



# INVESTHORIZON

Boosting Investment Readiness of SMEs in Europe and Associated Countries

## List of Mentors involved in One2One Mentoring II

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### DOCUMENT CONTROL SHEET

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## Coaches from bwcon Coaching Group



Coach	Technology / industry competence	CV	Experience & Know How	Sectors
<a href="#"><u>Adrian Thoma</u></a>	IT (SW/HW/Internet) and creative industries	Adrian Thoma is serial entrepreneur: in 2008 he founded his first company in Stuttgart: the communications agency Maria GmbH. There, he developed the successful explainer video format „Simpleshow“ that was awarded „German Online Communications Award 2011“. The simpleshow became the leading explainer video format in Europe and is not only used by two thirds of the German Dax Companies, its over 100 employees produce in over 50 languages on three locations worldwide. In 2010 Thoma founded Socialbit, a mobile and social app agency working for clients like SMART or DHL. With Sellaround GmbH, Thoma was awarded “Paypal Top 10 Innovations worldwide 2010” and he led the company as CEO from the very first idea in 2010, over seed financing to its acquisition by a software agency in 2013. Since September 2013 he is partner at the Institute for Business Innovation where startup culture is being melted with corporate culture at clients like Bosch or EnBW. Adrian Thoma is regional representative of the German Startup Association.	Competition, Customer Needs, Market, Pitching and Presentation Support, Product, Unique Selling Proposition	Focus: Cloud & Web- Services, Miscellaneous Services, Publishing
<a href="#"><u>Alois Hauk</u></a>	IT (SW/HW/Internet) and creative industries; Industrial Technologies for Example Electrical engineering/Electronics, Telecommunication, Mechanical Engineering, Mechatronics,	Executive and Business Coaching for High Tech Start-up companies and Small and Medium Enterprises - since 7 years. More than 30 years of experience in the electronics and IT industry with many years of business management. Managing director at Agilent Technologies Deutschland GmbH and Tektronix Germany. Background: Dipl.-Ing. Technische Informatik	Competition Customer Needs Financial Planning and Fundraising Implementation and Planning Market Market Strategy Operations	Focus: Clean-Tech Electronics Industrial Software Solutions Measurement Technology Mechatronics

	Automotive, Clean Tech, Photonics, other		Pitching and Presentation Support Product Risk management Teambuilding Unique Selling Proposition	Micro Systems Technologies Production and Mechanical Engineering Semiconductor Data Analysis IT Security Infrastructure Software Telecommunications
<a href="#"><u>Dr. Andreas Lenz</u></a>	IT (SW/HW/Internet) and creative industries	About 30 years of experience in ICT, from software development to management, usability and consulting	Competition Customer Needs Implementation and Planning Market Operations Pitching and Presentation Support Product Risk management Teambuilding	Focus: Cloud & Web-Services Data Analysis IT Security Infrastructure Miscellaneous Services Software Telecommunications
<a href="#"><u>Andreas Mertens</u></a>	IT (SW/HW/Internet) and creative industries	Director Zeppelin University "ZU Pioneer Port, gained experience in various management positions before and focuses on entrepreneurship and technology transfer	Competition Customer Needs Market Market Strategy Operations Teambuilding Unique Selling Proposition	

<a href="#"><u>Christiane Hagmann-Steinbach</u></a>	Industrial Technologies for Example Electrical engineering/Electronics, Telecommunication, Mechanical Engineering, Mechatronics, Automotive, Clean Tech, Photonics, other	Professional Experience: 2012 - 2014 project manager at the Stuttgart Economic Development (CSR for SME) since 2007 independent consultant for SMEs and start-ups, lecturer (innovation and technology management, project management, marketing at DHBW, ZfS Universität Freiburg, Wilhelm Büchner Hochschule), More than 15 years as industry professional in innovation-/product-/project-management; new product launch, (B2B-)marketing, business management at Motorola GmbH (PMR-Division EMEA), Bosch Telecom GmbH, Robert Bosch GmbH (power tools); More than 5 years as strategy consultant at Implementa GmbH (EY group); Education: M.A. HSG (business administration), M.A Leadership in Digital Communication; business coach; Languages: German, English	Competition Customer Needs Implementation and Planning Market Market Strategy Operations Product Teambuilding Unique Selling Proposition	Focus: Electronics Industrial Software Solutions Measurement Technology Mechatronics Production and Mechanical Engineering Telecommunications
<a href="#"><u>Christoph Antz</u></a>		Dr. Christoph Antz holds a Ph.D. in physics from the University of Heidelberg and is current founder and CEO of Antz Consulting (Life Science Consulting & Management; <a href="http://www.antz-consulting.com">www.antz-consulting.com</a> ). Dr. Antz is an experienced venture capitalist, entrepreneur and company manager in the fields of life sciences with special focus on drug, diagnostics and instrumentation development. His broad expertise reaches from basic research over management/administration and financing of start-up companies up to exit events like M&A or trade sale. Amongst others, he currently serves as founding Coach in different international Academic and Research institutions, helping to manage, finance and set up spin-out opportunities.	Competition Customer Needs Financial Planning and Fundraising Implementation and Planning Market Market Strategy Operations Pitching and Presentation Support Product Risk management Teambuilding Unique Selling Proposition	Focus: Analytics Environmental Technologies In-Vitro-Diagnostics Laboratory Automation Med-Tech Pharmaceuticals Red Biotechnology Data Analysis Clean-Tech

