



25<sup>TH</sup> ANNUAL CONFERENCE

**ATHENS, GREECE**  
**MARCH 30-31, 2023**

at **MEGARON MOUSIKIS**, ATHENS CONCERT HALL

# 2023 CONFERENCE AGENDA

All panel sessions and keynotes will be held in the Alexandra Trianti Hall

All workshops will be held in the Conference Suites

## DAY 1 (MARCH 30)

8:30 - 9:00 Registration/Check in

9:00 - 10:00 Coffee

10:00 - 10:30 Opening Remarks



**Christos Dimas**  
Deputy Minister for Research and Technology



**Bill Aulet**  
Professor of the Practice,  
MIT Sloan School of Management

10:30 - 11:30 Entrepreneurship Keynote



**Dulcie Madden**  
CEO & Co-Founder,  
Partner at the Engine

11:30 - 12:30 Building Tech Ventures Panel



**Marina Hatsopoulos**  
Entrepreneur & Writer, Board Chair,  
Levitonix Technologies



**Lars Rasmussen**  
Angel Investor,  
Co-Founder of Google Maps

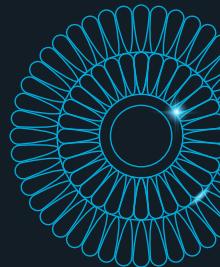


**Maria Zubeldia Diaz**  
Director of Entrepreneurship Centre,  
University of Oxford



**Moderator  
Macauley Kenney**  
Entrepreneur-in-Residence & Lecturer,  
MIT Sloan School of Management

*How do you know if your idea will make a successful business? This panel will explain how to identify promising opportunities for new tech ventures. Experienced investors, founders, and startup coaches will share how to understand markets, de-risk ideas, and then build successful startups.*





# DAY 1 (MARCH 30)

11:30 - 12:30

Funding Tech Ventures Panel



**Alex Eleftheriadis**  
Entrepreneur and Partner,  
Big Pi Ventures



**François Robinet**  
Managing Director,  
AXA Venture Partners (AVP)



**Rob Genieser**  
Managing Partner,  
ETF Partners



**Liron Azrielant**  
Managing Partner,  
Meron Capital



**Moderator**  
**Kathleen Kennedy**  
Executive Director,  
MIT Center for Collective Intelligence  
Senior Director, MIT Horizon

*Join a panel of funding experts as they delve into the complexities of funding tech ventures. Explore the factors that make a venture more fundable as well as those that indicate high risk. Don't miss this opportunity to hear from seasoned investors and finance experts.*

## Parallel Workshops

*Workshops are open to all attendees on a first-come, first-serve basis. Limit to one workshop per day.*

12:30 - 14:30

Lunch

All panel sessions and keynotes will be held in the Alexandra Trianti Hall

All workshops will be held in the Conference Suites

12:30 - 13:30

Introduction to Disciplined Entrepreneurship Workshop (Group 1)



**Bill Aulet**  
Professor of the Practice,  
MIT Sloan School of Management

*Entrepreneurship can be taught. It is not instinctive but rather a systematic problem solving process. In this workshop, you will get an introduction to the way entrepreneurship is taught in the introductory courses at MIT.*



12:30 - 13:30

Growing Your Startup Workshop (Group 1)



**Kosta Ligris**  
Entrepreneur, EIR & Lecturer,  
MIT

*So you have started your business. How do you grow it? This workshop will teach you the scaling essentials of building a team, early leadership calibration, capital efficiency, values and tools for a sustainable culture, and how to avoid common pitfalls when scaling quickly.*

# DAY 1 (MARCH 30)

13:30 - 14:30

Introduction to Disciplined Entrepreneurship Workshop (Group 2)



*Entrepreneurship can be taught. It is not instinctive but rather a systematic problem solving process. In this workshop, you will get an introduction to the way entrepreneurship is taught in the introductory courses at MIT.*

**Bill Aulet**

Professor of the Practice,  
MIT Sloan School of Management

13:30 - 14:30

Growing Your Startup Workshop (Group 2)



*So you have started your business. How do you grow it? This workshop will teach you the scaling essentials of building a team, early leadership calibration, capital efficiency, values and tools for a sustainable culture, and how to avoid common pitfalls when scaling quickly.*

