

≡ MAKE THE ≡  
**WORLD**  
A BETTER PLACE

FACEBOOK  
/SWBUCHAREST

LOCATION  
TECH HUB BUCHAREST

TICKETS  
[www.eventbrite.com](http://www.eventbrite.com)

**28-30**  
OCTOBER



**Bucharest**  
**Startup**  
**Weekend**



# 54 HOURS START-UP EVENT

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In just 54 hours, attendees will experience the highs, lows, fun, and pressure that make up the life at a startup.

As they will learn how to create a real company, they will meet the very best mentors, investors, cofounders, and sponsors who are ready to help get started.



Come to SW Bucharest and move to the next level!



## 01. Start Up Weekend Global

Sign in as an individual or team, pitch your idea on Friday to create your team and you have time until Sunday to create your MVP and pitch your new startup in front of the jury!

## 02. Start Up Weekend Bucharest

Schedule  
Attendes  
Follow-up  
Tickets  
Theme

## 03. Who we are and why we do it

We are passionate young people that strongly believe that entrepreneurship could transform this world for the better.

## 04. Partnerships and get involved

We know that everyone wants to make the world a better place, but not everyone has the time and courage to start.

We did that and with YOUR HELP we can transform ideas to reality for a better, more sustainable planet!







## 01. Start Up Weekend Global

Connect. Discover. Learn. Start.

Surrounded by smart, passionate people and with the best tools and approaches at your disposal, you'll take giant leaps toward creating a business, becoming a founder, and connecting with the right people and resources.



### Connect

Connect with people driven to build something new. Rich and diverse talent is a Startup Weekend staple.

Are you ready to meet your next (cofounder) (friend) (mentor) (investor)?



### Discover

Discover where you are on the Entrepreneur's Journey.

Find the resources available near you.

Leave knowing the next steps you need to take on your road to success.



### Learn

Learn what it really takes to start a company.

No book, panel, speaker, or blog post will teach you what you need to know.

The only way to learn is the experience of trying.



### Start

It's that simple. Startup Weekend is designed to get you going, FAST.

Your local Organizers will set up the ideal environment for you to be successful and learn as much as possible in just 54 hours.





## 01. Start Up Weekend Global

### Six things to know about the event

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2007

#### **Founded in June 2007 in Colorado, USA**

The model quickly expanded to cities around the world. In June 2012, Startup Weekend opened its first regional offices in London and Mexico City.

2.9K

#### **2 900 events until today and counting**

Startups Weekend has helped establish a culture that fosters creativity and innovation in communities around the world. It has become an infrastructural element at the earliest stage of hundreds of ecosystems.

150

#### **Presence in 331 cities from 150 countries**

This is more than Starbucks, Start Up Weekend is taking place in more than 50% countries around the world because humans are creative are eager to create great stuff!

7

#### **It takes place in 7 cities in Romania**

Bucharest, Cluj, Iași, Timișoara, Brașov, Oradea and Târgu Mureș  
If interested to support, please contact the local branch.  
Romania needs startups in all its regions.

23K

#### **+23 000 teams created**

The environment during a Startup Weekend is one of openness, collaboration, and education. We are promoting the power of collaborative, hands-on learning utilising real problems and scenarios.

4K

#### **More than 4000 ventures**

Over 4000 ventures have been launched at Startup Weekend events around the globe.





## 02. Start Up Weekend Bucharest

### Schedule 28th October - 30th October

**FRIDAY**  
**28**

#### Day 1: Meet, Pitch & Team Up



##### Dinner & Networking

Get to know your new friends. Meet the people you'll be working with.



##### Choose Your Project

From the top projects – Choose which one you'll work on over the weekend.



##### 60 Seconds to Pitch

Got an idea? You've got 1 minute to pitch in front of the group.



##### Build a Team

Whether it's your idea or someone else's, you'll create a cross-functional team to work with over the weekend.

**17:30 - 23:00**

**SATURDAY**  
**29**

#### Day 2: Learn & Work



##### Learn from the Best

Local mentors will be coming in throughout the event to coach you through the hard problems.



##### Get to Work

We've got the resources and support in place to make things happen in a short period of time. You'll be responsible for everything from finding customers to building your product. We'll be here to help when you need it.