<a href="#"><u>Frank Kraheberger</u></a>	Life Science/ MedTech for Example Biotech, Medical Engineering, Life Science; Industrial Technologies for Example Electrical engineering/Electronics, Telecommunication, Mechanical Engineering, Mechatronics, Automotive, Clean Tech, Photonics, other	2000 - 2014 Investment Manager Venture Capital, hands on management of technology driven high-tech startups (Clean-Tech, Automotive, Med Tech), various board seats. Since 2014 Consultant and Coach in the field of founding companies, business modelling, financing.	Competition Customer Needs Financial Planning and Fundraising Market Market Strategy Pitching and Presentation Support Product Risk management Unique Selling Proposition	Focus: Automotive Clean-Tech Industrial Software Solutions Bio Energy
<a href="#"><u>Georg Hänsel</u></a>		Startup Coach, consultant, business coach, ex. CEO with international high tech companies. Business driven thinking.	Competition Customer Needs Financial Planning and Fundraising Market Market Strategy Operations Pitching and Presentation Support Risk management Teambuilding Unique Selling Proposition	Focus: Electronics Industrial Software Solutions Measurement Technology Mechatronics IT Security Infrastructure Software
<a href="#"><u>Günter Meier</u></a>		Günter Meier offers growth companies expertise in corporate development and process optimization, in particular marketing /sales. He proved his experience as a serial entrepreneur with multiple exits.	Competition Customer Needs Implementation and Planning Market Market Strategy Operations Unique Selling Proposition	Focus: Automation and Robotics Automotive Clean-Tech Electronics Industrial Software Solutions Lighting and Audio

				Measurement Technology Mechatronics Micro Systems Technologies Production and Mechanical Engineering Semiconductor Cloud & Web-Services Data Analysis Infrastructure Software Telecommunications Med-Tech
<u>Prof. Guido Baltes</u>		<p>Director Institute for Strategic Innovation &amp; Technology  Management inno-ist.org  Constance University of Applied Science &amp; CeTIM Munich</p> <ul style="list-style-type: none"> <li>• Head Research Group “Management Architecture” CeTIM Research Centre</li> <li>• Faculty member NiTiM PhD school on Networks, IT &amp; Innovation Management</li> <li>• Teaching courses in strategic management, strategic innovation, high tech marketing &amp; entrepreneurial leadership at the undergraduate and graduate level</li> </ul> <p>Professional career  His professional background combines both corporate and entrepreneurial activities: Guido Baltes acts and has acted as founder and co-founder of several start-up companies, amongst others coliquio.de, Germany’s largest network for health care experts. Before joining the university, he was</p>	Competition Financial Planning and Fundraising Market Market Strategy Pitching and Presentation Support Unique Selling Proposition	Focus: Automation and Robotics Automotive Industrial Software Solutions Mechatronics Production and Mechanical Engineering Semiconductor Infrastructure Miscellaneous Services Software Telecommunications

		responsible for strategy and marketing in the management board of one of Germany's top three IT services companies. Combining both experiences, he has supported major industrial companies in building up entrepreneurial teams, leadership practices and management systems to create and successfully launch strategic innovation in new products and services. In addition, he frequently supports and incubates start-up initiatives of his students and other entrepreneurs to help building and growing innovative companies.		
<a href="#"><u>Hans-Martin Ehm</u></a>	Life Science/ MedTech for Example Biotech, Medical Engineering, Life Science; IT (SW/HW/Internet) and creative industries; Industrial Technologies for Example Electrical engineering /Electronics, Telecommunication, Mechanical Engineering, Mechatronics, Automotive, Clean Tech, Photonics, other	Hans- Martin Ehm advises medium and large enterprises in the following priority areas: business development, change management, management with target agreements (Hoshin), educational management and strategic and innovative personnel policies. He coaches executives and their organizations. About four decades Mr. Ehm has been working for corporates: As purchasing manager of Andreae-Noris-Zahn, in various HR positions at Hewlett-Packard (as business HR and Human Resources Development Manager for Germany) and as a member of the Executive Board at Wandel & Goltermann and for the enterprise development section of Drees + Sommer Group.	Competition Customer Needs Implementation and Planning Market Market Strategy Operations Pitching and Presentation Support Product Teambuilding Unique Selling Proposition	
<a href="#"><u>Harald Fuchs</u></a>	IT (SW/HW/Internet) and creative industries	Start-ups and investors benefit from my 15 years of experience as a managing director of LBBW Venture Capital and the thus constructed network.  For 10 years, I have been a board member at bwcon, one of the biggest tech networks in Germany, and am responsible for coaching & Financing.  With many years of experience as a supervisor/ advisory board member I know what startups can achieve and what investors look for.	Competition Customer Needs Financial Planning and Fundraising Implementation and Planning Market Market Strategy Operations Pitching and	Focus: Automation and Robotics Automotive Clean-Tech Industrial Software Solutions Mechatronics Micro Systems Technologies Production and