**Kosta Ligris**

Entrepreneur, EIR & Lecturer,  
MIT

12:30 - 14:30

Investor "Office Hours"



**Marina Hatsopoulos**  
Entrepreneur & Writer, Board Chair,  
Levitronix Technologies



**Alex Eleftheriadis**  
Entrepreneur & Partner,  
Big Pi Ventures



**François Robinet**  
Managing Director,  
AXA Venture Partners (AVP)



**Rob Genieser**  
Managing Partner,  
ETF Partners



**Liron Azriant**  
Managing Partner,  
Meron Capital



**Lars Rasmussen**  
Angel Investor,  
Co-Founder of Google Maps



**George Dimopoulos**  
Partner,  
Venture Friends VC

14:30 - 15:30

Innovation in Academia Panel



**George Nounesis**  
President & Chairman of the Board,  
Demokritos



**Luisa Alemany**  
Director Inst. Entrepreneurship &  
Private Capital,  
London Business School



**Brian Anthony**  
Associate Director of MIT.nano,  
Faculty of Mech.Eng at MIT



**Anjali Sastry**  
Faculty Director,  
MIT Jameel World Education Lab  
Associate Dean, MIT Open Learning  
Senior Lecturer,  
MIT Sloan School of Management



**Moderator  
Kelly Becker**  
Assistant Director,  
MIT Regional Entrepreneurship  
Acceleration Program

*Join a dynamic panel of academic founders as they share the impacts of academia on industry and the economy and how they maximize the impacts of their own work. The panel will also address the challenges of getting research out of the lab and how they manage entrepreneurial ventures in parallel with academic work. Learn how to set up your research for commercialization with these ambitious researcher-entrepreneurs.*

# DAY 1 (MARCH 30)

14:30 - 15:30

Endeavor Greece: Tech & Innovative Entrepreneurship out of Greece Panel



**Nikos Moschos**  
Founder & Business Director,  
PD Neurotechnology



**Charis Arvanitis**  
CEO & Co-Founder,  
Spotawheel



**Apostolos Atsalakis**  
Co-Founder,  
PNOE



**Evangelos Pappas**  
Founder & Chief Scientific Officer,  
RTsafe



**Moderator  
Panagiotis Karampinis**  
Managing Director,  
Endeavor Greece

15:30 - 16:30

AI/Digital Technology Keynote



**Daniela Braga**  
Founder & CEO,  
Defined AI

16:30 - 17:30

Ethics for Entrepreneurs and Investors Panel



**Theodoros Evgeniou**  
INSEAD Professor,  
Co-Founder Tremau



**Anu Annaswamy**  
Director of the Active-Adaptive Lab,  
MIT Mech. Eng



**Tyler Spalding**  
Co-Founder,  
Flexa



**Snejina Zacharia**  
Founder & CEO,  
Insurify



**Moderator  
Lazaros Polymenakos**  
Partner,  
Consulting Services EY Greece

An impressive lineup of AI and machine learning experts convenes to explore the trajectory of AI in a wide array of sectors. From the supersonic speed of change to ethical dilemmas, this panel will dive into the real challenges, and opportunities, ahead in AI.

16:30 - 17:30

Digitization and Disruption for the Future Panel



**Kosta Ligris**  
Entrepreneur, EIR, & Lecturer,  
MIT



**Timos Sellis**  
Scientific Director,  
Archimedes Research Unit,  
Research Center "Athena"



**Chuck Kane**  
Senior Lecturer,  
Global Economics and Management,  
MIT Sloan School of Management



**Michael Tzannes**  
Technology Entrepreneur



**Moderator  
Myladié Stoumbou**  
Director, Commercial Partner  
Channels and Programs, Microsoft

## DAY 2 (MARCH 31)

8:30 - 9:00 AM	Check in
9:00 - 10:00 AM	Coffee
10:00 - 11:00	Biotechnology Keynote



**Andrey Zarur**

Co-Founder, President & CEO,  
GreenLight Biosciences

11:00 - 12:00	Frontiers in Health and Biotechnology Panel
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**Stelios Papadopoulos**