**09:00 - 23:30**

**SUNDAY**  
**30**

#### Day 3: Present & Choose



##### Present in Front of Panel Judges

The culmination of the weekend. You'll have 5 minutes to present the product or service you built to the crowd and a panel of experts.



##### Celebrate

Watch the other teams present and celebrate all the work you've done. Get the opportunity to talk to judges and mingle with mentors.

**09:00 - 21:30**





## 02. Start Up Weekend Bucharest

### Who is attending and why you should too



## WHO is attending

We EXPECT about **50 people** to participate at the event - a mix of

- a) Programmers
- b) Designers
- c) Business / Marketing /Non-technical

## PROFILE OF ATTENDEES

AGE: **25 - 35 years**

DEMOGRAPHICS:  
**national & international**

CARACTERISTICS:  
**early adopters, technology driven, proactive, competitive, optimistic**



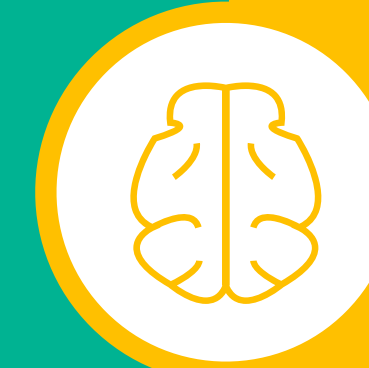
## WHY attending

(Future) **Entrepreneurs** are joining this event because they are eager to **CREATE** new stuff, to innovate, to make a better world through products, services and collaboration.

**MENTORS** are here to help, to inspire and to transfer their knowledge.

**JURORS** are here to foster competition, to give feedback, to ask smart questions and to simulate real life difficulties.

**PARTNERS** are here because they believe, as we do, that together we can go that extra mile.



## NEXT

We are trying to **inspire** entrepreneurs and give them the motivation and networking opportunities they need to take the **next step** in creating a **successful startup company**

Some of the IDEAS pitched at SWB will have the opportunity to go further in **INCUBATORS**, **ACCELERATORS** and WE will do our best to support startups after the event.