		As a lecturer for entrepreneurship at the University of Stuttgart and the HS Esslingen I bring entrepreneurship into universities	Presentation Support Risk management	Mechanical Engineering Analytics Bio Energy Bio Informatics Environmental Technologies Industrial Biotechnologies Laboratory Automation Med-Tech Data Analysis IT Security Infrastructure Publishing Software Telecommunications
<a href="#">Joachim Dröscher</a>	Life Science/ MedTech for Example Biotech, Medical Engineering, Life Science IT (SW/HW/Internet) and creative industries Industrial Technologies for Example Electrical engineering/Electronics, Telecommunication, Mechanical Engineering, Mechatronics, Automotive, Clean Tech, Photonics, other	Evaluation business-concept (SWOT-Analysis), Strategic Consultancy, Organisational Development (erp), Design/Redesign administrative Workflows, Interim Management Finance and Administration, over 25 years as an independent business consultant with deep experience in strategic planning, organisational development and operational management; 20 years of experience in counselling and coaching biotech-, MedTech- and IT- start- ups in pre-founding, seed- and startup-phases, founding and developing companies.	Financial Planning and Fundraising Operations Pitching and Presentation Support Risk management Teambuilding	Focus: Automation and Robotics Automotive Lighting and Audio Measurement Technology Micro Systems Technologies Analytics Bio Informatics Med-Tech Gaming Miscellaneous Services



<a href="#"><u>Joaquin Soucheiron</u></a>	Life Science/ MedTech for Example Biotech, Medical Engineering, Life Science IT (SW/HW/Internet) and creative industries Industrial Technologies for Example Electrical engineering/Electronics, Telecommunication, Mechanical Engineering, Mechatronics, Automotive, Clean Tech, Photonics, other	Multilingual Lean thinker and entrepreneur: 2 Exits, one as founder and one as coach. Accredited coach for hi-tech startups (hardware and software). Expert in continuous improvement (Toyota Production Systems) applied to sales, startups and innovative companies.	Customer Needs Financial Planning and Fundraising Implementation and Planning Market Market Strategy Operations Pitching and Presentation Support Product Teambuilding Unique Selling Proposition	Focus: Automation and Robotics Automotive Clean-Tech Electronics Industrial Software Solutions Measurement Technology Mechatronics Micro Systems Technologies Production and Mechanical Engineering Semiconductor Cloud & Web-Services Data Analysis Infrastructure Software Med-Tech
<a href="#"><u>Jürgen Siegloch</u></a>	IT (SW/HW/Internet) and creative industries	<ul style="list-style-type: none"> <li>- Master of Business Administration</li> <li>- 12 Years at Bertelsmann, marketing and distribution</li> <li>- 20 Years at Burda Direct Group , CEO and founder</li> <li>- Shareholder of C &amp; S Marketing</li> <li>- Shareholder board member in various companies</li> <li>- Board of Economic Advisors of Economic Region Offenburg / Ortenau</li> </ul>	Competition Customer Needs Financial Planning and Fundraising Implementation and Planning Market Market Strategy Operations Pitching and Presentation Support Risk management	

			Teambuilding Unique Selling Proposition	
<a href="#"><u>Stefan Kieffer</u></a>	Life Science/ MedTech for Example Biotech, Medical Engineering, Life Science IT (SW/HW/Internet) and creative industries Industrial Technologies for Example Electrical engineering /Electronics, Telecommunication, Mechanical Engineering, Mechatronics, Automotive, Clean Tech, Photonics, other	From 1960 till 1985, I scaled a company from 10 employees to 180 employees. The company was in the in business of measurement and control technology / fine mechanics global market leader with subsidiaries in Switzerland, France and USA. From 1985 till 2000, I was responsible for the programme "Technology-oriented foundations of enterprises" of the German government. Futhermore, I was responsible for all university spin-offs with venture capital - assigned by the Ministry of Education and Research. Since 1995 I am assessor in the programme "Junge Innovatoren" as representative of all chambers of industry and commerce. Thus, I coached about 200 High-Tech Startups. Additionally, I conduct assessment of companies of all technology fields for ISO 9001/14001/13485 certifications. Taking this range into consideration I have experience in the innovative project management of all branches in the state of Baden-Württemberg.		
<a href="#"><u>Klaus Haasis</u></a>	IT (SW/HW/Internet) and creative industries Industrial Technologies for Example Electrical engineering /Electronic, Telecommunication, Mechanical Engineering, Mechatronics, Automotive, Clean Tech, Photonics, other	Klaus Haasis, born 1955, delivers a unique blend of decade-long leadership experience, person-centered consulting excellence and hypno-systemic coaching expertise, packaged within management know-how of technology sectors, the creative industry and politics. For many years now he has advised and accompanied seasoned executives, emerging talents, fledgling entrepreneurs, teams and organizations within a business, science, political and cultural environment.	Competition Customer Needs Market Market Strategy Pitching and Presentation Support Product Teambuilding Unique Selling Proposition	Focus: Cloud & Web-Services Gaming Miscellaneous Services Publishing Software Telecommunications Automation and Robotics Electronics Lighting and Audio

