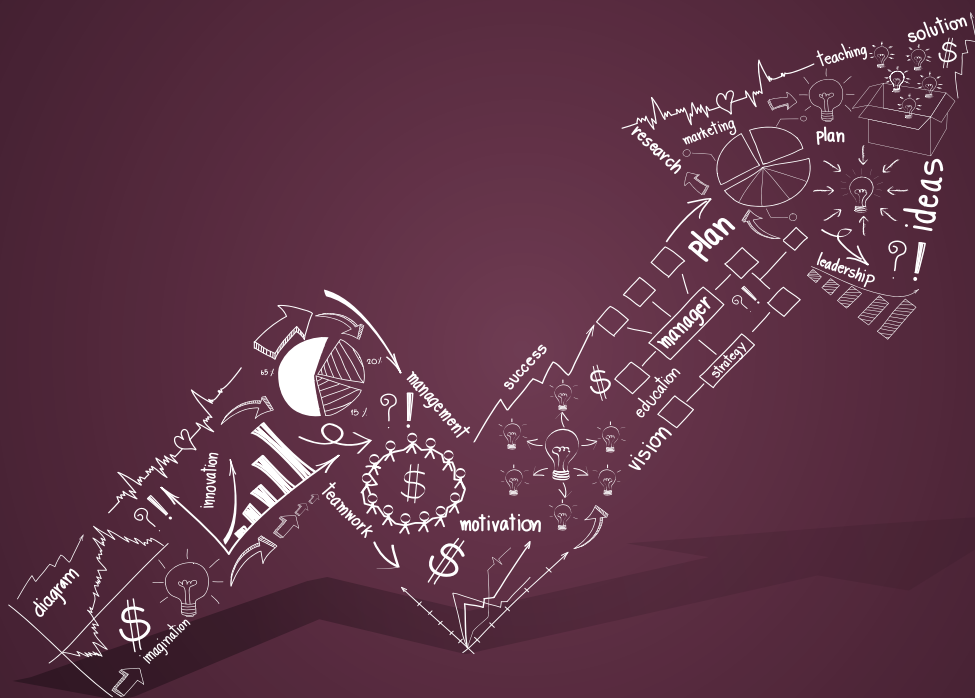


# XII INTERNATIONAL SYMPOSIUM INDUSTRIAL PROPERTY IN THE INNOVATIVE ECONOMY

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## STARTUPS IN THE WORLD OF INNOVATION



1-2 SEPTEMBER 2016  
INTERNATIONAL CULTURAL CENTRE  
RYNEK GŁÓWNY 25, KRAKÓW



URZĄD PATENTOWY  
RZECZYPOSPOLITEJ POLSKIEJ

# XII INTERNATIONAL SYMPOSIUM

## INDUSTRIAL PROPERTY IN THE INNOVATIVE ECONOMY

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### **STARTUPS IN THE WORLD OF INNOVATION**

*Under honorary patronage of the Minister of Development  
and the Minister of Science and Higher Education*

1–2 SEPTEMBER 2016  
INTERNATIONAL CULTURAL CENTRE  
RYNEK GŁÓWNY 25, KRAKÓW

# THURSDAY

1 SEPTEMBER

**8.00** Registration and welcome coffee

**Chairman:** *Ron Marchant*, United Kingdom

**Moderators:**

*dr Piotr Zakrzewski*, Patent Office of the Republic of Poland

*Piotr Brylski*, Patent Office of the Republic of Poland

**9.00–9.10 OPENING CEREMONY**

*dr Alicja Adamczak*, President of the Patent Office of the Republic of Poland

**9.10–9.50 KEYNOTE SPEECHES**

*dr Jarosław Gowin*, Deputy Prime Minister, Minister of Science and Higher Education, Poland

*Francis Gurry*, Director General, World Intellectual Property Organization, Switzerland

*Anna Azari*, Ambassador of the State of Israel

*Leszek Zegzda*, Member of the Board of the Malopolska Region, Poland

**9.50–10.20 How to become the next Silicon Valley – startups functioning in Israel**

*Laly David*, OurCrowd, Israel

**10.20–10.40 The Polish dream of startups**

*Marek Borzestowski*, Giza Polish Ventures, Poland

**10.40–11.10 Intellectual property in the global world**

*dr Alicja Adamczak*, Patent Office of the Republic of Poland

*dr Ronen Lahav*, Israel Patent Office, Israel

*Monika Zikova*, World Intellectual Property Organization, Switzerland

**11.10–11.40 Coffee break (patio, 1st floor)**

**11.40–12.00 Start In Poland**

*Jadwiga Emilewicz*, Undersecretary of State, Ministry of Development, Poland

**12.00–13.10 Startups – innovative or entrepreneurial**

*dr Dominik Rozkrut*, Central Statistical Office of Poland

*prof. Jerzy Cieślík*, Kozminski University, Poland

**Startups in Poland – current diagnosis and perspectives for development**

*Jacek Aleksandrowicz*, Academic Business Incubator, Poland

*dr Agnieszka Skala*, Warsaw University of Technology, Poland

**10.00–17.00 Networking meetings**

**13.10–14.00** **How to start a startup – How to investigate the market, protect the property and achieve success**

*prof. Lothar Kroll, Technische Universität Chemnitz, Germany*

*Noam Mani, Quartix, Israel*

*Beata Paszke-Sobolewska, Torqway, Poland*

*prof. Tadeusz Uhl, AGH University of Science and Technology, Poland*

**14.00–15.00** Lunch

**15.00–15.50** **Poland for Israel – Israel for Poland.  
What we can learn from each other**

*Wendy Singer, Startup Nation Central, Israel*

*Janusz Wrobel, Neurosoft, Wrocław University of Science and Technology, Poland*

**15.50–17.10** **Startup comes to investor. How to minimize the risk, how to talk to each other and build a good relationship**

