





# AGENDA

## 7 OCTOBER

### ARENA STAGE

- 09:30 It All Started Here**  
**Marta Del Castillo** - CEO Spain Startup (Moderator)  
**Alejandro Artacho** - CEO & Founder Spotahome, **Lupina Iturriaga** - Founder Fintonic, **Guillermo Vicandi** - Co-Founder BNEXT.
- 10:00 Call to Action: Saving our Planet**  
**María Eugenia Cirón** - VP Oceana.  
**Marco Lambertini** - Director General WWF.
- 10:20 Doing Well by Doing Good: The Ecological Opportunity**  
**Isabela Alcázar** - Global Head of Sustainability IE University  
**Javier Manzanares** - Deputy Executive Director Green Climate Fund.
- 10:40 Getting to the Next Level**  
**Kike Sarasola** - President & Founder Room Mate Group, **Javier Rubio** - Managing Partner Galdana Ventures, **Giorgio Tinacci** - Founder & CEO Casavo.
- 11:00 TDB**  
**María Benjumea** - Founder Spain Startup.  
**Ignacio Garralda** - President Mutua Madrileña.
- 11:30 The Rise of the Conscious Consumer**  
**Lee Newman** - Dean IE Business School.  
**Christopher Gavigan** - Co-Founder The Honest Company.
- 11:50 Dreaming a Better World**  
**Jason Silva** - Filmmaker & Futurist.

### AWARDS AND CLOSING CEREMONY

**María Benjumea** - Founder & President Spain Startup.  
**José Luis Martínez-Almeida** - Mayor of Madrid.

Awards ceremony South Summit Winners

**Pedro Sánchez Pérez-Castejón**  
President of the Government of Spain.

### PLAYGROUND STAGE

- 09:30 TBD**
- 09:50 Democratizing Access to Capital Markets Using Blockchain**  
**Juan José Gúemes** - Vice President Finance IE University.  
**Carlos Domingo** - Founder & CEO Securitize.
- 10:10 Tracing the Supply Chain: Ethics & Sustainability**  
**Alex Barrera** - MC South Summit (Moderator), **Ellen Carey** - Head of Sustainability Circular, **Francisco Maroto** - Head of Blockchain & Digital Assets BBVA, **Pablo Rodrigo Juan** - Co-Founder Trazable.
- 10:40 TBD**  
**Irene Gómez** - Open Innovation Director Telefónica.  
**Oscar Candiles** - Chief Strategy, E-verticals & Wholesale Officer.
- 11:00 Quantum Computing as a National Strategy**  
**Alex Barrera** - MC South Summit (Moderator), **Ton van 't Noordende** - Founder PHX & Investor Quantum Delta, **Gonzalo Martínez de Azagra** - Co-Fundador & General Partner Cardumen.
- 11:30 How Tech is Transforming Construction**  
**Iván Feito** - Principal Axon Partners Group (Moderator), **Iker Marcaide** - Founder and CEO of Zubi Labs, **Giorgio Tinacci** - Founder & CEO Casavo, **Ana Villanueva** - Co-Founder & CEO Iberia Tiko, **Miguel Fernandez** - CEO Dotgig.
- 12:00 Bringing Construction Into the 21st Century**  
**Jerónimo van Schendel Erica** - Program Director IE Master in Business for Architecture & Design, **José Ojeda** - Co-Founder 011h, **DI-Ann Eisner** - CEO CORE Construction, **Alejandro Artacho** - Co-Founder & CEO Spotahome, **Dr. Josef Vollmayr** - Co-Founder & Managing Director limehome.