				Production and Mechanical Engineering
<a href="#">Klaus Pontius</a>	IT (SW/HW/Internet) and creative industries	<p>Entrepreneur, Electrical Engineer, Sales Professional</p> <ul style="list-style-type: none"> <li>• Added value by the combination of engineer level solution providing and entrepreneurial abilities</li> <li>• More than 25 years of experience in an industry context in areas of sales, marketing and support of capital goods</li> <li>• Wide range of skills in sales and support channels: direct sales and direct representation, distribution for manufacturers, selling through external channels / resellers</li> <li>• Successful business and team building for start-up companies as well as for established brands</li> <li>• Design and buildup of profitable businesses beyond language and cultural borders</li> <li>• Extensive skills in management and development of human resources</li> <li>• Serial-entrepreneurship in High-Tech markets, strongly affected by significant experiences and success in management and sales</li> <li>• Successes as managing partner and as employed managing director of the European subsidiary of a globally acting corporate group as well as in family businesses</li> </ul> <p>Focus on sales, marketing, organisation, corporate finance, mergers &amp; acquisitions in high-tech environments</p>	<p>Competition Customer Needs Financial Planning and Fundraising Implementation and Planning Market Market Strategy Operations Pitching and Presentation Support Product Risk management Teambuilding Unique Selling Proposition</p>	<p>Focus: Automation and Robotics Automotive Electronics Lighting and Audio Measurement Technology Mechatronics Micro Systems Technologies Production and Mechanical Engineering Semiconductor Data Analysis Infrastructure Miscellaneous Services Publishing Software Telecommunications Analytics Laboratory Automation Med-Tech</p>

<a href="#"><u>Klaus</u></a> <a href="#"><u>Württemberg</u></a>	Life Science/ MedTech for Example Biotech, Medical Engineering, Life Science Industrial Technologies for Example Electrical engineering/Electronics, Telecommunication, Mechanical Engineering, Mechatronics, Automotive, Clean Tech, Photonics, other	commercial and investment banker by professional education, previously CFO/COO and Investor of Berlin Heart, Berlin coach, consultant and investor specialising in start-up businesses and educated companies with a high emphasis into the life science industry	Competition Customer Needs Financial Planning and Fundraising Implementation and Planning Market Market Strategy Operations Pitching and Presentation Support Product Risk management Teambuilding Unique Selling Proposition	Focus: Analytics Bio Energy Bio Informatics Environmental Technologies In-Vitro-Diagnostics Industrial Biotechnologies Laboratory Automation Med-Tech Pharmaceuticals Red Biotechnology Automation and Robotics Automotive Clean-Tech Electronics Measurement Technology Mechatronics
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<a href="#"><u>Lothar Bopp</u></a>		Many years of professional experience as a manager and CFO at several companies (Bosch, Eon, Voith, Hansa). Since 4 years Member of "Business Angels Region Stuttgart" (BARS), experience as an Investor and Business Coach of start-up companies. Senior Advisor at a M&A company (Clairfield International).	Competition Customer Needs Financial Planning and Fundraising Implementation and Planning Market Market Strategy Operations Pitching and Presentation Support Product Risk management Teambuilding Unique Selling Proposition	Focus: Automation and Robotics Automotive Clean-Tech Electronics Lighting and Audio Measurement Technology Mechatronics Micro Systems Technologies Production and Mechanical Engineering
<a href="#"><u>Dr. Marianne Tümpen</u></a>	IT (SW/HW/Internet) and creative industries Industrial Technologies for Example Electrical engineering/ Electronics, Telecommunication, Mechanical Engineering, Mechatronics, Automotive, Clean Tech, Photonics, other	Marianne currently works as a consultant, coach and trainer for Start-ups and SMEs. Before this career step she has been 'Director M&A Subsidiary Management' of Daimler AG. As Head of a corporate venture capital unit she further gained business experience in dealing with innovative young companies mainly in the automotive and financial service environment. This included the recruiting, support and dissolution of portfolio companies on an international bases. Marianne has an educational background in economics and business administration.	Financial Planning and Fundraising Risk management	Focus: Automotive Clean-Tech
<a href="#"><u>Mattias Götz</u></a>	IT (SW/HW/Internet) and creative industries Industrial Technologies for Example Electrical engineering/Electronic, Telecommunication, Mechanical Engineering, Mechatronics,	Mattias is founder and managing director of WERT8 - a business development and financing advisor for Start-Ups, Small- and Midcaps. Prior to that he managed the IT- and Internet-Investments of one Germanys largest Banks and spent more than 14 years in the German VC scene. Mattias studied business economics in Stuttgart. <a href="http://www.wert8.de">www.wert8.de</a>	Competition Customer Needs Financial Planning and Fundraising Implementation and Planning Market Market Strategy	Focus: Automation and Robotics Automotive Electronics Industrial Software Solutions Measurement

	Automotive, Clean Tech, Photonics, other		Operations Pitching and Presentation Support Risk management Unique Selling Proposition	Technology Mechatronics Micro Systems Technologies Production and Mechanical Engineering Cloud & Web-Services Data Analysis IT Security Infrastructure Publishing Software Telecommunications
<a href="#"><u>Dr. Michael Lutz</u></a>	Life Science/ MedTech for Example Biotech, Medical Engineering, Life Science	Dr. Lutz has many years of experience of successfully establishing and leading innovative biotechnology companies. He has been Chief Executive Officer of LifeCodexx AG since 2010. Since 2005, he has successfully established six international biotech companies and remains active as a senior advisor for other biotech companies, such as Cytena in Freiburg (Germany), among others. Before that, Dr. Lutz spent many years at Novartis Pharma and Evotec in various management positions. He studied chemistry and biochemistry at the Universities of Konstanz (Germany) and Grenoble (France) and received his doctorate in bioorganic chemistry from the ETH Zurich (Switzerland).	Competition Customer Needs Financial Planning and Fundraising Implementation and Planning Market Market Strategy Operations Pitching and Presentation Support Product Risk management Teambuilding Unique Selling Proposition	Focus: Bio Informatics In-Vitro-Diagnostics Laboratory Automation Med-Tech Pharmaceuticals
<a href="#"><u>Michael Steinwand</u></a>		Chemist, PhD • 8 years of successful management of a self-founded consulting firm, Innovendia Consulting, focusing on business	Competition Customer Needs Financial Planning and Fundraising	Focus: Analytics Bio Energy Bio Informatics

