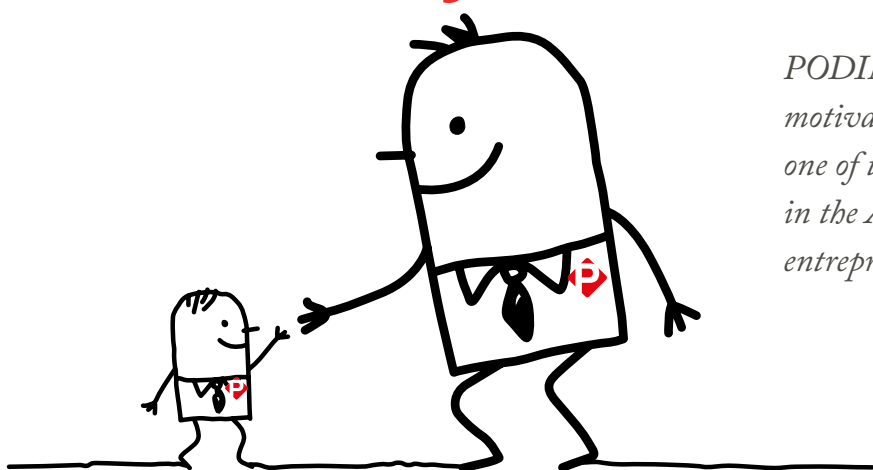




# PODIM KONFERENCA 2015

## Collaboration between start-ups and established companies:

A dream combination or a nearly impossible goal  
**Maribor, May 13th and 14th 2015**



*PODIM is an intense educational and motivational entrepreneurial experience, and one of the largest conferences on entrepreneurship in the Alpe-Adria region. An event that no true entrepreneur or intrapreneur should miss.*

General sponsor



# PODIM 2015

## Introductory remarks

### Diversity and active collaboration are crucial

Stable and developmentally efficient economies are based on constant improvements, on creative destruction, where new innovative products and services replace those that customers don't respond to anymore. What brings new blood into the economic system are not only start-up companies, but also a redesigned offer and new ventures in already established innovative companies. This is why collaboration, mutual exchange of experiences and joint conquest of customers are so important. Markets today have become too complex and turbulent for anyone to be able to succeed on them all on their own.

Much like start-ups are not shrunken big companies, big companies are not merely enlarged small companies. Sometimes, there is an impression that two completely different worlds exist when it comes to this. One of them small, adaptable and dynamic, but incredibly fragile, while the other one big, clumsy and bureaucratic, but full of propulsive power. But this is not entirely the case. There are more contact points between start-ups and established innovative companies than it might seem at the first glance. Even when companies are at the very top, their long-term success strongly depends on intrapreneurship, constant innovation, development of key staff and talents, and efficient management of relationships with all key stakeholders. All successful big companies also have to be start-up companies in a way, and all propulsive start-up companies endeavour to become as successful and high-impact as the leading company in their industry.

The topic of the already traditional 35th PODIM conference are precisely these common contact points between start-ups and established innovative companies. The contact points that can lead to efficient collaboration and consequently to even bigger joint success – of big and small companies, start-ups and established companies.

Join us in the discussion and socializing while uncovering the veils of high-impact innovative entrepreneurship.

### Small steps make big dreams come true, success comes from boldness

Each year, the Slovenian and regional entrepreneurial ecosystem is significantly more diverse, closely connected and globally competitive. We have devoted the past three years mostly to designing attractive national programmes for supporting entrepreneurship, connecting key stakeholders at the local, regional and national level, and obtaining public and private capital assigned exclusively to start-up companies. Now it is time for the last big and important step, namely for systematically attracting internationally established large and medium-sized companies into the picture of the entrepreneurial start-up ecosystem and into all possible forms of collaborating and connecting start-ups with innovative large and



**Prof Dr Miroslav Rebernik**

*Co-founder of Venture Factory  
and Head of the Department of  
Entrepreneurship at the Faculty  
of Business and Economics of the  
University of Maribor*

A handwritten signature in black ink.



