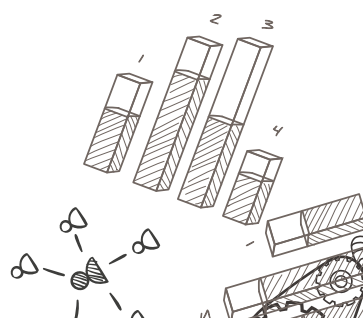
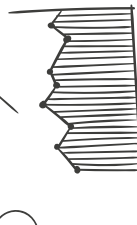
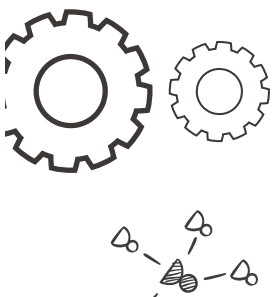
IMH is the largest business knowledge and information transfer organisation in Cyprus. Its services include the coordination and running of conferences, seminars and commercial exhibitions, specialist business media publishing and human resources consulting. Every year, IMH organises more than 80 conferences related to every sector of the market, commercial exhibitions and training seminars, and undertakes the entire process of five business award ceremonies. IMH publishes the only dedicated business magazines in Cyprus: the Greek language monthly IN Business and the English-language monthly Gold, which are read by tens of thousands of Cypriot and non-Cypriot professionals, managers and entrepreneurs. It also operates the magazines' accompanying news portals, the IN Business Portal ([www.inbusinessnews.com](http://www.inbusinessnews.com)), the GOLD Portal ([www.goldnews.com.cy](http://www.goldnews.com.cy)) and the РЕΠΟΡΤΕΡ Online ([www.reporter.com.cy](http://www.reporter.com.cy)) IMH also delivers via e-mail the IN Business Daily Newsletter, the GOLD News Daily Newsletter and the РЕΠΟΡΤΕΡ Newsletter. The IMH Business Development Department bids for tenders published by local public sector bodies, the European Union and other international organisations. Through its activities, IMH gives businesses a chance to develop, to network, to find new clients and business associates, to communicate with new audiences and discover growth opportunities. [www.imhbusiness.com](http://www.imhbusiness.com)

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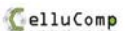

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## Preliminary Programme

15:00-15:30	Registration
15:30-15:40	<b>Chairman's / Chairwoman's Introduction</b>
15:40-15:55	<b>Keynote Address: The strategy of the government and tax incentives for investing in innovative SMEs-start ups</b>  <b>Constantinos Petrides, Deputy Minister to the President, Cyprus</b>
15:55-16:35	<b>Session I: GROWTH: Actions for owing the future</b> <b>Fund of Funds Yozma and the Israeli Experience. Time for a Cyprus Edition?</b>  <b>Yigal Erlich, Founder &amp; Managing Partner, The Yozma Group, Israel</b>  <b>Michalis Stangos, Co-Founder, Industry Disruptors – Game Changers; CEO and Managing Director, MSCOMM, Greece</b>
16:35-16:45	Questions and Answers
16:45-17:45	<b>Session II: Panel Discussion: Accelerate to the future – Tools for Corporates?</b> Panelists:  <b>Christos Christou, Head of Innovation and Idea Development Center, Cyta, Cyprus</b>  <b>Paris Thomas, Business Model Architect, Managing Director, Open Box Communication, Cyprus</b>  <b>Stelios Yiatros, Assistant Professor, Cyprus University of Technology, Founder of Chrysalis LEAP, Cyprus</b>  <b>Speaker from Bank of Cyprus</b>
17:45-18:15	Networking Coffee Break 
18:15-18:30	<b>Session III: Scaling, raising and exiting – the Startup Side</b> <b>We first make our habits, and then our habits make us</b>  "Winning is not a sometime thing; it's an all the time thing. You don't win once in a while... you don't do things right once in a while... you do them right all the time. Winning is habit. DOer Mentality, Extra Mile and Why Theory could be a toolkit of habits to empower us, not just to become an entrepreneur, but to become a better person in our everyday life. Don't forget, Happiness lies in the joy of achievement and the thrill of creative effort, not in the possession of money." <b>Kostapanos Miliarsis, Co Founder &amp; General Director, Ethelon, Greece</b>
18:30-18:45	<b>Characteristics of a successful startup and example case studies</b>  Jeanette Carlsson, will discuss the key characteristics that make up successful startups, and share examples of successful startups at different stages of their journey. <b>Jeanette Carlsson, CEO, newmedia2.0, Founder &amp; Chair, Tech Nordic Advocates, UK</b>
18:45-19:00	<b>Raised by the wolves: How to StartUp like a boss</b>  We all heard stories about startups raising millions of dollars and getting acquired - or crashing down. But what it takes for a Startup to make it while keeping the founders, the investors and the team happy (and rich)? <b>Jon Vlachogiannis, CEO, AgentRisk, USA</b>
19:00-19:15	<b>Growing a start-up: Money-raising and other necessities</b>  As CEO of CelluComp Limited since 2011, Christian Kemp-Griffin has gone through a number of hurdles to bring the company where it is today. He has spent considerable time raising funds and helping to develop a company that makes a product with strong economic justification and market acceptance, while managing the operating costs of the business. Like any start-up, CelluComp has gone through many ups and downs... and the climb is still not finished! Kemp-Griffin will take you through his experience and explains what keeps him up at night and what excites him to continue. <b>Christian Kemp-Griffin, CEO, CelluComp Ltd, France</b>
19:15-19:30	<b>Session IV: Scaling, raising and exiting – the Investor Side</b> <b>Digital finance knows no geography</b>  What is digital finance and crowd funding? What kind of companies is it suitable for? What are the tips and tricks for a successful funding round across the borders in the EU? What are the biggest hurdles in the markets, regulation and investor behavior that can make funding rounds hard? What are the dos and don'ts for entrepreneurs before, during and after the funding round? What should an investor consider before investing in unlisted companies? <b>Johanna Palin, Chief Legal Officer, Invesdor Ltd, Finland</b>
19:30-19:45	Questions and Answers
19:45-20:00	<b>Concluding Comments by the Chairman/Chairwoman</b>
20:00	End of Conference