Chairman of Board of Directors,  
Biogen



**Brian Anthony**

Associate Director of MIT.nano,  
Faculty of Mech.Eng at MIT



**Nektarios Tavernarakis**

Chairman of the Board Of Directors,  
Professor FORTH & University of Crete



**Sloane Phillips**

VP of Data Operations,  
Iterative Health



**Moderator**

Dimitrios I. Fotiadis  
Prof. of Biomedical Engineering,  
University of Ioannina

*Hear our biotechnology experts discuss frontiers at the intersection of biology, health, medicine, and technology in sectors from global health to academia. Panelists will share the challenges faced by biotech ventures and the roles that other emerging technologies play in biotech. This panel will provide a comprehensive overview of the current state of biotechnology and offer valuable insights into the future of this rapidly evolving field.*

11:00 - 12:00	Deep Tech for Entrepreneurs and Investors Panel
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**William Sonneborn**

Global Director of Disruptive Tech,  
International Finance Corporation (IFC)



**Alex Eleftheriadis**

Entrepreneur & Partner,  
Big Pi Ventures



**Oded Gour-Lavie**

CEO & Co-Founder,  
NT-TAO



**Moderator**

Marina Hatsopoulos  
Entrepreneur & Writer, Board Chair,  
Levitronix Technologies

*Join deep tech entrepreneurs and investors as they delve into the complex and rapidly evolving world of deep tech. They will explore what makes a promising deep tech venture and strategies for de-risking deep tech, including leveraging different global markets. Additionally, the panel will address the important question of whether deep tech can be developed with a "lean" model or if deep tech is only for those with significant resources.*

## DAY 2 (MARCH 31)

11:00 - 12:00

MIT Open Learning: Building the Future of Education Panel



**Aikaterini (Katerina) Bagiati**  
Principal Research Scientist,  
MIT Open Learning



**Kathleen Kennedy**  
Executive Director,  
MIT Center for Collective Intelligence  
Senior Director, MIT Horizon



**Moderator**  
**Anjali Sastry**  
Faculty Director, MIT Jameel World Education Lab  
Associate Dean, MIT Open Learning  
Senior Lecturer, MIT Sloan School of Management

*From emerging insights in learning science, to new technology tools that bring cutting-edge topics and training to large organizations at scale, to field-testing practical approaches that deliver workplace-ready learning for excluded learners and transform education for students in Kindergarten through Higher Education, MIT Open Learning is exploring the future of education across the board and across the world. We describe how Open Learning combines digital approaches and collaborations with global partners to build the future of education.*

12:00 - 12:30

Seaside Chat



**William Sonneborn**  
Global Director of Disruptive Tech,  
International Finance Corporation (IFC)



**Gerassimos Spyridakis**  
Chairman,  
MIT Enterprise Forum Greece

### Parallel Workshops

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All workshops will be held in the Conference Suites

13:30 - 14:30

Perfect Pitch Workshop (Group 1)



**Linda Plano**  
Principal Investor,  
Plano and Simple

*When you start a company, you quickly learn that life's a pitch! Which is fine: you want to tell everyone about your amazing innovation, right? And there is no shortage of people with advice about exactly what and how you should pitch. The process rapidly gets confusing, stressful, and frustrating. Join us for a one hour session on the "Perfect Pitch" method, a simple, straightforward system that helps you to tell your story in your way, while making it clear, concise and compelling to your target audience. You will learn the 3 parts of every pitch, the 4 types of pitches, and the 10 Questions every pitch should answer. Each of these tools are designed to produce pitches that are rich in content and value, reflecting your passion, vision and integrity.*

## DAY 2 (MARCH 31)

13:30 - 14:30

Introduction to Product Design for Entrepreneurs Workshop (Group 1)



Macauley Kenney

Entrepreneur-in-Residence & Lecturer,  
MIT Sloan School of Management

*Join us for a hands-on introduction to product design for entrepreneurs!*

*This 1-hr workshop focuses on product design principles, with a strong emphasis on human-centered design. You'll learn how to identify your target audience's needs, preferences, and pain points and translate those insights into innovative product ideas. We'll explore the value and mechanisms of rapid prototyping, so you can quickly bring your product ideas to life and test them with your customers. You'll learn how to test your product's functionality, usability, and desirability, and develop an MVP that will effectively meet your customers' needs.*

