

# Conference Agenda

26 Feb 2020

Day ONE

The needs and experiences of Startups

9:00 to 9:30	Registration and reception
9:30 to 10:40	<b>Opening of the conference and presentation of PwC departments on how they can help startups</b>
10:40 to 11:00	Coffee break
11:00 to 11:15	<b>Startup Macedonia – New Startup Platform</b>
11:15 to 12:30	<b>Panel discussion: #StraightToThePoint Guidance – Local startups with funding experience give practical, useful and straight to the point info on the following:</b> <ul style="list-style-type: none"><li>• Short introduction – who you are and what you do</li><li>• How did you start your road to financing? (attending startup events; finding programs through social media; applications to open call funding campaigns, etc.)</li><li>• Main steps in funding process? (Application, pitching, negotiations, contract; How effort consuming was the process?)</li><li>• Which investor supported you and how much funding did you raise? (Multiple investors in different development stages? Single investor with multiple funding rounds?)</li><li>• What did you gain and what did you give up?</li><li>• Next steps in your funding journey? (what do you need now?)</li></ul> <p><i>Panel participants: Notarised; Pixely; Paket.mk; Cognism; H4; Elevate Global</i></p>
12:30 to 13:15	Lunch
13:15 to 14:30	<b>Panel discussion: #StraightToThePoint Investor Guidance – Investors active in North Macedonia give practical, useful and straight to the point info on the following:</b> <ul style="list-style-type: none"><li>• Breaking down of funding opportunities<ul style="list-style-type: none"><li>○ For which startup stage is your funding intended? (preceed, ceed, series a,b etc. – If you have funding for multiple stages please state them all)</li><li>○ Do you have a limiting or a preferred factor for the type of startup you support (consumer oriented, business oriented, tech/agricultural or other area, etc.)</li></ul></li><li>• Breaking down the funding process<ul style="list-style-type: none"><li>○ How to get to you? (is there an open call for your programs or do you scout the startups and approach them directly)</li><li>○ Main steps in funding process? (Application, pitching, negotiations, contract)</li></ul></li><li>• Three most common mistakes/problems you have identified during application/selection?<p><i>Panel participants: UKIM Accelerator; SEEU Tech Park; SC Ventures; EBRD; FITR; CEED Macedonia Business Angels Club; SEAVUS, SEAF</i></p></li></ul>
14:30 to 15:00	Coffee break
15:00 to 16:15	<b>Pitching analysis – Suggestion:</b> 5-10 Start Ups will deliver their pitches before the conference and during this panel their pitches will be evaluated publicly by the investors that will attend the first panel discussion, giving real time feedback to the applications with guidance on improvement
16:15 to 16:30	Closing remarks

Pitch. Match. Grow.

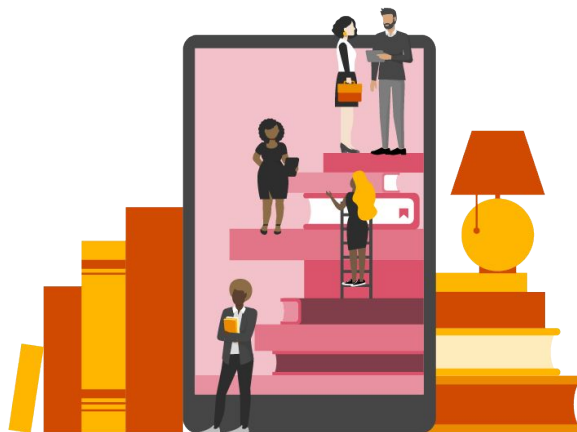
# Conference Agenda

27 Feb 2020

Day TWO

Funderbeam

9:00 to 9:30	Opening of second day of conference and introduction of activities for the day
9:30 to 10:30	<b>Presentation of available Startup Programs (PwC UK)</b>
10:30 to 11:30	<b>Panel discussion &amp; presentation of Funderbeam financing opportunities</b>
11:30 to 12:00	Coffee Break
12:00 to 12:45	Keynote speaker – Investors Insights from lead investor on Funderbeam Ivana Šoljan, Lead investor of Include and the CEO of Croatia's ecosystem building organization HUB385
12:45 to 13:30	<b>Funderbeam Success Story</b>
13:30 to 14:15	Lunch
14:15 to 15:15	How to create Funderbeam application
15:15 to 16:15	Business coffee with Patrick Bosteels - Key challenges to going abroad
16:15	Closing of day 2, Q&A



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