



SILICON VALLEY SYMPOSIUM “ANTICIPATING THE FUTURE” PROCEEDINGS

NOVEMBER 20, 2016
Fraunhofer IZM, Berlin

Introduction

Hundreds international entrepreneurs and investors joined TVLP first annual event, the Silicon Valley Symposium “Anticipating the future” that took place in Berlin, Germany. Co-organizer and hosting partner was the technology institute Fraunhofer IZM.

The Symposium was organized in 4 different sessions and a panel covering the most relevant topics on how to create a better future, with a Silicon Valley point of view. Starting from challenges in food industries, over the social and health matters to technologies making everyday life better and projects that makes you stand out in a crowded social space.

Sessions were led by international Alumni that had previously joined TVLP program that is taking place several times per year in Silicon Valley, the greatest entrepreneurial environment in the world. Most of them had joined the program with only an idea with a desire to acquire a different mindset and bring their projects to the life. And all of them had succeed in that. Once they came back to their home country they have started implementing the acquired knowledge and experience and developing or improving the basic idea. Apart from them, we had external speakers coming from Berlin’s entrepreneurial stage presenting themselves and their projects.

In this note we will talk about the different topics covered during the event. We would like to thank all speakers and alumni who contributed with an active role in writing.

Enjoy reading.

We look forward to meeting you at our next annual event or to welcoming you in Silicon Valley.

Bruno lafelice, CEO TVLP Institute and Symposium co-organizer

Erik Jung, R&D Manager Fraunhofer IZM and Symposium co-organizer

Contacts

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Symposium Agenda

9 am REGISTRATION & NETWORKING

9:40 am Registration ends and doors close

9:45 am WELCOME

Erik Jung, Fraunhofer IZM

10:00 am OPENING KEYNOTE “Silicon Valley Mindset”

*Dr. Francine Gordon, Leavey School of Business - Santa Clara University & Silicon Valley TVLP
Head of Faculty*

10:30 am SESSION “Startups providing social and health benefits”

Coordinated by Mahrukh Qadeer, Founder of Mahir & Franco Amigoni, Ceo of Sincron Polis

11:15 am SESSION “Challenges in Food Industry”

Coordinated by Lorenzo Salmi, Co-Founder of Badeggs

12:00 pm NETWORKING LUNCH

1:30 pm PANEL “Silicon Valley bridging Silicon Allee”

- *Bruce Pittman, Senior Vice President of the National Space Society and Director at NASA Space Portal in Silicon Valley*
- *Udo Büdding, Attorney at Büdding Legal & GABA member*
- *Flavio Notari, International accountant & director at BAIA*
- *Erik Jung, Business Developer at Fraunhofer IZM*

Moderator: Martino Agostini, Executive at Gartner

3:00 pm SESSION “Technologies for everyday life”

Coordinated by Nicoletta de Vincenzi, Founder of Glowreous

3:45 pm SESSION “Stand Out in a Crowded Social Space”

Coordinated by Valentina Panizza, Co Founder of Proofy.co

5:30 pm CLOSING

PANEL “Silicon Valley bridging Silicon Allee”

Chairman: Martino Agostini, Executive at Gartner

Contributions of Bruce Pittman, Udo Büdding, Flavio Notari, Erik Jung.

Rapid advances in digital technology are redefining society. Digital transformation provides an industry with unparalleled opportunities for value creation. For Fortune 500 companies it used to take an average of 20 years to reach a billion-dollar valuation; today's digital start-ups are getting there in only four. Digital technologies are creating new profit pools by transforming customer expectations and how companies can address them. At the same time, digitalization could produce benefits for society that equal, or even surpass, the value created for industry – the mass adoption of autonomous vehicles and usage-based car insurance, for instance, could save around 1 million lives by 2025 (World Economic Forum).

During the panel we explored the constant innovation and the opportunities created in the market. We compared different ecosystems - Silicon Valley and Silicon Allee - looking for best practice and collaboration.

Bruce Pittman (*Director, NASA Space Portal in Silicon Valley*) provided amazing insight on how private and public are working together in order to be more effective. We took the chance to review the success of Elon Musk approach with SpaceX in redefining the way and reuse for launching rocket. Opportunities for collaboration and sharing IP platform are extensive and opportunities for start-up VC investment are growing (https://space.taurigroup.com/reports/Start_Up_Space.pdf)

Success in private-public collaboration in research and innovation was explained by **Erik Jung** - *R&D Manager, Fraunhofer IZM, Germany*. The so-called "Fraunhofer Model" has been in existence since 1973 and has led to the society's continuing growth. Under the model, the Fraunhofer Society earns about 70% of its income through contracts with industry or specific government projects. The other 30% of the budget is sourced in the proportion 9:1 from federal and state (Land) government grants and is used to support preparatory research. (<https://www.fraunhofer.de/en.html>)

We introduced some best practices with **Udo Büdding** - *US & German Lawyer*, that talked on German American Business Association (GABA) and the advantage to leverage the local community on entrepreneurs.

The competitive advantage of people that have moved to the Valley, was underlined from **Flavio Notari** - *US & Italian CPA / member Business Association Italy America (BAIA)*.

Referring to professionals that have experience in EU-US doing business is critical in avoiding mistakes, reducing the risk and time for setting up the business in a new location.

All the panelists agreed that making collaboration and due diligence are winning factors for boosting the success in a complex ecosystem.

We concluded the session with a quote “We need a Gigabyte Society. Digit Transformation is only successful if team play government & industry“ (Günther H. Oettinger, EU Commissioner for Digital Economy and Society).

Challenges in food industry

Chairman: Lorenzo Salmi, founder of Badeggs

Contributions of Kairat Itibaev and Giuseppe De Maso Gentile.

