

BUSINESS MAKEOVER

powered by ENVISION

Invitation to rethink your business in Vienna

Date:

18 January 2018

Time:

09.00 - 17.00 Program
17.00 - 19.00 Reception

Location:

Hotel Meliá, Vienna

Organized by:

BusinessMakeOver,
powered by ENVISION

Your businessmakeover
can start today!

ENVISION invites you to Vienna to rethink your business(model). The focus of our event is to show that this can help you gain new insights, drive changes in your business formula and boost your business.

When you plan to start a business, it can help you in creating a solid business case to convince partners and/or investors. We have gathered speakers from all over Europe who will share their ideas and experiences on business modelling.

During interactive workshops, you can discover which business models fit your (future)company and how it can help you kick starting your business.

Register here:



www.innovate-business.eu/vienna

Questions?



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Agenda

Event moderated by: Angele Giuliano, Acrosslimits Limited

09:00 Registration & welcome coffee

09:20 Welcome & Introduction: *Prof Harry Bouwman*
Project Coordinator, Delft University of Technology, The Netherlands

09:30 Key note 1 - Innovating SME's: *Christian Weinberger, Senior Adviser,*
European Commission

09:50 Presentation of the Business Makeover Platform & Tools:
Astrid Tarkus, Evolaris, Austria & Dr Timber Haaker, InnoValor, The Netherlands

10:20 Keynote 2 - Start ups, Investors and BMs:
Chris Houghtaling, MBA, Director Investor and Startup Relations ESAC

10:35 Keynote 3 - SMEs and Innovation: Creativity in the entrepreneurial
economy: *Prof Roy Thurik, Institute for Economic Research on SMEs*

11:00 Coffee Break

11:20 Keynote 4: *Ulrike Rabmer-Koller, President, UEAPME*

Parallel workshops

Workshop 1 - Business Model Innovation put to practice: *Dr Marikka Heikkila, University Turku*

11:30 Workshop 2 - Is your business future-proof?
Prof Harry Bouwman, Delft University of Technology

Workshop 3 - Startups, incubators and open ecosystems: The road(map) to successful
business: *Dr Christian Kittl, Evolaris in cooperation with Vienna Business Agency*

13:00 LUNCH

Parallel workshops

Workshop 4 - Family matters: the challenges of running a family business:
Prof Francisco J. Molina Castillo, University Murcia

14:00 Workshop 5 - Do you play your business model cards right?
Ruud Kosman & Melissa Roelfsema

Workshop 6 - How can European policy stimulate your business?
Guest: Michael Yaw Appiah, Sr. Director EMEA of Mappiah Group and Mappiah Venture Holdings
Hosts: Dr Andreja Pucihar, University Maribor & Dr Rimantas Gatautis, Kaunas University

15:30 Keynote 5 - Policy considerations effecting SME's: *Dr Panagiotis Chatzako*

15:45 Keynote 6 - SME's to start, grow and transform Viennese economy:
presented by Vienna Business Agency

16:30 Interactive panel session: *Philip Land, Anna Clarissa Publico Ong, Deborah*
Webster, Bernard Agius, Mihai Coman and Michael Yaw Appiah
Moderated by Thea Dullemans, LEFm&

16:45 Closing off: Resume & looking forward to what will happen in future:
Dr Mark de Reuver, Delft University of Technology

17:00 Networking aperitif

In the current tough economic environment, business model innovation can be the key to becoming or staying competitive. To support European competitiveness and job creation, the ENVISION project team challenges and supports (future-) entrepreneurs to re-think and transform their business models.

Via www.businessmakeover.eu, a free and easy to use web platform, SME's can easily find a great variety of articles on specific tools, study cases and access instruction videos for implementing business model innovation.

Every small or medium size company, or start-up, regardless of the country, sector or industry, will be guided in selecting the right tools for their business makeover in order to fast-track their business profitability, visibility and growth.

It's available in 7 languages, English, Spanish, French, German, Italian, Polish and Dutch.