## Featuring Speakers



**Yigal Erlich, Founder & Managing Partner, The Yozma Group, Israel**

Yigal Erlich is the founder and managing partner of the Yozma Group a venture capital company in Israel. Erlich is considered as the founding father of the Israeli venture capital industry and one of the most prominent figures in the Israel high-tech arena. At the beginning of the 1990s, Erlich established Yozma, which was the first VC fund, sponsored by the government of Israel. Following its privatization in 1997, Yozma joined forces with the Ofer Group to establish Yozma II and Yozma III. The group managed over US \$ 220 million and has invested in over 45 Portfolio companies. Between 1984 and 1992, Erlich served as the Chief Scientist of Israel's Ministry of Industry and Trade. In 1991 Erlich started the Technology Incubator Program that led to the creation of 24 Incubation Centers throughout Israel, as well as international R&D agreements and other programs. Erlich was the deputy chairman of the National R&D Council of Israel and former Chairman of Matimop, Israeli Industry Center for R&D, and the former Chairman of the Israel Venture Association. Erlich serves as a board member in several high tech companies as well as on Hadasit – the TTC of Hadasa hospital in Jerusalem. He was also a board member of the Russian Venture Company (RVC), which is a \$1bil government Fund of Funds and the chairman of the Canadian international Private-Public-Forum. Erlich holds B.Sc. and M.Sc. in Chemistry and an MBA from the Hebrew University of Jerusalem.



**Michalis Stangos, Co-Founder, Industry Disruptors – Game Changers; CEO and Managing Director, MSCOMM, Greece**

Michalis Stangos is the founder of Industry Disruptors-Game Changers (ID-GC), a not-for-profit organisation promoting innovation and youth entrepreneurship in 64 countries. ID-GC operates an international tech idea-stage accelerator (Founder Institute), an ICT incubator (Invent) the first PPP in Greece, having awarded more than €3.5 million in cash, work and skill enhancement opportunities and services in start-ups. Michalis is also the co-founder of Future Agro Challenge (FAC – [www.facagro.com](http://www.facagro.com)) an agrofood global platform discovering and empowering the world's most promising start-ups in the sector. He is also the founder and chairman of the board of MSCOMM, an awarded integrated comms group of companies with presence in 11 countries.



**Kostapanos Miliareasis, Co Founder & General Director, Ethelon, Greece**

Kostapanos Miliareasis is a young professional who is characterised by his passion for volunteering, events, projects and entrepreneurship. He is enthusiastic and multipotentialite, addicted to innovative ideas and travelling with a backpack on his shoulders. Having grown and matured by AIESEC and TEDx Events along with his degree in Business Administration from AUEB, Kostapanos aims to utilise his creativity and perseverance in order to change the world for the better. He is currently General Manager and Co-founder of Ethelon, an organization promoting volunteering in the Greek society and creating the adequate framework for cooperation between volunteers, NGOs and companies, aiming for a more active and equal society. Through his work in Ethelon, he has received international recognition from the Ashoka Foundation as a Global Changemaker and recognised in the Forbes 30 Under 30 list, in the category of Social Entrepreneurs.



