



SCHEDULE

Programme for NEXT14 on May 5-6 - as of May 1

MAY 5

	Dome Stage C01 moderated by Monique van Dusseldorp & Jochen Wegner	Start-up Stage B05/06 moderated by Colette Ballou & Milo Yiannopoulos
9:30-11:00	NEXT Berlin 2014 will kick-off with 2x4 parallel workshops on level B (B03, B04, B08 & B09) - get to know the other attendees and gain insights relevant for your business in a more personal workshop setting.	Pitch session 1 Watch Europe's brightest young entrepreneurs pitch their idea live on stage – and discover what could be the next Instagram! / Jury: Kjetil Olsen (oDesk), Jess Erickson (Geekettes), Claudia Helming (Dawanda)
11:30 - 13:00		Pitch session 2 / Jury: Shira Abel (Hunter & Bard), Philipp Möhring (AngelList), Fabian Hansen (Founders Capital)
13:00	Opening / NEXT Chairmen Matthias Schrader & Volker Schütz (dfv) / Nils Wollny (SinnerSchrader) / Jochen Wegner (Zeit online) & Monique van Dusseldorp (Conference Curator) / Brigitte Zypries (Fed. Ministry for Economic Affairs and Energy)	<<

<p>14:00 - 15:30</p>	<p>The new data</p> <p>How do we unleash the wisdom within the statistics? And where is the line one shouldn't cross? At NEXT Berlin we will learn from experts whose approach on Big Data couldn't be more diverse: a NSA critique, a transparency evangelist and an e-commerce expert.</p> <p>/ Mikko Hypponen (F-Secure) / Scott Smith (Changeist) / Jessi Baker (Provenance) / iBeacon demo by Alexander Oelling (Sensorberg) / Demo of Fraunhofer COMEDD Data Glasses by Uwe Vogel</p>	<p>Pitch session 3</p> <p>/ Jury: Alex Farcet (Startupbootcamp), Christoph Gerlinger (German Startups Group Berlin), Alex Hofmann (Venture Village)</p>
<p>16:00 - 17:30</p>	<p>The new mobility</p> <p>High speed connectivity in cars heralds a new generation of automobiles. Apart from providing video streaming or traffic information, it is the prerequisite for completely new services and the self-driving car. Fasten your seatbelts.</p> <p>/ Tony Douglas (BMW) / Horst Leonberger (T-Systems) / Peter Skillman (Nokia HERE) / Carlo de Micheli (OSVehicle) / Google Glass interview with Sarah Willis (Musician & Glass Explorer)</p>	<p>Pitch session 4</p> <p>/ Jury: Morten Lund (Investor & Entrepreneur), Ayelet Noff (Blonde 2.0), Claudius Gerstner (némata)</p>

<p>18:00 - 19:30</p>	<p>The new industry</p> <p>As machines and factories get connected to the Internet and one another, we see whole industries change towards agility in production. This will impact strongly all the way up and down the supply chain, from sourcing to design and production to strategy and marketing.</p> <p>/ Dirk Slama (Bosch SI) / Bas van Abel (Fairphone) / Gesche Joost (University of the Arts Berlin/ Digital Champion Germany)</p> <p>/ KEYNOTE by Brad Templeton (Singularity University)</p>	<p><<</p> <p><i>Investment lab at 19:00</i></p> <p><i>Demystifying term sheet negotiations for startups and new investors - live on stage at Startupbootcamp Berlin's Rainmaking Loft, Charlottenstraße 2, Berlin-Kreuzberg</i></p>
<p>21:00</p>	<p>NEXT Party at Gretchen Club</p> <p>Obentrautstraße 19-21, Berlin-Kreuzberg</p>	<p><<</p>