		<p>development consultancy in the life sciences including medicine</p> <ul style="list-style-type: none"> <li>• 25 years of experience in international high-tech companies in the life Sciences industry (position: Product Management, Strategic Marketing , Advanced R &amp; D)</li> <li>• 8 years in Innovation and Technology Management and Director of Business Development in the biotech industry (American Group , 4500 employees)</li> <li>• MBA courses at Babson College, Wellesley MA , USA and ETH, Zurich (Innovation Management)</li> <li>• Accredited consultant at bwcon</li> <li>• Partner with international IP consultancies</li> </ul>	<p>Implementation and Planning Market Market Strategy Pitching and Presentation Support Product Unique Selling Proposition</p>	<p>Environmental Technologies In-Vitro-Diagnostics Industrial Biotechnologies Laboratory Automation Med-Tech Pharmaceuticals Red Biotechnology</p>
<a href="#"><u>Reinhard Hamburger</u></a>	<p>Life Science/ MedTech for Example Biotech, Medical Engineering, Life Science IT (SW/HW/Internet) and creative industries Industrial Technologies for Example Electrical engineering/Electronics, Telecommunication, Mechanical Engineering, Mechatronics, Automotive, Clean Tech, Photonics, other</p>	<p>Reinhard Hamburger was working for Hewlett-Packard and Agilent Technologies for 27 years, most of the time in global business responsibility. During the last years of his career in these global enterprises he was the head of Agilent Germany. 2007 he founded C-FOR-U and is offering business coaching for managing directors of small and medium enterprises in the areas of strategy and leadership. Besides that he is coaching regularly a number of high-tech start-ups in building their business and getting venture capital. He is on the supervisory- and advisory board of a number of companies and is engaged in several non-profit-organizations in Baden-Württemberg.</p> <p>For more information: <a href="http://www.c-for-u.de">http://www.c-for-u.de</a></p>	<p>Competition Customer Needs Financial Planning and Fundraising Implementation and Planning Market Market Strategy Operations Pitching and Presentation Support Product Risk management Teambuilding Unique Selling Proposition</p>	<p>Focus: Electronics Industrial Software Solutions Measurement Technology Micro Systems Technologies Semiconductor Analytics Bio Informatics In-Vitro-Diagnostics Laboratory Automation Med-Tech Cloud &amp; Web-Services IT Security</p>

				Infrastructure Miscellaneous Services Software Telecommunications
<a href="#"><u>Richard Winkler</u></a>	IT (SW/HW/Internet) and creative industries Industrial Technologies for Example Electrical engineering/ Electronics, Telecommunication, Mechanical Engineering, Mechatronics, Automotive, Clean Tech, Photonics, other	Dipl.-Ing FH, CEO and shareholder W&B MC, board member and advisor, accredited coach Hightech Gründerfonds,  IT systems, software and software development, IT applications and services, communications, business development, organisation, logistics, automotive, smart production	Customer Needs Financial Planning and Fundraising Implementation and Planning Market Market Strategy Operations Product Risk management Teambuilding Unique Selling Proposition	Focus: Cloud & Web-Services Data Analysis IT Security Infrastructure Miscellaneous Services Software Telecommunications Automation and Robotics Automotive Electronics Industrial Software Solutions Mechatronics Production and Mechanical Engineering
<a href="#"><u>Robert Koning</u></a>		Robert Koning is an award winning serial Entrepreneur, Business Angel and accredited Coach. He likes revolutionary and naughty approaches using the latest technologies and developments. One of his latest initiatives to support the Startup World is his 600m2 Development Center in Karlsruhe. The native Dutchman, living in the south of Germany has extensive international experience. After his Study “Diplom Betriebsökonom (Business Economics)”, focus „strategic Marketing“ in St. Gallen (CH), he occupied several senior	Competition Customer Needs Financial Planning and Fundraising Implementation and Planning Market Market Strategy Operations Pitching and	Focus: Automation and Robotics Automotive Clean-Tech Electronics Industrial Software Solutions Lighting and Audio Measurement