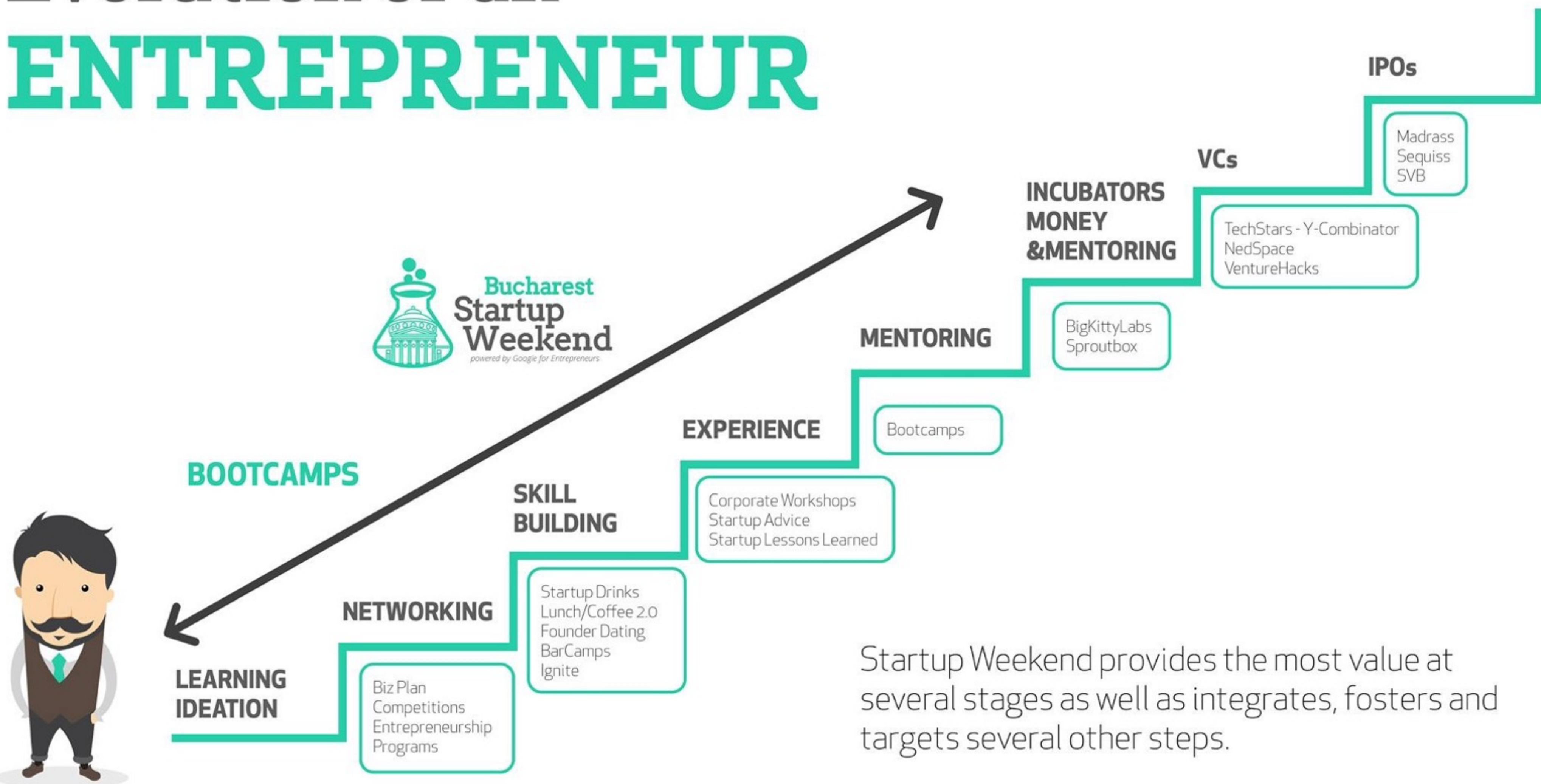


**We are here to help**





# Evolution of an ENTREPRENEUR







## 02. Start Up Weekend Bucharest

TICKETS available online for attendees.

Eventbrite

### Ticket Information

TICKET TYPE	SALES END	PRICE	FEE	QUANTITY
<b>Developer (Early Bird)</b> This ticket type applies to software engineers/coders/developers - in short, anybody who can and will write code.	Aug 28, 2016	€35.00	€1.28	0
<b>Designer (Early Bird)</b> This ticket type applies to anybody with a background in design (graphics, UX/UI, etc.)	Aug 28, 2016	€35.00	€1.28	0
<b>Non-Technical (Early Bird)</b> This ticket type applies to business, marketing & PR, and anyone with a non-technical background.	Aug 28, 2016	€35.00	€1.28	0

### When & Where



#### TechHub Bucharest

39-41 Strada Nicolae Filipescu  
020961 București  
Romania

Friday, October 28, 2016 at 6:30 PM -  
Sunday, October 30, 2016 at 8:30 PM  
(EEST)

[Add to my calendar](#)





## 02. Start Up Weekend Bucharest

### Mentors and Jury

MENTOR



**Agata Kukwa**

Cofounder and Communications Leader in 150sec.com, former non-exec Communications Director in Black Pearls VC, entrepreneur, startup mentor & public speaker.

Since 2011 she helped over 30 early stage brands to enter the market or improved their online performance. In 2012 joined awesome team of Black Pearls VC and gained experience on venture capital market as a non-exec. communication director.

She serves as consultant in online branding and improve professional image of managers and their companies. She works for startup and VC market development in CEE region as a cofounder and Communications Leader in 150sec.com.

MENTOR



**Billy Duagi**

Billy currently focuses on developing Mobile Academy, a training company that offers hands-on mobile development courses in Bucharest.

He is passionate about developing the Product community in Romania, as one of the hosts at Product Tank Romania, and usually contributes to different startup programs or innovation initiatives, as a mentor or facilitator.

MENTOR



**Olivia Vereha**

After working in the media for many years as a journalist, Olivia decided to switch career paths and she is now UX lead @ Code4Romania, designing and building IT projects together with all the volunteers of the organisation, in order to help the communities gain access to useful apps and websites that improve their lives.