	Workshop B04	Workshop B03	Workshop B08	Yellow Saloon B09
9:30 - 11:00	<p>Wearable tech: the hope, the hype and the reality</p> <p>Evan Luthra is an innovator and an entrepreneur at heart - and he's also a gadget freak: uses google glass, a Pebble watch, a Withings body monitor and more wearable gadgets at all times. But what do wearables really provide? What's the hope and what's the reality? That's what he'll discuss with attendees at NEXT14.</p> <p>/ Evan Luthra (ELGroupInternational - InARdia)</p>	<p>The business of digital brains</p> <p>Most digital businesses concentrate on storage and logistics – of data, information and physical goods. But a new wave of start-ups is emerging with exponential power. Businesses which focus on human-brain-like processing of information. Artificially superintelligent services for the masses, which will make our lives easier. Aleksandar will give an overview of the most exciting “Digital Brain” business models.</p> <p>/ Aleksandar Stojanovic (The Neon Bridges Consortium)</p>	<p>Jazz it!</p> <p>In our changing world organizations need to build a capacity to experiment, learn and innovate and to fully use the potential of their people. Strategic Improvisation is a mindset, a concept and an action suited to move down that path based on values and principles that can be found in jazz. The Jazz it! session is about introducing to both concept and practice of strategic improvisation, with a focus on leadership - in a engaging and interactive way.</p> <p>/ Lutz Hempel and Marion King (Integrated Consulting Group)</p>	<p>iBeacon - the next big wave</p> <p>Apples new iBeacon protocol enables small bluetooth 4.0 transmitters to notify nearby smartphones. In this workshop you will find out how to use Sensorbergs iBeacon transmitters and cloud management platform to enable your App to get more user traffic and push customer engagement. Learn more about use cases, success stories and existing customers.</p> <p>/ Alex Oelling (Sensorberg)</p>
11:30 - 13:00	<p>Google Glass Meet-up</p> <p>At NEXT13 we had Robert Scoble as the first European event live on stage with his brandnew GoogleGlass. This year, we'd like to follow up on that: Which experiences did explorers make with Glass? Meet-up for explorers to exchange ideas!</p>	<p>Glocalisation 101: Go global - talk local</p> <p>Points to consider when expanding beyond Germany/your local market The session is designed to provide entrepreneurs & startups with insights & tips on expanding beyond Germany/their local market. Special emphasis will be given to European vs. US expansion.</p> <p>/ Gilli Cegla (Novawind)</p>	<p>Infrastructure at scale: best practices in scaling cloud architectures</p> <p>Cloud scalability and performance should be at the heart of every successful internet venture. The infrastructure needs to be resilient, flexible, and fast. In this hands-on workshop, Phil Jackson, Development Community Advocate at Softlayer, dives into how to design and build-out the right cloud infrastructure.</p> <p>/ Phil Jackson (Softlayer)</p>	<p>Big data management</p> <p>Everyone is talking about Big Data – but what's really behind it and how can you make data work for your business? At this panel workshop we'll listen to examples from big companies who're dealing with a huge amount of data on daily basis.</p> <p>/ Lisa Lang (Twilio), Anke Domscheit-Berg (Freelance), Olga Steidl (Linko), Ivan P. Yamshchikov (Yandex), Felienne Hermans (TU Delft)</p>

<p>14:00 - 15:30</p>	<p>The lean workshop</p> <p>Fixed approaches and strategies don't necessarily apply in our world. A sequence of events might not end up where you expect it to be. Translating a fixed position into one having to learn quick and be responsive and taking into consider the full experience to create satisfaction is now a goal for a brand. Edenspiekermann would like to guide you through a workshop using some tools that help being responsive in today's world.</p> <p>/ Steven Cook & Robert Stulle (Edenspiekermann)</p>	<p>Here & now – context-aware digital products</p> <p>In this workshop, Christophe will discuss design principles behind context-aware digital products and show real world use cases and examples. He will also give insights in the design and development process of NEXT NOW, a digital conference guide for Smartphones using iBeacon™ technology.</p> <p>/ Christophe Stoll (Precious)</p>	<p>Marketing & communications reinvented: fundamentals don't change but new rules apply</p> <p>If change is the new constant in modern marketing – what fundamentals can and should we hold onto in the digital world and what new rules apply? This workshop will take a look into the changing landscape for brand marketers and how they can leverage both existing and new skills in to meet the challenges ahead.</p> <p>/ Jonathan Bean (Mynewsdesk)</p>	<p>Post-digital marketing</p> <p>The post-digital age is blurring the boundaries between offline and online. Prof. Dr. Marc Drüner explains how companies can use web analytics, social data and search data to optimize sales and marketing. He demonstrates how new data can be used to track campaign success in real-time, guide strategic brand management and forecast future sales.</p> <p>/ Marc Drüner & Lars-Alexander Mayer (Tromsdorff+Drüner)</p>
<p>16:00</p>	<p>Meet the investors!</p> <p>Great Opportunity for start-ups and investors to meet and chat. You are a young entrepreneur with lots of questions? That is your chance to meet high-profile investors and get first-hand answers!</p> <p>/ Fabian Hansen (Profounders Capital) / Further Investors</p>	<p>Augmented Reality - developing form</p> <p>Mobile 3D graphic environments are powerful tools for education. Unfortunately they are mostly used to provide more sales power to commercial products. Modern graphic technologies combined with Augmented Reality and a lot of creative effort may create examples of future-art showcases. Innovative ideas will be shown for 3D, AR presentations and it's potential to develop better spatial imagination.</p> <p>Piotr Kozniewski (3R Studio)</p>	<p>Brand services – a user centric marketing tool</p> <p>Marketing of the future needs to both create value for people AND promote business. Service Design regards usefulness, usability and desirability, whereas brand communication is mostly concerned with the promise and very little with its delivery. The 90 minutes session contains a short introduction to this new thinking, proposes an operational framework on the topic, and is followed by a hands-on workshop session..</p> <p>/ Christian Vatter (LHBS Consulting) & Martin Jordan (Nokia & Service Design Berlin)</p>	<p>Advertising with big data – the new normal</p> <p>What is it about? Operationalising of Customer Data, intelligent RTB, user-driven Retargeting, well-known customer and new reach, first party data to drive cross and up selling, the new roll of agencies, data safety</p> <p>/ Oliver Hülse (Rocket Fuel), Torsten Ahlers (Next Audience), Till Kästner (Linkedin)</p>