		<p>management positions in global enterprises and has built his own Startups.</p> <p>Robert successfully uses his own Startup Development Methods based on the renowned St'Gallener Management Model to grow and build-up Startups.</p> <p>Robert loves to support Entrepreneurs turn good ideas into clever and successful products or services.</p> <p>Robert speaks fluently Dutch, German and English</p>	<p>Presentation Support</p> <p>Product</p> <p>Risk management</p> <p>Teambuilding</p> <p>Unique Selling Proposition</p>	<p>Technology</p> <p>Mechatronics</p> <p>Production and Mechanical Engineering</p> <p>Cloud &amp; Web-Services</p> <p>Data Analysis</p> <p>Gaming</p> <p>IT Security</p> <p>Infrastructure</p> <p>Miscellaneous Services</p> <p>Publishing</p> <p>Software</p> <p>Telecommunications</p>
<a href="#">Rolf Beck</a>	<p>Industrial Technologies for Example Electrical engineering/Electronic, Telecommunication, Mechanical Engineering, Mechatronics, Automotive, Clean Tech, Photonics, other</p>	<p>Married, two adult kids. &gt; 30 years of management experience in many areas (except logistics and operations)</p> <p>Started a technology venture in industrial optical metrology at age of 26, grew it to ~ 50 people/10 Mio. € incl. buy-outs and buy-ins within 20 years; split it up and sold both parts to a large company (Zeiss) and a SME. Spent 6 years as general manager to integrate the company and successfully ramp it up to a new business segment (&gt;10 Mio. €) of Zeiss. Ran a corporate internal start-up as GM for 6 years.</p> <p>Experience in doing business in US, Japan, China and India (and EU of course) in selling, buying, cooperation. Introduced agile processes (SCRUM, Kanban, extreme p.) to software and mechatronic system development. Hold and participated tons of seminars, workshops and trainings. Among others 1 year Harvard Business School program about corporate culture development (leadership, brands, ...).</p> <p>Offer consulting and coaching since 2015 with focus on disruptive innovation assessment and corporate and venture management coaching.</p>	<p>Competition</p> <p>Customer Needs</p> <p>Market</p> <p>Market Strategy</p> <p>Product</p> <p>Risk management</p> <p>Teambuilding</p> <p>Unique Selling Proposition</p>	<p>Focus:</p> <p>Industrial Software Solutions</p> <p>Measurement Technology</p> <p>Mechatronics</p>

		<p>USP: Understanding and experience on both types of business: Small ventures and big traditional companies as one aspect and technic and business (market and finance) as the other pair.</p> <p>Like: Be courageous, don't complain about errors but learn from them as quick as possible</p> <p>Dislike: Explain what you can read in WIKI. Repeat errors.</p>		
<a href="#">Sandra Faillace</a>	<p>IT (SW/HW/Internet) and creative industries</p> <p>Industrial Technologies for Example</p> <p>Electrotechnic/Electronic, Telecommunication, Mechanical Engineering, Mechatronics, Automotive, Clean Tech, Photonics, other</p>	<p>Sandra Faillace is a former international executive (J.W. Thompson, Siemens, HP in Europe, Asia and US), an award-winning serial entrepreneur (MIT, Endeavor, Ministry of Technology Colombia), angel investor and is the Founder of VentureLeague, a global innovation &amp; investor network that facilitates connection, collaboration and growth amongst high-impact entrepreneurs, investors, corporations and eco-system builders and advises through her strategy &amp; innovation consulting company start-ups, VC funds, corporations and economic development agencies across the Americas &amp; Europe on creating an impactful innovation eco-system through policies, programs, accelerators and corporate entrepreneurship, providing business development, capacity building &amp; deal flow to some of the most progressive players such as Boston's MassChallenge, iNNpulsia Colombia, Start-up Chile, Inadem Mexico, eMerge Americas, 500 Start ups Silicon Valley/Mexico, Angel Investor Network Colombia, BMW Foundation, Avina Foundation Brazil, Avianca Airlines Latin America, Citibank, the Inter-American Development Bank and the Ministry of Technology in Colombia to name a few. Furthermore she has led VentureWeeks in Boston, Miami and Colombia as well as Investor delegations for Gov. Patrick (MA), the US State department &amp; the Aspen Institute to create strategic economic development partnerships with Latin America's emerging markets. As a conscious capitalist Ms. Faillace is part of the BMW's Foundation Responsible Leaders Network</p>	<p>Competition</p> <p>Customer Needs</p> <p>Financial Planning and Fundraising</p> <p>Implementation and Planning</p> <p>Market</p> <p>Market Strategy</p> <p>Operations</p> <p>Pitching and Presentation Support</p> <p>Product</p> <p>Risk management</p> <p>Teambuilding</p> <p>Unique Selling Proposition</p>	<p>Focus:</p> <p>Automotive</p> <p>Clean-Tech</p> <p>Cloud &amp; Web-Services</p> <p>Data Analysis</p> <p>Gaming</p> <p>Infrastructure</p> <p>Miscellaneous Services</p> <p>Publishing</p> <p>Software</p> <p>Telecommunications</p>

		and the League of Intrapreneurs, sits on the board of several start-ups, has coached over 1000 ventures and is a mentor at the Social Innovation Forum Boston, New Leaders Council Miami, NXP Labs Argentina, Colombia and Mexico, MassChallenge Boston, Wayra Colombia, Start-up Bootcamp Berlin and is a strategy thought partner at Ashoka's Globalizer. She is fluent in English, Spanish, Italian, German and French, has studied in Germany, Italy, London and California as well as post-graduate studies in Singapore and Boston (MIT/Harvard) and holds a BA in economics & marketing communication, an MBA, a Master in Art History & Literature, is trained in mindfulness, NLP and is a certified Executive Coach and truly passionate about leveraging innovation & entrepreneurship as a catalyst for progress, prosperity & profits following purpose. More recently she has been leading the European expansion of Impact Investment Fund WTT Ventures (backed by distinguished venture philanthropists) that is co-creating world transforming technologies in partnership with prestigious scientific institutions such as Fraunhofer Institute Germany to bring disruptive innovation to large scale market and solve some of the world's most pressing problems.		
<a href="#">Stephan Rapp</a>	Life Science/ MedTech for Example Biotech, Medical Engineering, Life Science	rather partner of the start-up team than coach; 20+ years experience in the life-science industry with 3 CEO positions, Investment Manager in a VC firm and entrepreneur (co-founder of a biotech company)	Competition Financial Planning and Fundraising Implementation and Planning Market Operations Pitching and Presentation Support Product Teambuilding	Focus: Med-Tech Pharmaceuticals Red Biotechnology