**Jeanette Carlsson, CEO, newmedia2.0, Founder & Chair, Tech Nordic Advocates, UK**

Jeanette Carlsson is CEO of newmedia2.0 - innovation partner to pioneering organisations from startups to PLCs. She is also Founder & Chair of Tech Nordic Advocates - Northern Europe's largest private sector led - and only pan-Nordic/Baltic - network of senior tech leaders, including startups, founders, entrepreneurs, investors, established tech co leaders, mentors and policy makers, working together to stimulate pan-Nordic/Baltic tech sector growth and collaboration with other global tech hubs (including, London, Silicon Valley, China, India, Singaporeetc.), through the parent organisation Global Tech Advocates which is the world's only global tech network. Jeanette is also tech and startup/scale-up advisor to the UK and Danish governments, lecturer in innovation & entrepreneurship and business mentor.



**Jon Vlachogiannis, CEO, AgentRisk, USA**

Jon Vlachogiannis an awarded Software Engineer, Serial Entrepreneur, Angel Investor, Specialized in turning "impossible" to "possible". He has founded a company with just \$100k, made the company profitable and the biggest in the Mobile BigData space and in just two year exited to a public company (SPLK), giving a double digit return to the angel investors. Jon won the "New Scientist" award for his next generation virtual machine (gNVM) at the 1st eRA conference, gained 3rd place in a national web innovation contest held in Greece with his non-profit KarmaEffect.org, received a medal and distinction from NATO on electronic warfare and had the first advertising platform for opensource projects running on Google AppEngine.



**Christian Kemp-Griffin, CEO, CelluComp Ltd, France**

Christian Kemp-Griffin was one of the early investors in CelluComp. In 2011, he became Chief Executive Officer and executive director. He entered CelluComp with extensive operational business experience in the clothing/textile industry and a strong knowledge in brand-building, sustainability and social enterprise. Prior to CelluComp, Christian was Chief Executive Officer for EDUN, a company owned by Bono (of U2). Christian was Managing Director at Lacoste for product development and communication worldwide, a position he held for 5 years. Previously, Christian was European Licensing Director for Disney Consumer Products and Director of European purchasing for Polo Ralph Lauren. In addition to his work-related activities, Christian sits on the board of two charities, Princeton in Africa and Pink Bra Bazaar, which is dedicated to fighting breast cancer. Christian is a graduate of Princeton University in the USA. He lives in France with his wife and five children.



**Johanna Palin, Chief Legal Officer, Invesdor Ltd, Finland**

Johanna Palin is the Chief Legal Officer at Invesdor Ltd. Invesdor was the first platform in Europe to get a MiFID license. Operating cross-border is in the heart of Invesdor's strategy and offering investment services cross-border raises a lot of regulatory issues. Invesdor currently accepts companies from the UK and from the Nordics, investors worldwide. Johanna leads a team of two and thinks a growth company needing three legal counsels proves the point of financial markets overregulation.



THE  
**START UP  
& ENTREPRENEURSHIP**  
CONFERENCE

Thursday 20 April 2017 | 15:00-20:00 | Bank of Cyprus Headquarters (Ayia Paraskevi) | Nicosia

**BOOKING FORM**

Registration Deadline: Tuesday 18 April 2017

**DELEGATE INFORMATION**

Company/Organization: .....

Address: ..... City: ..... Postal Code: .....

Telephone: ..... Fax: .....

E-mail: ..... Website: .....

**1<sup>st</sup> Participation**

Mr  Mrs

Name: .....

Job Title: .....

Mobile: .....

E-mail: .....

**2<sup>nd</sup> Participation**

Mr  Mrs

Name: .....

Job Title: .....

Mobile: .....

E-mail: .....

**3<sup>rd</sup> Participation**

Mr  Mrs

Name: .....

Job Title: .....

Mobile: .....

E-mail: .....

**4<sup>th</sup> Participation**

Mr  Mrs

Name: .....

Job Title: .....

Mobile: .....

E-mail: .....

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**CONFERENCES: TERMS & CONDITIONS OF PARTICIPATION**

Confirmation of your registration will be sent as soon as possible once we have received your application in writing - either online or by fax or mail. Please note furthermore, that the organisers reserve the right to make changes to the details - though not to the substance - of the conference without prior warning, even if these do not appear in the programme because they occurred after printing and due to unforeseen circumstances. They cannot be held responsible, however, for any consequential damage or loss. Finally, please note that an application to participate and an online registration are considered legally binding.

**PARTICIPATION FEE PER DELEGATE**

**NO PARTICIPATION FEE**  
Registration is essential

**CANCELLATION POLICY**

Cancellations must be made in writing 2 days prior the event.