**Iztok Lesjak, MSc**

*MSc, General Manager of  
Technology Park Ljubljana*

A handwritten signature in black ink.

medium-sized companies, not only in the form of subcontracting but also in more advanced forms, such as licencing, open innovation, incubation and acceleration programmes, and mutual exchange of knowledge.

This is also the last important cornerstone of the two business accelerators of the Initiative Start:up Slovenia – Start:up Geek House and Go:global Slovenia. The comprehensive supporting services of business accelerators currently include access to financial resources, public (up to 320,000 EUR of capital) as well as private ones (network of business angels and venture capital funds), content support in the form of educational programmes, mentorship, individual guidance and training, and joint promotion of programmes. The latter includes publicly selecting programme participants, monitoring and promoting them, thus ensuring an efficient control of how public funds are used.

Last but not least, it is also important to ensure a suitable infrastructure, as it is very important for community building and active collaboration between companies, and has to be filled with content and programmes.

Besides further implementation of national programmes and even more international integration, there is another important strategic goal that we have set for ourselves, namely active integration of established innovative companies into our programmes. Everyone will benefit from this, small and large companies, and at the end of the day, the country and the region as well.

## Join us on an incredible entrepreneurial adventure

We promise you that the upcoming, already 35th, PODIM conference in the year 2015 will be even bolder, even more internationally oriented and an even more intense two-day event for all entrepreneurial individuals from big as well as small companies. We will do our utmost to ensure that excellent esteemed entrepreneurs and experts from home and abroad will line up on stage. Besides diffusing important current knowledge, we will also provide opportunities for networking, fun, and practical work on real-life examples.

It is our pleasure and our responsibility to continue to play the incredibly important role of connecting all key stakeholders and designing a competitive entrepreneurial environment within the country and the region. Our final goal is to design an attractive environment not only for entrepreneurial talents and innovative individuals, but also for big and successful companies from all across the world. The success of each environment depends on people with the same vision, and we are glad that the PODIM conference is the event at which everyone who dearly cares for the future of Slovenia and the region meets once a year.

A big thank you to everyone working with us and welcome to the PODIM conference 2015!



**Matej Rus, MSc**

*MSc, Co-founder and General Manager of Venture Factory, and senior lecturer of entrepreneurship at the Faculty of Business and Economics of the University of Maribor*



*The PODIM conference is the event at which internationally esteemed guests present the latest knowledge for building new global technological ventures and developing intrapreneurship in established companies at a series of roundtables, lectures and workshops, from the practical as well as academic point of view.*

# PODIM 2015

## An excellent entrepreneurial conference in the Alpe-Adria region that you shouldn't miss

### What can you expect from the PODIM conference 2015?

First day will begin with **networking coffee**, where you will already have the opportunity to make your first new acquaintances. Each participant will have their own name badge with the colour indicating the segment of the ecosystem they are from – start-up, established company, investor, support environment etc. Thus networking will be easier and more interesting. Then up until lunch, there will be a **series of appearances, lectures and roundtables**, mostly with the intention of motivating and dispensing the latest business knowledge. A delicious **lunch with organised networking** will follow.