12:30 - 13:30

Microsoft OpenAI Workshop\*

*\*Exclusive to invited startups*

*Chat GPT, the powerful language model developed by OpenAI, has been generating a lot of excitement in the media and we have received multiple requests to learn more about its capabilities. We are excited to have this opportunity to have a conversation with Startups about underlying trends driving such AI breakthroughs, potential use cases for Chat GPT and the Azure OpenAI service.*

*In this workshop, we will be discussing:*

- A demonstration of ChatGPT in action
- ChatGPT integration with Bing
- GitHub's Copilot & Codex
- OpenAI enabled "Speaker Coach" for Teams
- A demonstration of Azure OpenAI Services and how to infuse them in your apps.
- Microsoft's commitment to ethical & responsible AI
- How to access OpenAI tools through Microsoft for free today

OpenAI Team



Yianni Touliatos  
Regional Technology Director,  
Microsoft

Vassilis Salis  
Regional Technology Strategist,  
Microsoft

14:30 - 15:30

Perfect Pitch Workshop (Group 2)



Linda Plano

Principal Investor,  
Plano and Simple

*When you start a company, you quickly learn that life's a pitch! Which is fine: you want to tell everyone about your amazing innovation, right? And there is no shortage of people with advice about exactly what and how you should pitch. The process rapidly gets confusing, stressful, and frustrating. Join us for a one hour session on the "Perfect Pitch" method, a simple, straightforward system that helps you to tell your story in your way, while making it clear, concise and compelling to your target audience. You will learn the 3 parts of every pitch, the 4 types of pitches, and the 10 Questions every pitch should answer. Each of these tools are designed to produce pitches that are rich in content and value, reflecting your passion, vision and integrity.*

14:30 - 15:30

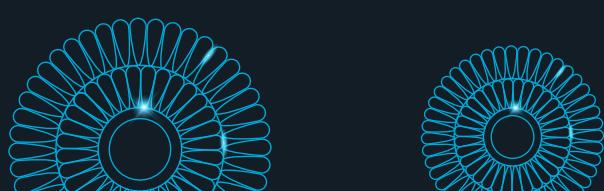
Introduction to Product Design for Entrepreneurs Workshop (Group 2)



Macauley Kenney

Entrepreneur-in-Residence & Lecturer,  
MIT Sloan School of Management

*Join us for a hands-on introduction to product design for entrepreneurs! This 1-hr workshop focuses on product design principles, with a strong emphasis on human-centered design. You'll learn how to identify your target audience's needs, preferences, and pain points and translate those insights into innovative product ideas. We'll explore the value and mechanisms of rapid prototyping, so you can quickly bring your product ideas to life and test them with your customers. You'll learn how to test your product's functionality, usability, and desirability, and develop an MVP that will effectively meet your customers' needs.*



## DAY 2 (MARCH 31)

14:30 - 15:30

Sustainability Keynote



**Miles Barr**

Co-Founder & Chief Technology Officer,  
Ubiquitous Energy

15:30 -16:30

Forging a Sustainable Future Panel



**Miles Barr**

Co-Founder & Chief Technology Officer,  
Ubiquitous Energy



**Anu Annaswamy**

Director of the Active-Adaptive Lab,  
MIT Mech. Eng



**Oded Gour-Lavie**

CEO & Co-Founder,  
NT-TAO



**Alisée de Tonnac**

CEO & Co-Founder,  
Seedstars



**Moderator  
Kelly Becker**

Assistant Director,  
MIT Regional Entrepreneurship  
Acceleration Program

*Leaders in sustainability explore the evolving marketplace for sustainable tech and discuss critical determinants of success, such as funding and cost-competitiveness, in the sector over the coming years. Learn what roles research and entrepreneurship play in forging a sustainable future, with a focus on energy.*