MAY 6

	Dome Stage C01 moderated by Monique van Dusseldorp & Jochen Wegner	Start-up Stage B05/06	Yellow Saloon B09
9:30 - 11:00	<p>The new leaders</p> <p>Flexible structures and new C-Level positions mirror the ongoing leadership transformation in companies around the globe. NEXT attendees will experience how organisations can adapt to gain from the changing tides.</p> <p>/ KEYNOTE by Peter Hinssen (IT Strategist)</p> <p>/ Kay Schwabedal (E-Plus) / Executive Panel with Thomas Spreitzer (T-Systems), Ulrich Hegge (Comdirect), Kay Schwabedal (E-Plus), moderated by Anita Zielina (Stern)</p>	<p>Looking East moderated by Daria Batukhtina</p> <p>Join these entrepreneurs, investors and mentors for their journey to Eastern Europe and Asia. They'll share their experience from regional start-up hubs like Krakow and Tel Aviv and will discuss potentials and challenges start-ups are facing over there.</p> <p>/ Paulina Mazurek (Google) / Piotr Jas (BlaBlaCar) / Ayelet Noff (Blonde 2.0) / Pitches by Latto.tv & Idomoo / Mikko Tamminen (Leopard Capital) / Howard Hunt (Dustcloud) / Panel with session speakers</p>	<p>Shift 2020 moderated by Peggy Anne Salz</p> <p>A collaborative look on how technology will impact our future in the year 2020. Join Rudy De Waele, author/curator of the book shift 2020 for an overview of foresights by some of the leading technology experts.</p> <p>/ Rudy de Waele (Nyota Media) / Louisa Heinrich (Superhuman), Priya Prakash (Changify), Christian Lindholm (Koru)</p>
11:30 - 13:00	<p>The new Internet of things</p> <p>With all kinds of machines and devices getting connected, this industry branch is expected to be one of the fastest growing in the next few years. Our speakers know why and will outline some of the endless business opportunities.</p>	<p>#NewNormal: Why is Europe a great place to start global startups? moderated by Yann Mauchamp</p> <p>Even though this might not be France's image right now, it's currently making many efforts to promote the digital economy worldwide. Together with French-German Digital Club we'll showcase some great examples of French-German collaboration and French Tech.</p>	<p>The New TV moderated by Tim Rittmann</p> <p>Traditional TV left the center of the living room and is now relegated to the fringe. But which exciting new ideas are out there? What would TV look like if it was invented today?</p>