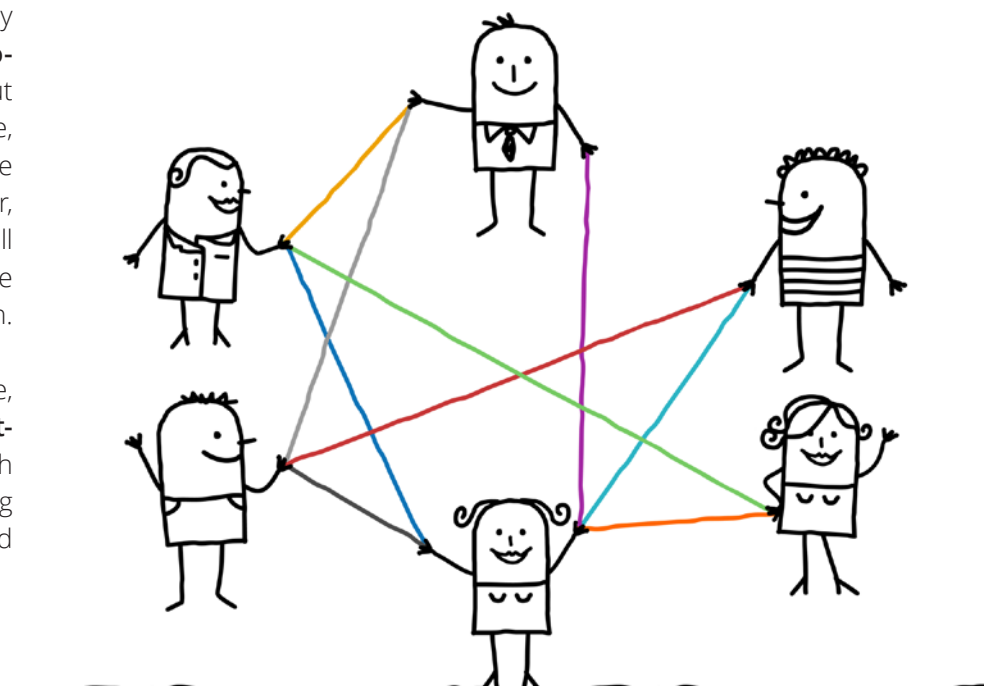
After lunch, a series of practical workshops will take place simultaneously, chosen by each individual participant depending on their personal preferences. The content will mostly focus on various models of collaboration between start-ups and established companies. The **PODIM Challenge** will be happening at the same time, offering perspective start-up companies from the Alpe-Adria region an opportunity to pitch to the investors of venture capital.

After the conclusion of the formal motivational and educational part of the first day, there will be a ceremony for awarding the flattering title **Start:up of the Year 2015** – a recognition given to the most promising Slovenian start-up company.

**We are also preparing an evening party that will last long into the night and will be an additional opportunity for intense networking.** In order for you to be able to sleep in and gather strength for new challenges, we will start the second day a bit later. After that, there will be a series of lectures, workshops and opportunities for networking up until lunch. The second day of the conference will be concluded with an outstanding keynote speaker.

It is guaranteed that you will not only have an **intense unforgettable two-day entrepreneurial experience**, but will also acquire a lot of knowledge, motivation and new friends at the same time. If you are looking for an investor, mentor or new team members, you will have plenty of opportunities to introduce yourself, your idea and your bigger vision.

Before and after the PODIM conference, we will carry out a **series of pre- and post-conference events** in collaboration with partners, with the purpose of dispensing specific knowledge to the interested target groups.