15:30 - 16:30

Global Greek Companies Panel



**Jerry Kalogiratos**  
CEO,  
Capital Product Partners



**Stamatis Tsantanis**  
CEO,  
Seanergy Maritime



**Panos Dimitracopoulos**  
CEO,  
Signal Maritime Services



**Moderator  
Gerassimos Spyridakis**  
Chairman,  
MITEF Greece

*Representatives from top Greek companies with global presence in shipping and energy convene to discuss how technology is changing their business and how they invest in new startups and emerging opportunities across different technology verticals.*

## DAY 2 (MARCH 31)

15:30 - 16:30

Research Commercialization: The Interconnection Between Academia and Entrepreneurship Panel



**Katerina Pramatari**  
Founding Partner,  
Uni.Fund



**Leonidas Alexopoulos**  
Professor NTUA,  
Director of Systems Bioengineering Lab,  
Entrepreneur



**George Loudos**  
Co-Founder & CEO,  
BIOMETECH



**Marios Katsiotis**  
Head of Group Research,  
Innovation & Quality Department,  
TITAN Cement Group



**Marios Katsiotis**  
Head of Group Research,  
Innovation & Quality Department,  
TITAN Cement Group



**Moderator  
Faye Orfanou**  
Innovation Management &  
Technology Transfer Advisor

*In the fast growing global deep-tech economy, what would be required to unfold the Greek deep-tech potential? How can an effective interconnection between academia and entrepreneurship be critical? The panel will discuss the challenges of research commercialization in Greek universities and research centers, exploring the significance of effective interconnections between academia and entrepreneurship and highlighting the opportunities lying ahead of both research organizations and enterprises.*

16:30 - 18:00

Competition Finalist Pitches

18:00 - 19:00

Seaside Chat



**Kyriakos Pierrakakis**  
Minister of Digital Governance



**Lars Rasmussen**  
Angel Investor,  
Co-Founder of Google Maps



**Moderator  
Fanis Papathanasiou**  
Senior International Correspondent,  
ERT

19:00 - 20:00

Competition Finale and Closing Ceremony

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# GSW TEAM

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**Daniela Gorza**

**Farhan Khodaei**

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**Jenny Cang**

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**Rishabh Goyal**

**Olivia Jones**

**Tiasa Kim**

**Pooja Malhotra**

**Vineet Jagadeesan Nair**

**Madison Reddie**

**Noah Roberts**

**Prem Sagar**

# HOST TEAM

## STARTSMART SEE (FORMER MITEF GREECE) TEAM

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*Treasurer*

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*Member*

**Konstantinos Antoniou**

*Member*

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*Executive Director*

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*Director of Business Development*

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*Head of Community*

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*Head of Content*

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*Head of Marketing*

**Dimitris Zogkos**

*Head of Design*

**Anna Maria Papakonstantinou**

*Head of Volunteers*

**Marina Armoni**

*Head of Administration*

# THE MIT GLOBAL STARTUP WORKSHOP

## HISTORY

The MIT Global Startup Workshop was founded in 1997 when the MIT \$50K (now \$100K) Entrepreneurship Competition received numerous queries from organizations around the world interested in starting and improving their own business plan competitions (BPCs). The first MIT GSW was held in Cambridge, Massachusetts in 1998, and brought together an international community committed to launching BPCs to stimulate and nurture entrepreneurship worldwide.

A decade later, having helped grow and mature the BPC community, MIT GSW expanded its mission to include all aspects of the entrepreneurial ecosystem. Today, we continue to foster stronger and more productive entrepreneurial ecosystems around the world, while also cultivating a diverse and dynamic global support network for entrepreneurs.

## TIMELINE --

1998 Cambridge, USA      1999 Singapore      2000 Seville, Spain

2001 Melbourne, Australia      2002 Bologna, Italy      2003 Beijing, China      2004 Cambridge, UK

2005 Abu Dhabi, UAE      2006 Buenos Aires, Argentina      2007 Trondheim, Norway      2008 Madrid, Spain

2009 Cape Town, South Africa      2010 Reykjavik, Iceland      2011 Seoul, South Korea

2012 Istanbul, Turkey      2013 Tallin, Estonia      2014 Marrakech, Morocco

2015 Guatemala City, Guatemala      2016 Hyderabad, India      2017 Santiago, Chile

2018 Bangkok, Thailand      2019 Bogotá, Colombia      2020 Grenoble, France

2023 Athens, Greece