			Unique Selling Proposition	
<a href="#"><u>Thomas Keiser</u></a>	Life Science/ MedTech for Example Biotech, Medical Engineering, Life Science	Dr. Thomas Keiser is managing partner of Tellur GmbH, Stuttgart, which is active as a project developer for ICT technologies in innovative markets. One focus of the activities is the networking, both in the technical and organizational networks of users and information technology. Dr. Keiser is therefore active as a board member in other networks such as ITS Baden-Württemberg e.V.	Competition Customer Needs Financial Planning and Fundraising Implementation and Planning Market Market Strategy Pitching and Presentation Support Product Unique Selling Proposition	Focus: In-Vitro-Diagnostics Med-Tech Pharmaceuticals
<a href="#"><u>Thomas Stoeckel</u></a>	Industrial Technologies for Example Electrical engineering/Electronics, Telecommunication, Mechanical Engineering, Mechatronics, Automotive, Clean Tech, Photonics, other	Diplom-Kaufmann; Business consultant since 2011; before managing a car company and many years of experience in various management positions in major automotive companies; since 2014 Coach at bwcon	Competition Customer Needs Financial Planning and Fundraising Implementation and Planning Market Market Strategy Operations Pitching and Presentation Support Product Risk management Teambuilding Unique Selling Proposition	Focus: Automation and Robotics Automotive Industrial Software Solutions Production and Mechanical Engineering

<u>Ulrich Benz</u>	IT (SW/HW/Internet) and creative industries	<p>Experience in coaching start-ups and SME's since 12 years.</p> <ul style="list-style-type: none"> <li>· Account Manager and Sales Manager at Nixdorf Computer AG</li> <li>· Branch Manager and Sales Director at the Storage Technology AG</li> <li>· Business consultant and management partner Sales, marketing and Corporate Development for IT companies</li> <li>· Associated Partner of NewLeafPartners, Swiss Management Forum, Innovation Management, Hitec Consult, LBBW Venture</li> </ul>	<p>Customer Needs Market Market Strategy Pitching and Presentation Support Unique Selling Proposition</p>	
<u>Ute Hilmer</u>	<p>Life Science/ MedTech for Example Biotech, Medical Engineering, Life Science</p> <p>IT (SW/HW/Internet) and creative industries</p> <p>Industrial Technologies for Example Electrical engineering/Electronics, Telecommunication, Mechanical Engineering, Mechatronics, Automotive, Clean Tech, Photonics, other</p>	<p>I love to serve my technology and industry clients with my Stuttgart, Germany based consulting firm "Better Reality": I turn their customers into raving fans and give meaning to their work.</p> <p>How?</p> <p>Customers turn into raving fans when you understand, what real functional and emotional interests are hidden behind the purchase interest. Build your business model around these interests and needs, enhance this area continuously in product and services and communicate it very well, and your customers will turn into fans and even more, you will find true meaning in your work. A receipt to healthy, substantial growth!</p> <p>So what do I offer, how do I work?</p> <p>My bread and butter is: Business Modelling, Value Proposition, Marketing and Sales Strategy + Planning.</p> <p>With true passion I also work as a personal coach to build true leaders and I confess a special weakness to lead female leaders to absolute success!</p>	<p>Competition Customer Needs Implementation and Planning Market Market Strategy Pitching and Presentation Support Product Teambuilding Unique Selling Proposition</p>	<p>Focus:</p> <p>Automation and Robotics Electronics Industrial Software Solutions Lighting and Audio Measurement Technology Mechatronics Production and Mechanical Engineering Cloud &amp; Web-Services Data Analysis Gaming IT Security Miscellaneous Services Publishing Software Telecommunications</p>

				Med-Tech
<a href="#"><u>Wolfgang Vogt</u></a>	IT (SW/HW/Internet) and creative industries Industrial Technologies for Example Electrical engineering/Electronic, Telecommunication, Mechanical Engineering, Mechatronics, Automotive, Clean Tech, Photonics, other	Member of the Board at Senioren-der-Wirtschaft (Seniors in Economy). Lectureship in B2B Marketing at ESB Business School, Reutlingen and Lecturer for Service Management and Service Marketing at Duale Hochschule Stuttgart (Cooperative State University). Was Director Strategy & Marketing at IBM. Consults in Business Development, Strategy Development and Marketing incl. Social Media Marketing.	Competition Customer Needs Market Market Strategy Pitching and Presentation Support Product Teambuilding Unique Selling Proposition	Focus: Cloud & Web-Services Data Analysis Infrastructure Software
<a href="#"><u>Kamil Barbarski</u></a>	Industrial Technologies, Creative Industries, ICT, Green Tech	I'm an entrepreneur and startup community builder from Cologne/Germany. I believe that people should spend their time and money on things that matter. For me entrepreneurship the best ways to do that so I want to make it accessible for everybody. My doing is all about bringing great products to success as efficiently as possible. I'm the co-founder of MAK3it where we connect the strengths of startups and large organizations.	Customer Needs Market Market Strategy Pitching Lean Startup Design Thinking Teambuilding Unique Selling Proposition	Focus: ICT
<a href="#"><u>Alexander Berlin</u></a>	Industrial Technologies, Mobility, ICT, Eco-Innovation	Alexander Berlin is professional startup developer and investment adviser on the European level. At Media Deals, Alexander works with international business angels, scouts tech and media startups and structures synergetic portfolios for a more risk-hedged investment in the early stage segment. As CEO and Founder of Berlin Thinking Consulting, he provides acceleration service for tech startups in all IoT and ICT sectors that want to grow internationally.	Customer Needs, Access to Finance, Venture Capital, Business Strategies	Focus: Mobility, Software

