

## Agenda

Conference Stage (Room Kohlenstoff)

Interactive Stage (Raum Gold)

02. July 2024

08:30	<b>Entry</b>	09:30	
09:30	<b>Opening Michael Mronz</b> , <i>CEO Aachener Reitturnier GmbH</i> <b>Prof. Dr. Malte Brettel</b> , <i>Head of WIN Group RWTH Aachen University</i> <b>Stefanie Peters</b> , <i>President Aachen-Laurensberger Rennverein (ALRV)</i>		
09:40	<b>Keynote: Did we Miss the Future?</b> <b>Dr. Cornelius Boersch</b> , <i>Founder &amp; CEO Mountain Partners</i>	09:40	
10:05	<b>Impuls</b> <b>Dr. Christian Becker</b> , <i>Board Member STAWAG</i>	10:00	
10:10	<b>Panel: Greening the Grid. Digital Innovations Fueling Energy and E-Mobility</b> <b>Dr. Christian Becker</b> , <i>Board Member STAWAG</i> <b>Prof. Dr. Dirk Uwe Sauer</b> , <i>Chair of CARL RWTH Aachen</i> <b>David Oudsandji</b> , <i>CEO Voltfang</i> <b>Franz Tepe</b> , <i>Managing Director eurorad Deutschland GmbH</i>	10:10	
10:40	<b>Keynote: Innovation and Transformation</b> <b>Prof. Dr.-Ing. Günther Schuh</b> , <i>WZL of RWTH Aachen University</i>	10:40	
11:00	<b>Coffee Break</b>	11:00	<b>Coffee Break</b>
11:10	<b>Panel: AI in the Sports Business: Innovation Driver or Job Killer?</b> <b>Dr. Michael Kind</b> , <i>Director &amp; Department Head Data Science and Data Management Kienbaum</i>	11:10	<b>Panel: Middle Class Meets Startup</b> <b>Iris Wilhelmi</b> , <i>Managing Director digitalHUB Aachen</i> <b>Phillip König</b> , <i>Head of Business Process</i>

## Agenda

### Conference Stage (Room Kohlenstoff)

**Nicolas Frevel**, *Director of the Management Board of Hertha BSC (Future Director of IT & Digital)*

**Nico Hruby**, *Chief Digital Officer SV Werder Bremen*

**Ruben Busch**, *CEO bracketlab*

### Interactive Stage (Raum Gold)

*Optimization & Data, Zentis GmbH*

**Sebastian Maiworm**, *CEO ambersearch.ai*

- |   |  |
|---|--|
| <p>11:40 <b>Panel: Mind the Future – Visionary or Administrator? Leadership in Sport in 2030</b><br/><b>Felicia Mutterer</b>, <i>Investor at Viktoria Berlin; Co-Founder and Managing Director Achtung! Broadcast</i><br/><b>Jonas Boldt</b>, <i>Former CEO of HSV Fußball AG, shareholder of POWWOW Sports</i><br/><b>Franz Koch</b>, <i>Former CEO Puma, Managing Director FK Ventures,</i></p> | <p>11:40 <b>Panel: Founders Success from Aachen</b><br/><b>Prof. Dr. Malte Brettel</b>, <i>Head of WIN Group, RWTH Aachen University</i><br/><b>Andreas Schumacher</b>, <i>CEO Vivalyx</i><br/><b>Carolin Krieweth</b>, <i>CFO Regascold</i><br/><b>Christina Mertsch</b>, <i>Head of Entrepreneurship RWTH Innovation</i></p> |
| <p>12:10 <b>Keynote: Shaping the Future: Strategies of Science to Combat the Shortage of Skilled Workers</b><br/><b>Ina Brandes</b>, <i>Minister of Culture &amp; Science of North Rhine-Westphalia</i></p>   | <p>12:10</p>   |
| <p>12:30 <b>Lunch Break</b></p>   | <p>12:30 <b>Lunch Break</b></p>  |
| <p>13:15 <b>Warm Up</b> Dan Ram</p>   |  |
| <p>13:20 <b>Panel: Digital Platforms as an Opportunity for Sport</b><br/><b>Ivo Ferriani</b>, <i>IOC Executive Board Member &amp; President IBSF, AIOWF</i><br/><b>Christian Seifert</b>, <i>Founder &amp; Partner DYN Media</i><br/><b>Petra Sörling</b>, <i>IOC Member &amp; President ITTF</i></p>   | <p>13:20 <b>Ideas panel: NextGen Aachen: How does Aachen become a Magnet for Talent?</b><br/><b>Dr. Alexander Plitsch</b>, <i>Bluebird GmbH</i><br/><b>Julius Freytag</b>, <i>Collective Incubator e.V.</i><br/><b>Iris Wilhelmi</b>, <i>digitalHUB Aachen</i></p>   |
| <p>13:50 <b>Q&amp;A: Super League: Salvation or Downfall of European Football?</b><br/><b>Bernd Reichart</b>, <i>CEO A22 Sports Management</i></p>  | <p>13:55 <b>2-Day Startup Fueling Futures: Unleashing the Power of Entrepreneurship for a Vibrant Community Kick-Off and Meet your Team</b></p>  |