# Past PODIM conference stars

## International entrepreneurial stars



**Alastair Teare**  
Deloitte Central  
Europe



**Andrea Spiegel**  
Forbes



**Ash Maurya**  
Running Lean



**Cecile Baird**  
Firestartr in Product  
Design Guild



**Ciara Byrne**  
technology journalist



**Gregory Bernarda**  
Business Model  
Generation Team



**Jan Habermann**  
Credo Ventures



**Jeff Skinner**  
London Business  
School



**Laszo Czirkjak**  
iEurope Capital



**Mark Johnson**  
Zite



**Max Gurvits**  
Teres Capital



**Pekka Santeri  
Maki**  
3TS Capital



**Oliver Holle**  
SpeedInvest



**Oren Michels**  
Mashery



**Paddy Cosgrave**  
Founders  
& Web Summit



**Raphael H Cohen**  
HEC



**Rob Fitzpatrick**  
Founder Centric



**Shira Abel**  
Hunter & Bard

# Regional entrepreneurial stars



**Alessandro Ligabò**  
TechPeaks



**Aleš Špetič**  
Cube Sensor



**Andraž Tori**  
Zemanta



**Andrej Mertelj**  
Datalab



**Daniel Ackermann**  
Degordian



**Davor Fabčić**  
Mercuri  
International



**Dilyan Dimitrov**  
Eleven



**Franco Scolari**  
business angel



**Igor Akrapović**  
Akrapović



**Ivan Brezak  
Brkan**  
Netokracija



**Ivo Boscarol**  
Pipistrel



**Ivo Špigel**  
ZIP Zagreb Entrepre-  
neurship Incubator



**Jaka Lindič**  
Xooltime and  
University of Ljubljana



**Jose Antonio Morales**  
The Lincoln  
Island Company



**Jugoslav  
Petković**  
Mimovrste



**Jure Mikuž**  
RSG Capital



**Kristjan Pečanac**  
Hekovnik



**Maja Jelusic Cooper**  
Television Classicum



**Mark Pleško**  
Cosylab



**Matej Golob**  
30lean



**Matevž Medja**  
DsgnFwd™  
Design Accelerator



**Matija Žulj**  
Agrivi



**Michal  
Wrodczyk**  
Fru.pl



**Miha Mikek**  
Celtra



**Piotr Jeleński**  
ASSECO South  
Eastern Europe



**Reinhard Willfort**  
1000x1000.at



**Robert Farazin**  
TVbeat



**Rumen Iliev**  
LAUNCHub



**Sandi Češko**  
Studio Moderna



**Tilen Travnik**  
D-Labs

# PODIM 2015

## Who are the PODIM conference participants?

*The PODIM conference is meant for everyone who wishes to have an intense two-day entrepreneurial experience; for those developing their own innovative company as well as for those developing intrapreneurship in established companies, but especially for:*

### Start-up founders in new companies

With the purpose of getting motivated, acquiring new knowledge, networking with guests from Slovenia and abroad, identifying potential co-workers and co-founders, but also for finding potential investments and, last but not least, for having fun.

### Product developers in established companies

Big companies have to constantly innovate and in this aspect be similar to start-up companies, especially when it comes to the development of new products. At the conference, product developers in established companies will acquire the latest knowledge from the field of intrapreneurship, as well as have a lot of opportunities for networking and establishing contacts with potential partners from the lines of start-ups and other innovative small companies.

### Venture capital investors

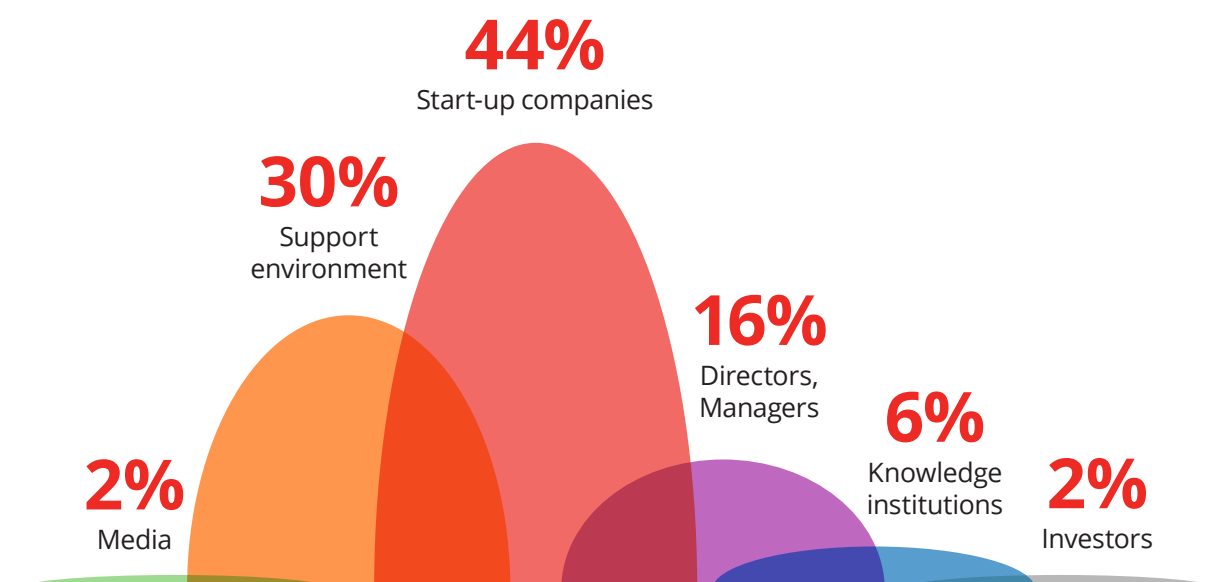
Investors attend the PODIM conference to identify new investment opportunities, network with entrepreneurs and other conference participants. The investors are actively involved in the conference's activities, participating not only in organised presentations of business ideas but also as mentors, evaluators of start-ups, speakers and so on.