<a href="#"><u>Dominique Stroh</u></a>	Creative industries, ICT, Mobility, HR	Dominique has worked for more than 10 years as an HR and agile consultant. She has accumulated many years of experience in sales, marketing and HR at various companies. In this context she has also worked also 6 years as head of team. Now she supports start-ups and firms as a trainer, coach und speaker on entrepreneurial and agile methods.	Customer needs, Agile Methods, Business Design, Lean Startup, Blue Ocean, New Markets	Focus: Design, ICT, Mobility and others
<a href="#"><u>Miriam Sold</u></a>	Creative industries, ICT, Mobility, Smart Production	With diplomas in the fields of Marketing, Creative Industries and Innovation Management Miriam has extensive experience in diverse business disciplines. The combination of knowledge and practice in various industries is accompanied by a good understanding of economic processes, entrepreneurial thinking and profound knowledge in the use of various creative art methods.	Business Design, Lean Startup, Blue Ocean, New Markets, Business Modelling	Focus: Design, ICT, Mobility and others
<a href="#"><u>Alexandra Rudl</u></a>	Health, ICT, Smart Production, Eco-Innovation	Alexandra is Head of Innovation Programs at bwcon. Her focus is on fostering technology entrepreneurship and supporting researchers in transferring their research outcomes to the market. She is a certified Effectuation Coach and supports founders and startups in advancing ideas towards sellable products and services. Furthermore, Alexandra is co-founder of the startup dimago and holds entrepreneurship seminars for company and university clients.	Effectuation, Lean Startup, Agile Methods, Blue Ocean, Business Modelling	Focus: Health
<a href="#"><u>Jenny Bartsch</u></a>	ICT, Smart Production, Green-Tech	I am a German attorney specialized in company, IT and Data Protection Law. I mainly support young companies and start-ups with a technological focus with the development and implementation of digital business models like internet platforms, online shops or mobile apps. In addition to my profession, I work as a speaker in the field of Internet, Social Media and Data Protection Law for various organizers.	Legal advice, legal forms, patents, data protection, IPR	Focus: ICT

<a href="#"><u>Marc König</u></a>	ICT, Smart Production, Mobility, Health, Hardware	<b>Marc König</b> is the Head of Coaching and Finance at Bwcon. The team Coaching and Finance is in charge of the incubation and acceleration processes. The activities of the team cover the CyberOne High-tech Award, the EXI High-tech Vouchers Project, as well as the ACE-project. Furthermore, the team organizes special interest groups in the field of Business Coaching, Excubation, and Globalization in the Bwcon Network. The team supports entrepreneurs along the innovation process from their first business idea to the foundation of their own company. Marc is also part of the Advisory Board of various online-startups, and serves in the Assessment Committee of KIC InnoEnergy Germany. Previously, he served as an internal Consultant for early-stage technology venture at Bwcon and was in charge of several projects in the field of high-growth entrepreneurship.	Business Modelling, Financing, Marketing, Internationalisation	Focus: ICT, Smart Production
<a href="#"><u>Gesa Gudd</u></a>	ICT, Smart Production, Mobility, Health, Hardware	Since 2014 Gesa is working at Bwcon in the team Coaching and Finance. At the beginning she managed the ACE project for Bwcon, in which start-ups were supported in internationalization by experienced coaches and mentors. Today Gesa is responsible for supporting start-ups with access to finance. This includes investment forums, individual meetings with investors and the implementation of the CyberOne High-tech Award which is a business plan award for companies in the growth phase.	Business Modelling, Financing, Marketing, Internationalisation	Focus: Mobility, ICT
<a href="#"><u>Simona Pede</u></a>	Creative Industries, ICT, Eco-Innovation	<b>Simona Pede</b> is <b>Innovation Programme Manager</b> at bwcon GmbH, a German service company providing support to start-ups, SMEs and corporates along their innovation value chain. At bwcon she is responsible for designing innovation programmes for young talents and early stage start-up teams. In this role, she conceives and organizes hackathons, bootcamps, workshops and summer schools for young entrepreneurs and start-ups covering a wide range of topics from design thinking to business modelling and investor readiness. Simona is particularly focusing on the Lean Start-	Lean Startup, Customer Development, Prototyping, Business Modelling	Focus: Creative industries, ICT



		<p>up approach and she is strongly involved in a network of European Universities fostering entrepreneurship education. Furthermore, she organizes and promotes Hackathons for young developers in collaboration with companies and public administrations. Simona has 8 years of experience as manager of European projects in the field of digital media and entrepreneurship support and she is responsible of two projects under the Startup Europe Initiative of the European Commission.</p>		
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