She also works as a CX Consultant for Oracle in Bucharest and in her spare weekends she teaches basic UX workshops for non-tech people, small business owners and junior project managers.

MENTOR



**Filip Buruiană**

Filip Buruiana is an extrovert Software Engineer. He now works at Wholi, a startup on a mission to help the right people find each other.

Previously at Google for 3 years, he worked in the the Data Infrastructure team, where he wrote code running on thousands of servers, crunching terabytes of data in seconds.

Computer science aside, he is also interested in discussions about economy, psychology and philosophy. He sometimes writes about these on his own blog.

MENTOR



**Silvia Stegaru**

Silvia is known for pioneering the cause of women in Computer Science in Romania. In 2014 she co-founded the first Romanian community for women programmers, and in April 2016 she co-founded Codette, a community for all the women interested in IT&C.

In light of her involvement with the cause, she received the Google Anita Borg scholarship in 2014 and the Romanian Forbes "30 under 30" 2016 award.

Her main focus points are the field of energy efficiency, developing and optimizing mathematical models for real-world processes, and automatic differentiation.





## 02. Start Up Weekend Bucharest

### Mentors and Jury

MENTOR



**Adrian Pica**

Adrian is the founder of [www.150sec.com](http://www.150sec.com), a news/media outlet that covers tech and startups in the CEE region. He also founded Oblico ([www.obli.co](http://www.obli.co)), a location based networking app for events and conferences, a project that came out of a Startup Weekend, was part of the TechPeaks accelerator and received a grant from Telecom Italia.

Currently he's creating awesome stuff as Product Manager at Telenav. He is a lean startup fan and experienced in pitch training and public speaking. He's an organizer and global facilitator at Startup Weekend, organizer at the Central European Startup Awards. He's an early adopter and you can reach him anytime on FB and [www.adrianpica.co](http://www.adrianpica.co).

FACILITATOR



**Kathleen Fritzsche**

Kathleen attended her first Startup Weekend in 2010 and has been co-organizing and facilitating several events since then.

She co-founded StartUp Stuttgart in 2011, the main startup community in Southwest Germany, and Accelerate Stuttgart in 2012.

Accelerate Stuttgart is running an accelerator program for startups and a startup space to bring together startups and corporates. The main goal is to foster and maintain a vibrant startup community in Baden-Württemberg and to help founders to establish their companies.

Kathleen can help you with business development, marketing strategy and community management.

JURY



**Mada Seghete**

Mada leads community and developer marketing and is a co-founder of Branch, a startup that provides deep linking technology to mobile app developers and marketers. Branch has grown an 18,000-person Mobile Growth community in 50 cities around the world and now powers deep linking for over 15,000 apps and 1.5 billion users around the world.

Mada was included in LinkedIn's Next Wave, 150 top professionals in 15 industries all 35 & under and sits on the board of the App Developer's Alliance.

JURY



**Peter Barta**

Peter is the former CEO of PPF a VC fund jointly created by the European Commission and Romanian Government. In his capacity he oversees a portfolio of companies as well as programs implemented by PPF.

Highly experienced management professional holds a BA in Economics educated at INSEAD, MIT Sloan School of Management and Harvard, with over 17-years international experience, Peter has been involved in the management of numerous national and international projects.

He has collaborated with various US companies such as Google, Frankfurt Business School, Development Alternative Inc., Council of Europe, or local companies.

JURY



**Robert Knapp**

Passionate about privacy, freedom and security, Robert Knapp is the Co-founder and CEO of CyberGhost SRL, a Privacy as a Service company where all sorts of fancy products are created to make the internet a safer place. He started his own company when he was 18, and since then he was self-employed, covering various industries with a focus on IT and Internet products.

Active in the privacy and cryptography field for more than 10 years, Robert is strongly involved in the development of new tools and breakthrough technology that enhance privacy and allow users to enjoy the Internet without the fear of being watched. In the past years,





02. Start Up Weekend Bucharest

This year's theme is: "Make the world a better place!"



# MAKE THE WORLD A BETTER PLACE!

.....  
Whatever idea you have, it should be useful and help make the world a better place. From IT&C, to medicine and climate, any idea, service or product could have a positive impact in this world.







