

KEIRETSU



F O R U M

KEIRETSU FORUM'S EUROPEAN ANGEL CAPITAL EXPO BARCELONA, SPAIN

November 11th - 12th, 2013



"Great association with quality deal flow"

ABOUT

Angel Capital Expo is a premier gathering of the angel capital community. This brings together investors and entrepreneurs looking for funding. Angel Capital Expo is organized by Keiretsu Forum European and south Mediterranean chapters, the world's largest angel investment network, and was created to foster collaboration among angel groups, as well as reach out to the larger investment community.

REGISTER

Admission for the event is: EUR 15/General. More information is available and attendees can register online at: www.2013angelcapitalexpoeventbrite.es

PRESENTERS

The Expo will feature high-quality, diverse investment opportunities in technology, healthcare/life sciences and consumer products. Companies that apply to Keiretsu Forum have already secured initial funding from founders, friends, family, and individual angels. Please contact Jose Maria Pina, Vicepresident of Entrepreneurship barcelona@keiretsuforum.com for more information about applying.



Co-organizer



Sponsors



Contributors



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CALENDAR

"Great association with quality deal flow"



Monday
November

Barcelona Activa - Ajuntament de Barcelona

Carrer Llacuna, 162 - 08018 Barcelona

15:30 h. - 18:30 h.

15:30 h. Registration.

15:45 h. **Inauguration.** **Susana Tintoré**, Executive Director Services in Barcelona Activa- Ajuntament de Barcelona.

Miquel Costa, Spain chapter President.

Welcome, Introductory remarks and Overview of the day.

16:00 h. **Conference.** **Randy Williams**, Founder & CEO Keiretsu Forum. "KEIRETSU FORUM The future of Angel capital investments in the world"

16:20 h. **Investment forum.** Update most important companies in the period 2011-13 have been funded and have gone through Keiretsu Forum (both in Spain and in other chapters).

(3 min. core presentation + 2 min. moderate Q&A)

17:20 h. **Conference.** **Elena Gomez del Pozuelo**. "Womentalia, success case"

17:40 h. **Panel.** "StartUp Financing alternatives".



Moderator:
Jose Maria Pina

- Elena Gomez del Pozuelo
- Miguel Angel Trujillo
- Cormac Leggett, ENISA
- Teresa Torres, ICF
- Paulo Andrez, EBAN President

18.35 h. End of the day.

HALL 3

16:30 h. Networking & Matching Activity.

K4M & "Getting Contacts" organize the prime networking event with ready contact agenda. Our methodology is unique. We generate a personalized to each one of the attendants, based on their needs.

This allows the participant to perform an amount of 5 to 10 highly effective interviews any single event. Getting contacts!

20:30 h. Dinner with authorities and members.



Tuesday
November

DHUB

Plaça de les Glòries Catalanes, 37 - 08018 Barcelona

09:45 h. - 13:30 h.

09:45 h. Registration.

10:00 h. **Inauguration.** **Miquel Costa**. Welcome, Introductory remarks and Overview of the day.

Jaume Baró. Company Chief Operating Officer in Barcelona Activa- Ajuntament de Barcelona.





CALENDAR

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HALL 1

10:10 h. Conference. Marketing. **Jorge González.**
 "Attract retail and sell online".

10:35 h. Conference. Strategy. **Camaloon.**
 "From Scratch To 20K Products A Day"

11:00 h. Panel. "Key factors in a successful exit process".



Moderator:
 Fernando A. Moroy

- Inveready - Ignacio Fonts
- Randy Williams
- ONO
- DAD – Rodolfo Carpintier
- K4M Intl. member

11:45 h. Conference. Strategy. **Sergi Sans.**
 "The five keys of mobile marketing"

12:05 h. Conference. Strategy. **Francesc Gómez.**
 "Sources of Online Trends".

12:25 h. Conference. Forum IMPULSA - FPdGi

12:45 h. Panel. "Investment trends". KEIRETSU FORUM chapters presidents.



Moderator:
 Judith Iglehart

- Howard Lubert, EEUU
- Asli Gozoren, Turkey
- Jenny-Shi, China
- Randy Williams, EEUU
- Danny Arazi, Israel
- Shelley Bays, France and England
- Miquel Costa, Spain

HALL 2

10:10 h. Conference. Marketing. **Jordi Romero.**
 "Metrics for Pirates!".

10:35 h. Conference. Founding & legal. **Aitor Arteaga.**
 Managing a succesfull company.
 "The responsibilities of government bodies & managers".

11:00 h. Panel. The young business men: 3 different success cases".



Moderator:
 José Pedro Tarango

- Jordi Priu
- Sergio Galiano
- Eloi Palà

11:40 h. Conference. Marketing. **Marcos Herrera.**
 "Techniques for online marketing success".

12:00 h. Conference. Strategy. **Francesc Granja.**
 "The cost of silence in the organizations".

12:30 h. Conference. **Silvia Fernandez-Campa de Luis.**
 "The Biodiversity Foundation, promoting investment and creating green businesses"

13:00 h. Conference. Strategy. **Manuel Matés.**
 "Investing in digital business: Business models, decision criterias and Barcelona's digital ecosystem".

13:30 h. - 15:00 h. Lunch

HALL 1

15:00 h. - 18:30 h. Investment forum.

15:00 h. Inaguration.

15:15 h. Block I. Four companies presenting their investment proposals.
 (10 min Presentation + 3 min. moderate Q&A)

16:45 h. Cofee break.

17:05 h. Block II. Four companies presenting their investment proposals.
 (10 min Presentation + 3 min. moderate Q&A)

18:00 h. Networking.
 Closing by Randy Williams and Miquel Costa.