### Entrepreneurship support environment and public administration

Collaboration of all key stakeholders of the support environment is of key importance, as one of the purposes of the conference is to unite all stakeholders of the support environment as well as present the global trends and best practices in order to bring them into the local environment.

### Everyone else interested in innovative entrepreneurship

The conference is also meant for anyone who is interested in modern innovation-driven entrepreneurship and has an entrepreneurial soul; from developers, technical directors and development managers to researchers in the field of innovation and entrepreneurship, business and technology transfer consultants, students and young researchers, and everyone who either has or is searching for good business ideas.





# Geographical area

The PODIM conference is attended mostly by innovative entrepreneurship enthusiasts from the Alpe-Adria region.

MARIBOR, Slovenija

**PODIM** KONFERENCA  
2015

In the past two decades, the Alpe-Adria region has made rapid progress in the field of start-up entrepreneurship and innovativeness. In addition to the highly educated workforce, topmost engineers and global focus, there is also the region's unique geographical position from the demographic as well as geographic aspect. The Alpe-Adria region thus presents a link between the western, eastern, southern and northern Europe, while having everything from fresh mountain climates to pleasant Mediterranean temperatures and high quality food.

Alpe-Adria is the ideal region for life and work. By further strengthening collaboration between countries (Slovenia, Italy, Austria, Hungary, Croatia, Serbia...) in the field of entrepreneurship and by actively encouraging the development of the ecosystem, it is our shared vision to make the Alpe-Adria region be one of the most attractive areas for entrepreneurs from all over the world.



# PODIM 2015 topic:

## Collaboration between start-ups and established companies:

### A dream combination or a nearly impossible goal

The central topic of the PODIM conference 2015 will be collaboration between start-ups and established companies. We will mostly talk about the importance and benefits of collaboration, models, approaches and why this type of collaboration is so important: not only for the growth and development of start-up companies, but also for maintaining innovation activity and competitiveness of established companies.

We will look at different perspectives and views on collaboration as well as at the best practices from the national and international environment. We will mostly discuss the following aspects of collaboration between established and start-up companies:

#### View from the perspective of young start-up companies or innovative SMEs

- What can start-ups and small innovative companies learn from corporations and large companies?
- How can start-ups benefit from collaboration with established companies – from sales channels and help with international expansion to joint PR
- The same values and vision – the basis for successful collaboration between a start-up and an established company
- The optimal approach and selling the idea of collaboration to big companies
- The path from small to big, and important differences in individual phases of company growth – experience of successful entrepreneurs from when they were small
- Co-branding and marketing support from established companies
- Main differences between start-ups and established companies in lean methodologies
- View on metrics for established and start-up companies

*Conference motto for the segment of small innovative companies: Attention, start-ups and SMEs! Big established companies want to collaborate with you! Join us at the PODIM conference 2015 and get more information on how and why.*

#### View from the perspective of established companies

- What can established companies learn from start-ups in order to improve intrapreneurial activity
- Increasing innovation activity by collaborating with start-up companies
- Models of collaboration with start-up companies – from buying the company and running corporate accelerators to contracting cooperation
- Using the existing sales channels for distributing products of start-up companies



- Lean entrepreneurship in big companies and organisations
- Main factors in large companies that hinder collaboration with start-up companies
- When to choose a collaboration model and when is it more sensible to compete?
- How to change company culture so it will support lean entrepreneurship?
- Are “innovation colonies” inside big companies the right answer?