	<ul style="list-style-type: none"> / Louisa Heinrich (Superhuman) / Aza Raskin (Jawbone) / Demos by Christian Deilmann (Tado) & Cedric Hutchings (Withings) / Bart Remes (Delfly) / Fabian Hemmert (Muthesius Academy of Fine Arts & Design) 	<ul style="list-style-type: none"> / Marie-Laure Sauty de Chalon (CEO auFeminin), Nicolas Celier (Alven Capital) and Wolfgang Krause (Seventure Partners) / Theophil Haberstroh (DCFA), Cedric Hutchings (Withings), Thomas Nicholls (Sigfox) 	<ul style="list-style-type: none"> / Mattias Hjelmstedt (Magine) / Porter Erisman (Movie director) / Anne-Marie Roussel (Seespace) / Panel with session speakers and Stefan Volck (Tvisted) / Christoph Poropatits (Mediakraft)
13:00	LUNCH	<<	<<
14:00 - 15:30	<p>The new interfaces</p> <p>Think beyond touch screens: In this session we'll explore what to expect in the future, when innovations like shapeshifting displays and wearable interfaces will be highly developed.</p> <ul style="list-style-type: none"> / Thomas Bendig (Fraunhofer Verbund IuK) / Elisabet Stigard (Narrative) / Anders Bo Pedersen (The Eye Tribe) / Tanya Vlach (Artist) / Oculus Rift demos by Daan Lucas & Mike Pelletier (Random), Pascal Auberson (Lumacode) / Performance by Peter Kirn (Artist) 	<p>Start-ups watch out! Big companies want to collaborate with you!</p> <p>moderated by Regine Haschka-Helmer & Yann Mauchamp</p> <p>A panel discussion with startups and large companies about collaboration and how it could work: Where are the risks and opportunities for both sides and which models are the best to give a try?</p> <ul style="list-style-type: none"> / Torsten Wingenter (Deutsche Lufthansa) / Patrick Comboeuf (SBB) / Claas van Delden (SevenVentures) / Veit Blumschein (fromAtoB) / Holger Weiss (Aupeo) / Jerome Traisnel (Sлимпay) / Alexander Berry (nexmo) 	<p>Case studies in content marketing</p> <p>moderated by Gerd Blank</p> <p>Some say it's a hype, some say marketers have always aimed at providing additional value to the customers with marketing. But how come there are so little cases known and it's being such a buzz word at the moment? These experts will share their experiences in the field.</p> <ul style="list-style-type: none"> / Axel Bergander (SinnerSchrader) / Carolin Silbernagl & Philipp Kafkoulas (dotHIV) / Kathleen Karrer (Electronic Beats) / Kostas Papageorgiou (Paymill)

16:00	<p>Closing Session</p> <p>/ KEYNOTE by Thomas de Maizière (Fed. Minister of the Interior)</p> <p>/ NEXT Start-up Pitch Award Ceremony with Morten Lund (Investor & Entrepreneur)</p> <p>/ Isidro Laso (European Commission), Luisa Maier (Startupbootcamp), Vincent Ducrey (Hub Institute)</p> <p>/ KEYNOTE by Cory Doctorow</p> <p>/ Farewell by Chairmen Matthias Schrader (SinnerSchrader) & Volker Schütz (dfv)</p>	<<	<<
21:00	<p>Web Week Night at Station-Berlin</p> <p>Luckenwalder Straße 4-6, 10963 Berlin</p>	<<	<<