### SANDBOX STAGE

- 09:30 Selection of Govtech Startups from the 2nd Cohort of Govtechlab Madrid**  
**Patricia Astrain** - Founder & CEO Recircular, **Antonio Pinel** - Chief Business Development Officer Nanmon, **Juan José Pocarrera** - Co-Founder & CEO Vikua, **Mauricio Sestopal** - Co-Founder & CEO Mundiigital.
- 09:50 How Govtech Agenda can bring Innovative Solutions**  
**Francisco Polo** - High Commissioner for Spain: Entrepreneurial Nation.  
**Manuel Muñoz** - Provost IE University.
- 10:00 Public - Private Collaboration Through Startups, SMEs & Scale-ups**  
**Idola Ortiz de Artiliano** - Director the PublicTech Lab IE University, **Gustav Christoffer Jensen** - Digital Counsellor Danish Embassy in Madrid, **Carolina Rodríguez** - Head of Impact High Commission for the Spanish Entrepreneurial Nation.
- 10:10 How Startups, Scale-ups & Digital SMEs are Contributing to Tackling the Challenges of Public Institutions in the Context of Sustainability**  
**Idola Ortiz de Artiliano** - Director the PublicTech Lab IE University, **Alexander Holt** - Emerging Opportunities & Partnerships, Digital Directorate The Scottish Government.
- 10:20 Regulate the Activity and Not the Technology**  
**Alejandro Touriño** - Managing Partner & Head of Information Technology EC3A, **Diana Paredes** - Co-Founder & CEO Suade Labs, **Adriana Ennab** - Director of Public Policy Credit Suisse, **Cristina Mesa** - Partner Garrigues.
- 10:50 The roadmap to sustainability. Challenges and best practices**  
**Gonzalo Sáenz Basterra** - Director DayOne Madrid, **Severiano Solana** - Director of Sustainability Strategy and Monitoring CaixaBank, **Johana Gallo** - CEO Aplanet.
- 11:00 How to Drink Water and be Sustainable**  
**Raffi Srouf Daher** - Vice Dean of Programs and Academics IE University, **Carlos Ferrando** - CEO Clossa, **Santi Mier** - Founder & CEO Ocean52, **Svanika Balasubramanian** - Co-Founder & CEO rePurpose Global, **Patricia Aymà** - Executive President & CTO Venvirotech.
- 11:40 Digitalization: Access for All**  
**Gabriel Weinstein** - Managing Partner Europe Olivia, **Philippe de Chanville** - Founder & Co-CEO ManoMano, **Intelectum**, **Maira Garrido** - Europe Marketing Manager Hotmart.
- 12:30 AWARDS CEREMONY**
- 13:00 Decarbonising our Planet with NFTs**  
**Mat Travizano** - Director Rewilder Foundation.
- 13:10 Accelerating Change**  
**Joe Haslam** - Entrepreneurship Professor IE University, **Amy Ryan** - Co-Founder & CEO ESG Strategies, **Adam AG Mitchell-Heggs** - Co-Founder Net Positive Labs.
- 13:35 Innovating with the Entrepreneurial Ecosystem**  
**Salva Medina** - CEO VALHALLA, **JJ Delgado** - General Manager Digital Business & Venturing MOVE Estrella Galicia.
- 13:55 Taking Legal Services to the Next Level**  
**Gonzalo Navarro** - Associated Professor IE Law School, **José María Palomares** - Deputy Director General Business Development, Marketing & Communication Mutualidad de la Abogacía, **Andy Ramos** - Partner Pérez-Llorca.

## LUNCH BREAK

- 15:00 Startup Radar: Education, Deep Tech & Health**  
**Joe Haslam** - Associate Professor IE Business School, **Gerard Albreda** - Accelerator Project Manager EIT Health, **Felix López Capel** - Director at SEK Lab EdTech Accelerator, **Carlos Langeber** - Business Development Director Cyclomed Technologies.
- 15:25 Startup Radar: Retail, Food, AI & Cybersecurity**  
**Joe Haslam** - Associate Professor IE Business School, **David Luqin** - Managing Director for Entrepreneurship and Education, Universidad de Navarra, **Rodrigo González Lera** - Managing Partner Bloomium, **Jesús Contreras** - Director EIT Digital Spain.
- 15:50 Startup Radar: Mobility, Robotics**  
**Oriol Juncosa** - Co-Founder & Managing Partner Encomenda VC, **Jesús Tapia** - Head ISDI Accelerator, **Rodrigo García de la Cruz** - Founder & CEO Finnovating, **Paco Abad** - Founder and Member of the Think Tank Group.
- 16:10 Understanding the Scope: Report on Madrid Investors**  
**Gabriel Flores** - Gestor BAN Madrid (Moderator), **René de Jong** - Business Angel, **Javier González** - Investment Director Conexo Ventures.
- 16:25 Madrid, a city of talent: Go big or Go home**  
**Oriol Juncosa** - Co-Founder & Managing Partner Encomenda VC, **Sonia Fernández** - Partner Kibo Ventures, **Guillermo Vicandi** - Co-Founder BNEXT.

- 15:30 Diversity Inclusion in the Tech Industry, an Ongoing Challenge**  
**Teresa María Alarcos** - Chairwoman and Founder W Startup C (Moderator), **Carrie Rich** - CEO Global Impact Fund, **Carina Klaffl** - Head of Accelerator Grow F Female Founders.
- 16:00 Women Entrepreneurs in Technology Seizing Opportunities in Latin America**  
**Marta Del Castillo** - CEO Spain Startup, **Vicky Ricaurte** - Co-Founder & CEO Arukay, **Victoria Blanco** - Co-Founder & CEO Abaco Latam, **Graciela Chang** - Co-Founder & CSO Ethic Hub.
- 16:30 How to Map the Future Together**  
Tilly Lockey