***Conference motto for the segment of established companies:*** *Established companies, increase your innovation activity and keep the leading position on the market with the start-up approach and collaboration with innovative start-ups and SMEs. Learn more at the PODIM conference 2015.*

### **View from the perspective of the government's role and the entrepreneurship support environment**

- The role of the support environment in promoting collaboration between start-ups and established companies
- Process and models of connecting established companies with start-ups and best practice examples
- Can a dynamic start-up ecosystem be a convincing argument of the government for attracting foreign investors?
- The system of open innovations – a platform for collaboration between all types of companies
- Managing the talent battle – channelling talents into entrepreneurship or safe jobs
- Modern trends of efficient entrepreneurship ecosystems

*This and more, only at the Alpe-Adria regional PODIM conference 2015. You should join us as well!*



Maribor, Slovenia



Hotel Habakuk ★★★★★



# PODIM 2015

## Conference activities

### Competition Start:up of the year 2015

The first day of the PODIM conference is concluded with the gala selection of the Start:up of the Year. Start:up of the Year is the national competition of start-up companies. Its aim is to recognize the best business teams and start-up companies in the Slovenian environment, give them professional support, connect them with potential investors and promote them to the general public at home and abroad.

### PODIM Challenge 2015

PODIM Challenge is an opportunity for all entrepreneurs who want to pitch themselves and their idea to the PODIM participants and investors or potential partners from Slovenia and abroad. Five to seven ventures will be chosen and they will have the opportunity to pitch to the investors and compete for a meeting and further discussions with them.

### PODIM 1:1

At the PODIM conference, we enable all participants to potentially have a one-on-one meeting with the conference speakers. Each participant can suggest up to three speakers, adding a personal presentation, presentation of the company and their expectations for the mentor. If the presentation is convincing enough, we do our best to organize a mentoring meeting.

### PODIM Matching

PODIM is organizing an opportunity for all entrepreneurs who have a business idea, but are searching for new team members. On the other hand, this is an excellent opportunity for everyone wishing to join a business team. The selected companies will have the opportunity to pitch to audience members who wish to participate in start-up ventures.

### PODIM Networking

During the breaks on both conference days, including both coffee and lunch breaks, we will organise several opportunities for networking, connecting and gaining new contacts – in both a professional and a lighter, fun-filled manner.

### Evening PODIM party

At the end of the first day, there will be an evening party in the hotel, organised for all conference participants, including a DJ and entertainment. The evening party represents an additional opportunity for networking, meeting and fun at the conference itself. There will be no lack of good food, drinks and local specialties. Play contests will also be organized.

### Surprise for international guests

For all international guests, we will organise an experience of insights into the local technology and business achievements as well as, of course, local food and natural attractions.





# PODIM conference in media



Got a tip? Let us know.



In an era of conformity, we've got the contrarians.  
AOL Mail. Email for the contrarian.

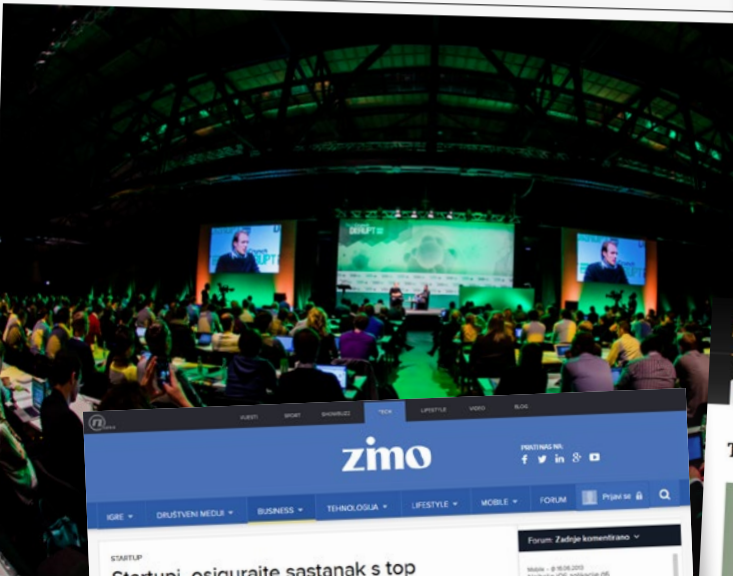
News - TCTV - Events - CrunchBase

5TH ANNUAL CRUNCHIES AWARDS Get Your Tickets Now For The Tech Gala Of The Year!