*dr Jacek Adamski, Lewiatan, Poland*

*Barak Goldstein, VC Fund, Israel*

*Krzysztof Kozłowski, Orange Polska*

**15.00–17.10** **PARALLEL WORKSHOP SESSIONS**

**Startup – how to start and promote? Polish, Israeli and Chinese experience (“Piwnica” room, underground)**

**Moderator:**

*Monika Rozalska, Creators Tel Aviv, Israel*

*Dominik Goss, Inwedo, Poland*

*Jolanta Iwanicka, Embassy of the Republic of Poland in Beijing*

*Xu Junfeng, State Intellectual Property Office of the People's Republic of China*

**2. Startup and venture capital (“Seminarijna” hall, 4th floor)**



**Moderator:**

*Tomasz Snażyk, Snażyk Granicki & Partnerzy Sp. k., Poland*

*Paweł Borys, Polish Fund for Development, Poland*

*Marcin Fejfer, SpeedUp Venture Capital Group, Poland*

*Jacek Łubiński, Experior Sp. z o.o. Venture Fund S.k.a., Poland*

*Tomasz Swieboda, Inovo Venture Capital, Poland*

*Marcin P. Kowalik, Black Pearls VC., Poland*

**17.10–17.30** **Discussion and the end of the first day of the symposium.**

**19.00** **Venice Carnival concert**

**(PWST National Academy of Theatre Arts)**

**10.00–17.00** **Networking meetings**

# FRIDAY

## 2 SEPTEMBER

**8.45** Registration and welcome coffee

**9.30–11.30** **4F principle – who invests in startups**

*dr Michał Bańka*, Polish Agency for Enterprise Development, Poland

*dr Tomasz Gigol*, ARP Venture, Poland

*Daniel Maksym*, National Centre for Research and Development, Poland

*Monika Rozalska*, Creators Tel Aviv, Israel

*Jean-Pierre Vuilleumier*, Swiss Startup INVEST, Switzerland

*Mateusz Andrzejewski*, BGK Bank Gospodarstwa Krajowego, Poland

**11.30–12.00** Coffee break

**12.00–12.40** **Startup and copyrights**

**Case study:**

*Bettina Zawłocka*, Wise Stories, Poland

*prof. Ryszard Markiewicz*, Jagiellonian University, Poland

**12.40–13.20** **Startup and its know-how**

**Case study:**

*Noemi Malska*, HiProMine S.A., Poland

*Agnieszka Sztoldman*, Dentons, Poland

**13.20–14.00** **Protect your technical solution – startup and invention**

**Case study:**

*Beata Paszke-Sobolewska*, Torqway, Poland

*dr Justyna Ożegalska-Trybalska*, Jagiellonian University, Poland

**14.00–15.00** Lunch

**10.00–17.00** **Networking meetings**

## **15.00–15.30 Build your own brand – startup and trademark**

### **Case study:**

*Mikołaj Winkiel, Brand24, Poland*

*Edyta Demby-Siwiek, Patent Office of the Republic of Poland*

## **15.30–16.10 Design your success – startup and design**

### **Case study:**

*dr hab. Damian Gąsior, Silesian University of Technology, Poland*

*dr Anna Tischner, Jagiellonian University, Poland*

## **16.10–17.40 Primum non nocere – how to help startups**

### **Introductory speeches:**

**science:** *dr Dominik Kowal, AGH University of Science and Technology, Poland*

**business:** *Ewa Dudzic, Phenicoptere Sp. z o. o., Poland*

*Maciej Kuziemski, Coalition for Polish Innovations, Poland*

### **Discussion:**

*Anna Daszuta-Zalewska, Białystok Science and Technology Park, Poland*

*prof. Jerzy Lis, AGH University of Science and Technology, Poland*

*Jacek Łakomski, Łódź Technology Incubator, Poland*

*Dorota Nocuń, Pomeranian Science and Technology Park – PPNT Gdynia, Poland*

## **15.00–16.30 PARALLEL WORKSHOP SESSIONS**

### **1. Use of Design Thinking in designing a company**

**(“Piwnica” room, underground)**

*Rama Gheerawo, The Helen Hamlyn Centre for Design, Great Britain*

### **2. Startups functioning in Poland (“Patio” room, 5th floor)**



#### **Moderator:**

*dr Agnieszka Skala, Warsaw University of Technology, Poland*

*dr Robert Dwiliński, Centre of New Technologies, University of Warsaw, Poland*

*Maciej Sadowski, Startup Hub Poland*

## **17.40 Summary and end of the symposium**

## **10.00–17.00 Networking meetings**



– no simultaneous interpretation provided

## ORGANISERS



## ORGANISATIONAL PARTNERS



## INSTITUTIONAL PARTNERS



## BUSINESS PARTNERS



## MEDIA PARTNERS