### THE NEXT BIG THING STAGE

- 10:00 Madrid, a Capital of Innovation**  
**Fidel Rodríguez** - Vice Councillor of Universities, Science & Innovation Community of Madrid, **Federico Morán Abad** - Director Fundación madri+d.
- 10:15 Who is Who in the Ecosystem**  
**Eduardo Díaz** - Head of Unit Entrepreneurship madri+d, **Vicente Perras** - Deputy Director of Innovation Comunidad de Madrid, **Laura Rodríguez** - Analyst of Intelligence Unit Dealroom, **Álvaro Muñoz** - General Deputy of Internationalization & Digitalization Community of Madrid.
- 13:35 Madrid Entrepreneurial Hub: Start-up Radar & GEM**  
**Eduardo Díaz** - Head of Unit Fundación madri+d, **Isidro de Pablo** - Director Entrepreneurship Observatory GEM.
- 11:00 From University & Research Programs to Successful Startups**  
**Olsein Lunny** - MC South Summit, **José Luis Díaz Pérez** - Mechanical Engineering Professor Escuela Politécnica Superior Universidad de Alcalá, **Carlos Alonso Aguilar** - Co-Founder & CTO Hoop Carpool.
- 11:15 Private Accelerators & Corporates Synergies**  
**Annick Janssen** - Deputy Director Venture Lab IE Business School, **Carolina García** - Open Innovation Manager Prosegur, **Rocio Suances** - Startup Ecosystem Builder PublicTechLab, **Ana Benavent** - Technical Management Director Sacyr Services Spain, **Antonio González** - CEO Impact Hub.
- 11:35 The Role of Liaison Entities supporting Innovation & Entrepreneurship**  
**Torsten Kolind** - Co-Founder & CEO YouNoodle, **Virgilio Díaz** - Entrepreneurship and Innovation Support Service Director UC3M, **Álvaro Bernard** - CEO MIDE, **Jorge Álvarez** - Director of Entrepreneurship UAM.
- 11:55 Madrid rising startups**  
**Leonor Alarcón** - Venture Capitalist Plug and Play Tech Center, **Nicolás Hornillos** - Co-Founder OBUU, **Santiago Barrio** - EO & Co-Founder Altum Sequencing, **Alberto Díaz González** - Board member Alcyon Photonics.
- 12:20 Madrid Innovation Hub: Research Universities that aim for innovation**  
**Annick Janssen** - Deputy Director Venture Lab IE Business School, **Pilar Gil** - General Director FPCM, **Claudio Feijoo** - Head of Entrepreneurship UPM, **Maria Jesús Latasa** - Postdoctorate Researcher IMDEA.
- 12:45 Rising Startups in Community of Madrid Programmes**  
**Ricardo Alvarez-Cienfuegos** - Partner Success Manager Plug and Play Tech Center, **Antonio Pérez Martínez** - Mut4Child Healthstart, **Candela Sancho** - CEO & Co-Founder Detektia, **Raúl Ferrer** - CEO & Co-Founder Smart Dyspnea.
- 13:10 VI INTERNATIONAL STARTUP MENTORING MEETING Trends & good practices of mentoring for startups**  
**Miguel Carretero** - Mentoring Network Manager madri+d, **Mauro Villanueva** - Mentoring Network Manager madri+d, **Ana Cremades** - General Director of Research and Technological Innovation Community of Madrid, **José Luis Sastre** - Mentoring Network Manager madri+d.
- 13:30 VI INTERNATIONAL STARTUP MENTORING MEETING Mentoring success stories**  
**Miguel Carretero** - Mentoring Network Manager madri+d, **Enrique Serrano** - Co-Founder B5Tec, **Marcos Fábregas** - Country Managing Director Iberia Eaton, **Eduardo Jørgensen** - Co-Founder & CEO Medicines.
- 13:50 VI INTERNATIONAL STARTUP MENTORING MEETING International mentoring & innovation networks**  
**Miguel Carretero** - Mentoring Network Manager madri+d, **Ana Suárez** - Responsible ADSA European Network, **Spaepen Lutgart** - Director & Consortium Leader Enterprise Europe Network Vlaanderen, **Ignacio Rodríguez** - Mentoring Network CISE, **Luis Álvarez** - Ejeutive Director LATAM Network CELIEM.