## For Your Diary — The Best European Events For Startups 2014

Posted Jan 5, 2014 by Mike Butcher (@mikebutcher)

4,736 Shares



in ventures

Magazine CEE Mediabase Topics

News / Profiles / Features / Startup Picks / How to... / Events / Investor Picks



## PODIM 2014: 'Enjoy the rollercoaster ride'

On 14-15 May the PODIM conference took place in Maribor, Slovenia, all about "the entrepreneurial rollercoaster ride"

published 19 May 2014 - by Eva Thahamer - in Slovenia - 4 minutes 9 seconds to read

zimo

Forum: Zadržite komentiranje

Startupi, osigurajte sastanak s top investorima na mariborskom PODIM Challengeu!

14.04.2014 @ 11:21



Tag: PODIM 2014 @hr



Devet od deset startupa propadne: Ash Maurya pomaže da vaše ne bude među njima

Zvijezda konferencije PODIM bio je svakako Ash Maurya, autor bestselera "Zero to One".

Podim izazov za startape, osvojite mentorsku sesiju sa mentorom po izboru

02.05.2014 u 10:00

STARTIT NEDELJNI BILTEN

STARTIT POSLOV

Senior Front End Web Developer

POSLOVI:

#beograd #novi sad #java #senior #marketing #bair

2014

2014

2014

2014

2014

Finance.si

Laura Rednak: I podjetništva

15.05.2013 17:43

Rok Pikon

"Ženske smo v reeesiji uspeha"

"Uspešni smo, ker imamo ženske v upravljanju", je na otvorni konferenci PODIM v Mariboru kot glavni razlog za uspeh podjetja Plastika Skaza povedala Laura Rednak (na fotografiji), ki je naključno tudi kvotam za ženske v podjetjih. "Tudi, če bi predstavili kladivo raziskavo, bi pokazala, da so ženske v reeesiji uspešnejše", pravi.

14.04.2014 @ 11:21

Karikaturna dneva

14.04.2014 @ 11:21

14.04.2014 @ 11:21

14.04.2014 @ 11:21

14.04.2014 @ 11:21

14.04.2014 @ 11:21

14.04.2014 @ 11:21

14.04.2014 @ 11:21

14.04.2014 @ 11:21

14.04.2014 @ 11:21

14.04.2014 @ 11:21

14.04.2014 @ 11:21

14.04.2014 @ 11:21

14.04.2014 @ 11:21

14.04.2014 @ 11:21

14.04.2014 @ 11:21



## Koofr postal start-up podjetje leta

Tekmovanje Vsako leto vse več podjetij, z vse bolj dodelanimi idejami

MARIBOR – Koofr je zmagovalec letošnjega tekmovalnega start-up podjetij Start-up leta 2013. Direktor Damijan Maršič je najboljši napisan poslovni načrt prejelo podjetje Eforma. Ob razglasitvi profesor z ekonomsko-poslovne fakultete v Mariboru Miroslav Rebernik poudaril, da se na tekmovalni pripravi vsako leto vse več

10.000 evrov in program CEED Slovenija. Poslovni priznanje za najboljši napisan poslovni načrt je prejelo podjetje Eforma. Ob razglasitvi profesor z ekonomsko-poslovne fakultete v Mariboru Miroslav Rebernik poudaril, da se na tekmovalni pripravi vsako leto vse več

start-up podjetij, njihove ideje pa so vse bolj dodelane in tudi izvedljive. "Start-upi niso več eksotika, ampak jih številni nadarjeni posamezniki začnejo razumeti kot alternativo karierni poti". Na fotografiji: zmagovalec Start-up leta 2013, BA. FA. FOTO TADEJ REGENT



# PODIM

KONFERENCA  
2015



**Blaž Kos**

blaz.kos@geekhouse.si  
+ 386 31 782 424



**Matej Rus**

matej.rus@irp.si  
+ 386 31 604 137

General sponsor



REPUBLIKA SLOVENIJA  
MINISTRSTVO ZA GOSPODARSKI  
RAZVOJ IN TEHNOLOGIJO

Strategic partner

COINVEST ● ● ●

Co-organizers



Investment  
partner



Technology partner

 **Microsoft**  
Innovation Center

Promotional partner

**SPIRIT  
SLOVENIJA**  
JAVNA AGENCIJA



**ra2.um**