### 03. Who we are and why we do it

Schedule 28th October - 30th October



01

**ALIN APOSTU**  
Change Wizard

Founder @Vaneaza Bucurestiul | Project Manager @Romanian Business Leaders | Global Shaper @World Economic Forum



02

**DAVID TIMIŞ**  
Social Butterfly

Growth Engine Manager @Google | Youth Delegate @United Nations | Global Shaper @World Economic Forum



03

**IRINA ALBU**  
Almighty Minister

CEO @TechAngels Romania; Organiser @Startup Weekend/ Techstars, Global Facilitator



04

**ELENA BICHER**  
Queen of Design

I leave design to talk about myself.



05

**CRISTI NEACŞU**  
People Strategist

ICT Talent Acquisition, Entrepreneur & Tea Lover



06

**MIHAI TOADER - PASTI**  
Friendship, Relations and Partnerships

Project Manager @EFdeN, Co-founder @energiaTa.org, "30 under 30" @Forbes, Green Building Professional @RoGBC



07

**LILIANA SIMIONESCU**  
Media Spin doctor

Manager @Team 365 Associates  
Journalist @Casa Jurnalistului  
Project Coordinator @Asociația Convergențe Europene



08

**IOANA FRÎNCU**  
Community Engager

Former Executive @the Romanian Scouts  
PR&Comunication Leader @Rotaract Cismigiu, Co-founder @Motric, Scouts' Leader @Romanian Scouts



09

**LIVIU GRANDL**  
Logistics Kind Magician

I always have an ACE in my sleeve, organised, in a relationship with sticky-notes.





## 04. Partnerships and getting involved Why we believe in this event and you should too!



The world's population is growing, and we are consuming more than we're producing.



We still have many issues to solve, products to create and services to develop.



But now, we have more possibilities, we are better connected, and have a greater chance than ever before to solve these problems!



As our partner in this event, you will have the opportunity to create a better tomorrow, today!







## 04. Partnerships and getting involved

Besides contributing to the creation of a better world, you will also benefit:

	PLATINUM	GOLD	SILVER	SUPPORTER
Logo on Website Homepage	x			
Speech 4 minutes about company	x			
Distribution of promotional materials	x			
Acces to participants profile	x			
Booth at the event	x	x		
Roll-up Main Stage	1	1		
Roll-Up Entrance	2	1		
Thank you mention speech	x	x		
Blog Article	x	x		
Logo Newsletter	x	x	x	
T-Shirt Logo	x	x	x	
Mention Sponsor in Press Releases	x	x	x	
Logo on Website	x	x	x	x
Tickets for Pitch Attending	3	2	1	0
Tickets for Entrepreneurs	4	3	2	1
Facebook Branded Posts	4	3	2	1
	3000 (€)	2000 (€)	1000 (€)	300 (€)

Sponsorship value = the sum of products, services, money and prizes offered by the Sponsor to Start Up Weekend.





## 04. Partnerships and getting involved

We are trying to create a better world thanks to them!

## Platinum



## Silver



## Supporter



We are now searching for partners.

This is a non-profit event, therefore all the money, products and services will go in organising the event, developing the start-ups, and mentoring the people who start them.

Together we can create a better world!

Sustained by  
as a partner NGO



Media

WALL-STREET

start #up #ro



FRANCE  
MÉDIAS  
MONDE



Blog Ambassadors



Roxana Bursuc  
www.roxanabursuc.com

LOUISE  
— life through my eyes —



Ariel Constantinof  
arielu.ro







**MIHAI TOADER-PASTI**  
**FRIENDSHIP and PARTNERSHIPS**

We love to transform dreams to reality. If you want to see great things happening, get involved, contact us!

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**LILIANA SIMIONESCU**  
**MEDIA SPIN DOCTOR**

Responsible for communication and media relations. In case you need info about the communication plan of Startup Weekend Bucharest just contact me and I will explain the magic behind the scenes.

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**IOANA FRÎNCU**  
**COMMUNITY ENGAGER**

Confused? In need of answers? Contact me for all your inquiries and needed information and you'll get the most accurate answer possible!

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28<sup>th</sup> - 30<sup>th</sup> October 2016  
TechHub Bucharest, 39-41, Nicolae Filipescu Street