TECHCRUNCH ITALY

ROMA, MAXXI - Museo nazionale delle arti del XXI secolo, 26 - 27 settembre 2013

www.techcrunch-italy.com

TIME			26th Sept	
From	**To**	**SESSION**	**SPEAKERS**	**TOPIC**
09.00	10.00		**Registration & Breakfast**	
			Welcome from TechCrunch Italy host Marco Montemagno	
10.00	10.10	Opening remarks	Mike Butcher - Editor at Large, TechCrunch, Luca Ascani, Co Founder & President, Populis	
10.10	10.15	Welcome from the MAXXI	Giovanna Melandri, President, MAXXI Museum	
10.15	10.40	Opening Keynote	Matthew Prince, Founder & CEO, Cloudflare	From zero to a billion: the Cloudflare story
10.40	10.45	Instant Pitch	Startup Pitch on Stage	
10.45	11.05	Keynote	Renaud Visage, CTO & Co Founder, Eventbrite	
11.05	11.10	Instant Lesson	Guest TBC	
11.10	11.30	Keynote	Amelia Showalter, Former director of digital analytics, Obama Re-election campaign	Learning from Obama: Redesigning analytics
11.30	11.50	(Re) Designing Italy Panel	1) Francesco Caio, Head of the Italian Government's Digital Agenda plus guests	The State Of The Italian Startup Scene
11.50	11.55	Instant Pitch	Startup Pitch on Stage	
11.55	12.15	Keynote	Gregoire Lassalle, President, Allo Cine	Personal Story: From Clown to President
12.15	12.20	Instant Lesson	Guest TBC	
12.20	12.40	Keynote		
12.50	13.00	Closing morning remarks	Mike Butcher - Editor at Large, TechCrunch, Luca Ascani, Co Founder & President, Populis	
13.00	14.00		**LUNCH**	

14.00	14.20	Keynote	Yossi Vardi, Entrepreneur & Investor	
14.20	14.25	Instant Lesson	Guest TBC	
14.30	14.50	Fireside Chat	Micheal Widenius, Founder, MySql with Marco Montemagno, Entrepreneur & Broadcaster	Open Source: the future of coding
14.50	14.55	Instant Pitch	Startup Pitch on Stage	
14.55	15.15	Keynote	Renato Soru, Co Founder, Tiscali	The Tiscali story: pioneering a sector in Italy
15.15	15.35	Keynote	Ryan Rzepecki, Founder, SoBi	The social bicycle phenomenon straight from San Francisco
15.35	15.40	Instant Lesson	Guest TBC	
15.40	16.00	Panel Debate	Artists from the MAXXI	Redesigning art with digital
16.00	16.20	Keynote		
16.20	16.40	Fireside Chat	Gioia Pistola & Francesca Romano, Co Founders, Atooma with Mike Butcher, Editor, TechCrunch	Where are they now? Atooma post TC Italy 2012 win
16.40	17.50		**STARTUP COMPETITION DAY 1:** 4 startups pitch in front of a jury	
17.50	18.00		Final remarks	

TIME			**27th Sept**	
From	**To**	SESSION	SPEAKERS	**TOPIC**
09.00	10.00		**Registration & Breakfast**	
		Welcome Back	TechCrunch Italy Host Marco Montemagno	
10.00	10.05	Opening welcome	Mike Butcher, Editor at Large, TechCrunch & Luca Ascani, Co Founder, Populis	
10.05	10.30	Opening Keynote	John Underkoffler, Founder, Oblong Technologies, inventor of the Minority Report interface	The future of the interface
10.30	10.50	Keynote	Phil Bosua, Founder of LIFX	A Kickstarter Success
10.50	10.55	Instant Pitch	Startup Pitch on Stage	
10.55	11.20	Panel Debate	1) Nenad Marovac, DN Capital (US/London) 2) Roberto Bonanzinga, Balderton 3) Massimiliano Magrini, United Ventures	The Venture Capital View
11.20	11.25	Instant Lesson	Guest TBC	

11.25	11.50	Keynote	Martin Varsavsky, Founder, FON	
11.50	12.10	Fireside Chat	1) Stefano Parisi, Chili TV with Efe Cakarel founder of MUBI	Re designing Film on the web
12.10	12.15	Instant Pitch	Startup Pitch on Stage	
12.15	12.30	Keynote	Fabrice Grinda, Angel Investor, Co Founder of OLX	The future of technology
12.30	12.35	Instant Lesson	Guest TBC	
12.35	12.45		Final Remarks	
13.00	14.00		**LUNCH**	
14.00	14.20	Fireside Chat	Lucas Carné, Co Founder & CEO, Privalia with Jose Marin, investor	Growing internationally
14.20	14.40	Product Announcement	Josef Dunne, founder, Bableverse	Lost in translation
14.40	14.45	Instant Lesson	Guest TBC	
14.45	15.15	Panel	1) Giorgio Brenna, CEO, Leo Burnett Italy, 2) Andreas Wiele, President, Bild 3) Michael Slaby, Obama Campagne / ex EVP Edelman - Moderated by Monica Maggioni, Director of RAI Digital	The Media landscape in 2014
15.15	15.20	Instant Pitch	Startup Pitch on Stage (3 MIN)	
15.20	15.40	Keynote	Jeff Hagins, Founder, SmartThings	The Internet of Things
15.40	16.00	Keynote	Gil Blander, Founder, Inside Tracker	Re designing healthcare
16.00	16.05	Instant Lesson	Guest TBC	
16.05	16.30	Keynote		
16.30	17.40	**STARTUP COMPETITION DAY 2**		
17.40	18.00	**CLOSING KEYNOTE/Remarks - Luca Ascani & Mike Butcher + STARTUP COMPETITION WINNERS ANNOUNCED**		
		TechCrunch Italy After Party		