## Agenda

### Conference Stage (Room Kohlenstoff)

**Dr. Christian Keller**, Managing Director 1.FC  
Köln

14:20 **Impulse + Q&A:** Leadership and Change:  
How Bayer AG Manages the Transformation  
Process

**Bill Anderson**, CEO Bayer AG

14:40 **Panel:** *German Sports in an International  
Context: A Two-Way Perspective*

**Thomas Weikert**, President DOSB

**Britta Heidemann**, Member IOC and IOC  
Athletes' Commission

**Jochen Färber**, Chief of the Lausanne  
Office of the Olympic Channel IOC

15:05 **Coffee Break**

15:20 **Keynote:** *Digitalization in Retail: Seizing  
Opportunities, Overcoming Challenges*

**Lionel Souque**, CEO REWE Group

15:40 **Keynote:** *From the German Eight Heats to  
the Economy: What you can learn from  
Rowing*

**Dr. Sebastian Schulte**, CEO DEUTZ AG

15:55 **Impulse/Q&A:** *Football Business thought  
differently: Strategies and Innovations from  
the Perspective of a Career Changer*

### Interactive Stage (Raum Gold)

15:05 **Coffee break**

15:15 **Panel:** *Going beyond Germany - How to  
Become part of an International Network*

**Natalia Ahmadian**, RWTH Aachen &  
earlybird VC

**Laura Rollinger**, RWTH Aachen

*powered by StageTwo, the largest pan-  
European competition for the best startups  
spinning out of leading universities.*

15:45

15:55 **Student-Startup-Matching**

## Agenda

### Conference Stage (Room Kohlenstoff)

**Fernando Carro**, *Chairman of the Board of Management Bayer 04 Leverkusen*

16:15 **Panel: Transformation and Innovation:**  
*Impulses from Business and Sport*

**Lionel Souque**, *CEO REWE Group*

**Dr. Sebastian Schulte**, *CEO DEUTZ AG*

**Alexander Wehrle**, *Chairman of the Board of VfB Stuttgart*

**Fernando Carro**, *Chairman of the Board of Management Bayer 04 Leverkusen*

16:45 **Closing Remarks** –  
**Prof. Dr. Malte Brettel**

### Interactive Stage (Raum Gold)

16:15

16:45

## Agenda

Conference Stage (Room Kohlenstoff)

Interactive Stage (Raum Gold)