	Workshop B04	Workshop B03	Workshop B08	Workshop A03
9:30 - 11:00	<p>Digital revolution and disruptive methodologies for business model reengineering</p> <p>Digitalization and interconnectedness increasingly put established business models to the test. More than half of German businesses expect rising competition from other industry sectors by 2020. These are results from the 2013 KPMG survey “Survival of the Smartest”. Marc Ennemann, in charge of the Digital Transformation practice at KPMG, will summarize results and demonstrate the methodologies of KPMG’s “Business Model Reengineering”.</p> <p>/ Marc Ennemann (KPMG)</p>	<p>You can’t be serious!? Solution Crafting with Lego® Serious Play®</p> <p>We all loved tinkering when we were kids... but have you ever considered using colourful bricks as a serious business tool? Placing the experience at the heart of matters, we’re inviting participants at NEXT to flex their haptic muscles; building metaphors, & conjuring meaning through tactile story making. This invigorating, hands-on solution crafting won’t disappoint. So, don’t be surprised if you LEGO® of your inhibitions... (Sorry we couldn’t resist!)</p> <p>/ Cori Moore & Dörte Toellner (Point-Blank International)</p>	<p>Prototyping a mobile App: how to use Lean Psychology to build the next Killer-App</p> <p>The next generation of apps will surprise us, will be cool and have a very different look and feel. We will learn about the six social cognitive needs and will find out how to apply this knowledge to prototype app ideas with highest relevancy as they give future answers to unmet needs. By applying knowledge from focus group with digital natives, simple brain science and creativity, we will identify the next killer apps. The workshop will be interactive, hands-on and pragmatic tools to enter the future.</p> <p>/ Markus von der Lühe (Adknowledge) & Stefanie Kuhnhen (Grabarz & Partner)</p>	<p>10:00 Meet & Greet Brad Templeton moderated by Nils Wollny (SinnerSchrader)</p> <p>Take your chance to get in direct contact with Singularity University Professor, Google Car Advisor and Internet Pioneer Brad Templeton!</p>
11:30 - 13:00	<p>Maximise ROI: Making the most of your PR budget</p> <p>Whether in-house or with your PR agency, communications professionals have an intuitive skill set, ensuring you</p>	<p>Kitchen 4.0 – collaborative perspective and scenarios for the new normal</p> <p>Kitchen 4.0 is a space to nurture our collective curiosity & excitement.</p>	<p>Berlin & mobile: survival kit for corporate managers</p> <p>10 learnings from the thriving Berlin Mobile industry: Laurent Burdin (Managing director Sinnerschrader Mobile) gathers and shares all</p>	<p>Meet & Greet Peter Hinssen moderated by Peggy Anne Salz</p> <p>Directly after his keynote on Main Stage, Peter Hinssen will answer your questions, discuss topics like</p>

	<p>get more bang for your buck by investing in the brains. From strategy to exposure, the approach you take to how you are spending, we will demonstrate the best methods of gaining media exposure without breaking the bank!</p> <p>/ Tilo Bonow & Maria Rosenau (piabo)</p>	<p>Together we will connect the dots between our NEXT discoveries, our knowledge & the global context to envision the New Normal as an eco-system of things, technologies & people. Take part in this experiential process, designed to stimulate and empower you to use haptic thinking for systemic vision building.</p> <p>/ Virginie Gailling & Sabine Koppe (Point-Blank International)</p>	<p>learning from a Mobile business with completely new logic, paces, chances and risk. Get ready to change!</p> <p>/ Laurent Burdin (SinnerSchrader Mobile)</p>	<p>strategies for the digital transformation of organisations with interested participants.</p>
14:00 - 15:30	<p>The future of leadership and collaboration models for the enterprise of tomorrow</p> <p>This session is about ideas, thoughts and practices on the future models of leadership, collaboration and management. A line-up of experts are discussing insights and lessons learned from the transition of the post-industrial management model to a new networked and collaborative organisation. After an introductory discussion the attendees are asked to discuss and exchange ideas in small working groups with the experts.</p> <p>/ Björn Negelmann (Kongress Media / N-Sight Research), Niels Pflaeging (BetaCodex Network), Stephan Grabmeier (Innovation Evangelists), Lee Bryant</p>	<p>The new normal in business: Why we need to teach a startup mindset</p> <p>moderated by David Knight (Silicon Allee)</p> <p>This workshop aims at young companies searching for the right employees as well as at young professionals searching for their right fit in tech businesses. Besides, the workshop is also directed at traditional companies who are keen on learning from a star-tup mindset – whether it's the lean workflow or the way of thinking.</p> <p>/ Andrew Hoag (Startup Institute) / Panel with Paul Jozefak (Liquid Labs), Reto Wettach (IXDS), Denise</p>	<p>Transform or die: the future of marketing in organizations</p> <p>Digitalization challenges almost all aspects of society and economics. New information formats, new forms of collaboration, increase in speed and quality, as well as the almost ubiquitous use of social media have massive effects on marketing requirements, and also on the way, marketing organizations are structured. As part of a Think Tank by Bathen & Jelden, T-Systems Brand Communications explored these challenges and possible solutions. Experience and discuss the results of a representative survey,</p>	<p>Meet & Greet Peter Hinssen moderated by Peggy Anne Salz</p> <p>Meet well-known scifi author Cory Doctorow and discuss with him how the Internet could truly become a force of liberation.</p>

	(POST*SHIFT)	Philipp (Berlin Geekettes) and Andrew Hoag (Startup Institute)	and share your visions in our “Pre-celebration/Pre-mortem” workshop. / Sven Krüger (Deutsche Telekom)	
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