

# Startup Hack

## The Open Track

**The Open Track** at Gothenburg startup hack is **a workshop series aligned with the mission of the hack** – to bring together the startup community, celebrate creativity and **open up the world of tech to more people**. We want our city to be a place where startups thrive and create the next wave of innovation-based companies.

After an **introductory life story** told by one of Gothenburg’s entrepreneurial legends, four different Gothenburg startups will host sessions on topics that relate to their products and concern us all – **exercising your brain, realising ideas, accelerated learning and pursuing happiness**.

The track is **open for anyone inerested in startups**. It is **drop-in** based and doesn’t require pre-registration.\* 100 seats, first come first served. Inbetween the workshops a **guided tour down to the bank vault** is offered to display what a hackathon looks like.

10.00-12.00	<b>Fireside Chat With Sven-Olof Bodenfors</b>  Startup Grind Gothenburg pre-launch with Sven-Olof Bodenfors, Gothenburg legend and founder of world-renowned advertisement firm Forsman Bodenfors. Sven-Olof will share his personal story in in an intimate interview format, referred to as a fireside chat.  <i>*This session offers 40 reserved seats and 40 drop-ins. To secure your spot, start by registering at <a href="http://startup-grindswed8.eventbrite.com">http://startup-grindswed8.eventbrite.com</a> and then apply for a reserved seat through this form <a href="http://bit.ly/1h6jo38">http://bit.ly/1h6jo38</a></i>	14.00-14.15	<b>Break</b>  Guided tour to the bank vault offered.
12.00-12.15	<b>Break</b>  Guided tour to the bank vault offered.	14.15-15.00	<b>A Memorable Lecture on Learning</b>  Gaining new knowledge, be it on customer needs or on an area of expertise, is key for every startup. By understanding the ways in which we learn most efficiently, our daily lives, privately as well as professionally, can change dramatically. Note-taking is strictly forbidden during the seminar – you have the presenter’s word that you will remember the entire lecture afterwards.  <i>Presented to you by:</i> Henrik Marklund, learning guru at Lurn. Together with his colleague Elias Svensson he will show you ways of remembering that you will literally never forget.
12.15-13.00	<b>Hack Your Brain To Make It Work Better</b>  The brain behaves like a muscle, it needs training and rest to work well. Idriz and David from Remente will show a number of hacks on how you can make your brain perform better and lead a better life.  <i>Presented to you by:</i> Idriz Zogaj is co-founder of Remente and Chairman of the Swedish Memory Sports Council. As Captain of the Swedish National Memory Team, he helped Sweden to a silver in the World Memory Championships both 2012 and 2013.  David Brudö is a serial entrepreneur, CEO and co-founder of Remente. Apart from Remente, he has co-founded companies in different areas such as e-commerce, nanotechnology and groceries.	15.00-15.15	<b>Break</b>  Guided tour to the bank vault offered.
13.00-13.15	<b>Break</b>  Guided tour to the bank vault offered.	15.15-16.00	<b>How important is it to feel good and be happy?</b>  To the facilitators of this workshop this is, by far, the most important thing in our lives! Their goal is to spread carefully selected knowledge and make people aware of what they can do to become happier, but also to lower the risk of suffering from stress, anxiety etc. Together with one of Sweden’s leading scientists, we have summarized the knowledge gained from decades of scientific research on happiness and well being. We have taken advantage of the best discoveries and exercises and packaged this knowledge into an app and web format. This workshop aims to provide an introduction to what we do and to give an understanding of the knowledge we want to convey and why it is important that we spread this knowledge to as many people as possible.  <i>Presented to you by:</i> Olle Svensson is Design & Marketing Director at Kam-bio. Olle has a master’s degree from Chalmers School of Entrepreneurship, where he founded Eviwave, which develops a unique quality assurance system for manufacturing industry.
13.15-14.00	<b>Do Less Better - From Idea To MVP</b>  Ideas come easy for many of us. The hard part is to realise them into products and services. As entrepreneurs we have strong emotional connections to our ideas. A strength, of course, but also a weakness as we lack the ability to limit the scope of our ideas and often try to create something too big.  <i>Presented to you by:</i> Daniel Solving is CEO and Executive Producer at Humblebee. He will talk with you about how they help their clients focus and realise their ideas by saying no. A lot.		<b>Moderator</b>  <b>Per Bergström</b> @mynameisper  Student and a big fan of people, design, entrepreneurship and urban development. Inspires people at Startup Grind and help students find their whys in life through World Values Day.