03 July 2024

08:30 **Entry**

09:30 **Opening**

**Sibylle Keupen**, Mayor of the City of  
Aachen

**Michael Mronz**, CEO Aachener  
Reitturnier GmbH

**Malte Brettel**, Head of WIN Group  
RWTH Aachen University

09:15

09:40 **Q&A**

**Oliver Bierhoff**, Entrepreneur Global  
Sports Business

09:20

09:55 **DEUTZ greenfield Awards ceremony**

**Katharina Krüger**, Head of Strategy &  
Transformation, DEUTZ AG

**Prof. Dr. Denise Fischer Kreer**, Head  
Chair of Entrepreneurial Behavior  
University of Bonn

**Dr. Markus Schwaderlapp** Senior Vice  
President Research & Development  
DEUTZ AG

**Adarsha Kanchana**, Head of Green  
Technology DEUTZ AG, CEO Futavis  
GmbH

09:35

10:30 **Panel: CHIO Aachen Scientist Circle**

**Birgit Rosenberg**, Chairman of the  
Aachen-Laurensberger Rennverein

**Soenke Lauterbach**, Secretary General of  
the German Equestrian Federation

**Prof. Dirk Winter**, Professor of Horse  
Management at the Nürtingen-Geislingen  
University of Applied Sciences

10:30 **Fireside Chat: State of Pre-Seed Financing  
in Germany**

**Sven Greulich**, Partner Orrick Germany  
**Sven Schmidt**, CEO Machineseecker

## Agenda

	Conference Stage (Room Kohlenstoff)		Interactive Stage (Raum Gold)
	<b>Dr. Arne Rasmus Dräger</b> , <i>Founder &amp; CEO ACARIS GmbH</i>		
11:00	<b>Coffee-Break</b>	11:00	<b>Coffee Break</b>
11:10	<b>Fireside Chat</b> <i>Conditional Investments</i>	11:10	
	<b>Tim Schumacher</b> , <i>General Partner WorldFund</i>		
	<b>Til Klein</b> , <i>Founding Partner identity.vc</i>		
	<b>Marius Rosenberg</b> , <i>CPO Europe Startz</i>		
11:30	<b>Panel: Green Horizons: The Future of Energy and Infrastructure</b>	11:35	<b>Keynote</b>
	<b>Katherina Reiche</b> , <i>CEO Westenergie AG</i>		<b>Raphael Allstadt</b> , <i>CEO &amp; Co-Founder tl; dv</i>
	<b>Dirk Stenkamp</b> , <i>CEO TÜV NORD</i>		
	<b>Stefanie Peters</b> , <i>Managing Partner Neuman &amp; Esser Group</i>		
12:00	<b>Pitchbattle</b> Teams 1-7	12:00	
12:45	<b>Lunch Break</b>	13:00	<b>Investors x Startup lunch: Casual lunch meet-ups for any who's interested</b>
13:30	<b>Warm Up</b> And Ram	13:25	
13:35	<b>International Sports Impact Award</b>	13:35	<b>FEMpreneurs Summit: Women shape the future of entrepreneurship</b>
			<b>Sarah Kreik</b> , <i>investor DN Capital</i>
			<b>Desel</b> , <i>CEO OSPHIM GmbH</i>
			<b>Jana Weinand</b> , <i>CEO Ivilion</i>
			<b>Viktoria Menard</b> , <i>CEO BeeBag</i>

## Agenda

### Conference Stage (Room Kohlenstoff)

### Interactive Stage (Raum Gold)

14:05 **Pitchbattle**  
Teams 8-14

14:50 **Keynote** *Digitalization in Business and Equestrian Sports*

**Sven Mulder**, *Managing Director SAP Germany*

15:20 **Keynote** *The Path to Climate Neutrality: How to Succeed in the Transformation*

**Dr. Markus Krebber**, *CEO RWE AG*

15:50 **Award Ceremony**  
Pitch-Battle  
RWTH Spin-Off Award

16:20 **Closing Remarks**  
**Michael Mronz**  
**Prof. Dr. Malte Brettel**

14:40 **Student-Startup-Matching**

15:00 **2-Day-Startup**  
*Final Pitch*