### GROWTH STAGE

- 09:30 Urban Factories: Producing with a sustainable mindset**  
**Enrique Silla** - CEO Jeanologia.  
**Patricia Aymà** - Executive President & CTO Venvirotech.
- 09:50 Madrid, Startup City**  
**Esther Molina** - CEO WILDCOM & Co-Founder Female Startup Leaders, **Ángel Niño** - Innovation and Entrepreneurship Delegate Councilman Madrid City Council, **Startup Invite by Ayuntamiento Madrid, Startup invited by Ayuntamiento de Madrid.**
- 10:20 NextGen - Rethinking the Economy**  
**Mercedes Storch** - Head of International Relations AXIS, **José María Blasco** - Director of the Infrastructure, Health & Digital Entrepreneurship Division ICEX, **Salvador Estevan Martínez** - Director of Digitalization & Artificial Intelligence, **José Bayon** - President Enisa.
- 10:40 Spain: A Landscape of Opportunities**  
**Mercedes Storch** - Head of International Relations AXIS, **Alberto Sanz Serrano** - Director of Financing & Investor Relations Invest in Spain, **Koldo Atxutegi** - Director de Atracción a Bizkaia Diputación Foral de Bizkaia.
- 11:00 Wayra Venture Studio, Early Stage Investments.**  
**Fernando Guillot** - Wayra Venture Studio Director, **Michael Gradek** - CEO of Deeder.
- 12:00 AWARD CEREMONY**
- 13:00 The Future of Impact Investing in EU**  
**Lara Viada** - Investment Director Creas Spain, **Stephanie Kneer** - Head of ESG & Sustainability Atypical Partner, **Nicola Lambert** - Partner Oltre Ventures, **Marion Schuppe** - Investment Director Quadia, **Laura Noorani** - Investment Manager Bridges Fund Management Ltd.
- 13:30 Venture Capital Growth**  
**Mario Teijeiro** - Director StartmeUP Deloitte Spain, **Javier Martínez de Irujo** - Founder & Group President AXON, **Sonia Fernández** - Partner Kibo Ventures, **Laura González-Estefani** - Founder & CEO TheVentureCity.

### DEMO STAGE

- 10:00 Telefónica Open Future - Startups' Pitches**  
**Marcia Maciel**, Head of Madrid Open Future  
**Freedy, Javier Tejero**, CEO  
**RKT Industrial**, Álvaro Ubierna Alonso, Co-founder & COO  
**Nappive**, Álvaro Agea, CEO  
**OKDoctor**, Alain Carrasco, CEO  
**Datacasas**, Santiago Cabezas, CEO  
**Marcia Maciel**, Head of Madrid Open Future
- 10:30 KOTRA, Commercial Office of Korea: Startup's pitches**  
**Sara Miguel**, KOTRA  
**Xandar Kardian**, Sam Yang  
**Asleep**, Paul Lee  
**WATA INC.**, Praise Shin  
**swiDch**, David Sanghui Lee  
**Mopic**, Andrew Kwon
- 11:00 Cantabria Startups' pitches**  
**Belén Gómez**, Gestor de Proyectos, Sodercan  
**ENERLENCE**, Pablo Sanchez Morillo-Velarde, CEO  
**IDRUS**, Carlos Recio, CEO  
**INFORMATICA Y DESARROYO DEL NORTE**, MARIO CABRERO RUIZ , GERENTE  
**UKTENA**, Gustavo dos Santos, CEO
- 11:20 FI Group: Startup's pitches**  
**Lluis Costa**  
**Alejandro- Martínez**- CEO- Erudit AI Inc.  
**Jose Ferrnno Gómez**- CEO & Co Founder- Ironchip  
**Andrés Pulgarín**- CEO- Botslovers  
**Vincencio Corona**- Business Development- The Predictive
- 15:30 Junta de Andalucía: Startup's pitches**  
**Limnopharma** - Elena Puerta - CEO  
**OWO Game** - José Fuertes - CEO & founder  
**MyHixel** - Patricia López - CEO & founder  
**Scobic** - Pablo Marfil - CTO & cofounder  
**Wuolah** - Janira Planes - CCO
- 15:55 FI Group : Startup's pitches**  
**Lluis Costa**  
**Eduard Teixidó**, CEO & Cofounder, Opground  
**Patricia Astrain**, Founder, Recircular  
**Xoel Vázquez** - CEO & Founder- Xoia  
**Andrés Pulgarín**- CEO- Botslovers
- 16:15 Endesa's Success stories from collaboration: Supporting Sustainable Entrepreneurship**  
**José Minguez**  
**O & A** del publico a todas  
Startup Europe Awards
- 17:15 Zabala: Startup's pitches**  
**Maria Anguiano**, R&D and Innovation Consultant, Zabala  
**Leyre Ansorena**, International R&I Consultant, Zabala  
**CADChain**, Violeta Shishkina, CEO  
**Dative**, Alfredo González, CEO  
**HOPIU**, Antonio Jara, CEO  
**Robin Rover**, Óscar Luengo Barrera, Socio Fundador  
**Bettergy**, Aitor Castillo Igartua, CEO
- 17:45 Demium: Startup's pitches**  
**Carmen Blanc Vázquez** - Demium  
**Gloria** - Federico Baguear - CEO  
**Wooda** - Noemi Solaz - CEO  
**Podder** - Christian Sorensen - CEO  
**MyCareforce** - Pedro Cruz Morais - CEO
- 18:10 5 lessons adapting the next normal**  
**Gustavo Schifino** - Head of Digital Transformation 4all Group.