The panel was conducted by myself, Lorenzo Salmi founder of Badeggs, with contributions of Kairat Itibaev (Official Representative of Chamber of Commerce and Industry of the Kyrgyz Republic and Chairman of Foreign Investors Association) and Giuseppe De Maso Gentile (scientist and founder of Tangis company).

The perspective is directed after a brief presentation of the two topics: how can we trace a food, under the experience of Tangis srl, and how quality can also sustain intact on long runs. We have spoken about e-commerce and investments in the agrifood. Kairat shared with us his great experience that has been important, providing some examples on venture capital in food industry and sharing the experience on its run as investor. Tracing the points of reference, the audience has picked up the inputs and after a brief discussion we set up an appointment for the next year to see the picked results.

Technologies for everyday life

Chairman: Nicoletta de Vincenzi, founder of Glowreous

Contributions of Tobias Marten, Yuri Grassi, Marc Seitz, Johannes Reichardt, Roberto Toscani.

Technology is getting exponentially faster, more immersive and intuitive. And as technology evolves, so does the way we live. During the Silicon Valley Symposium “Anticipating the Future” we had a session on the latest technologies impacting everyday life. We had a great panel with entrepreneurs and scientists for this session coordinated by Nicoletta De Vincenzi, Ph.D., CEO of Glowreous, Beauty Technology Company.

Here are the points discussed during the session:

- 6 Technologies for Better Living – Nicoletta De Vincenzi – Glowreous
- How will Work Change? – Marc Seitz – Hackerbay
- Railways Innovation – Roberto Toscani – Binary Systems
- The Future of Events – Yuri Grassi - Evensi
- Social Communication Dynamics - Johannes Reichardt - Turbopy
- A Language for Artificial Intelligence – Tobias Marten – Better Internet

“Technology innovation has the power to radically impact how societies leave even in a way we could not imagine before, a new product can transform entire markets with the discovery of a disruptive technology”, mentioned Nicoletta. Few radically impacting technologies have the transformative potential to reshape how we live, move, work, interact. “We are in the middle of a global digital revolution: it is happening right now, and we are already late.”

1 - Artificial intelligence

AI is expected to bring substantial shifts in how individuals perceive and interact with technology, with machines performing a wider range of tasks. We are in the middle of a revolution. Artificial Intelligence Implementations will grow hugely in scale and capabilities during 2017.

Bots are the future of mobile. Providing additional flexibility and effectiveness, bots and AI will be soon in every home. We are already in a mobile-first and cloud-first world.

Bots are the new interfaces. Just like we are now used to develop websites, or mobile applications, we are now going to start building bots. Conversational e-commerce is rising in relation to this. Thanks to machine learning we developed self-driving cars, speech recognition, effective web search, and an extremely improved understanding of the human genome, as well “Internet of Things” has been made possible. Siri and Google Assistant learn concepts thanks to the endless numbers of examples gained. They understand a question not by having every possible permutation, but recognizing what a map question sounds like. Siri, like many other Machine Learning backed AIs, like Google Home, a voice-activated speaker powered by the Google.

Assistant, IBM Watson, Skype’s real-time translation, are getting smarter, more powerful and effective every day. AI is transforming the way businesses operate and how people engage with the world. Dynamic content management is also growing. Johannes Reichardt, specialized in social dynamics, presented *Turbopy* during our Symposium, and focused on merging concepts of social media and traditional CMS.

Tobias Martens has briefly explained the concept of *Better Internet*, an innovative project aiming at studying Languages for Artificial Intelligence. Languages simplification, as part of the path of innovation.

2 - On-Demand Services

On Demand services are on the rise. Curated cohabitation, on-call Doctors, mechanic services, business services. Professionals can use their skills as consultants or even in exchange for different services. Knowledge sharing platforms give access to amazing endless resources for self-education and exploration of peer-to-peer shared data.

Beauty on Demand is expanding. *Glowreous* is a Beauty Technology Company, offering a booking Concierge app and platform solution to connect service providers in the beauty services and related industries with both new and existing clients. *Glowreous* applies the latest technology to Beauty and Wellness as the developer of a comprehensive group of online solutions. *Glowreous* app allows to any user to identify service providers that meet their needs, booking services directly and conveniently on the go with a customized Premium Concierge to book the best Salons and Spa nearby.

Sharing economy initiatives take also aim at social issues, specifically facing seniors with on-demand elder care services, highlighting the role of peer-to-peer economy in empowering people and communities to help themselves when traditional institutions are unable to

adequately support, for better living purposes and customized assistance. Curated cohabitation for urban populations is widely in use, like Airbnb for example, as consumers of all ages are making use of dedicated roommate-finding services that enable them to find a suitable match regardless of one's financial or geographic situation. Bilateral Peer to Peer P2P is on the rise. Cost-conscious consumers have wider choices and the opportunity to choose to swap for example rather than shop, with neighborly local sharing services. Innovative exchange networks serve as a marketplace for individuals are being embraced. Such platforms create a space dedicated to collaborative consumption that can strengthen communities and decentralize capital, shaping interactions between consumers directly.

Yuri Grassi elaborated on The Future of Events during our Symposium. *Evensi* is an innovative search engine dedicated to geo-located events. You can find more than 50 million events based on your interests. Worldwide. Discover new events by browsing on the map or let yourself be guided by your own customized dashboard, which suggests the events that are most relevant due to their geographical vicinity and personal interest. *Evensi* uses an automated semantic algorithm which extracts and evaluates every single event. They're synced with Facebook, combined with the support of cultural agencies and operators, to guarantee a vast database of events that is continuously updated.

How will Work Change? Marc Seitz CTO *Hackerbay* underlined during the Symposium how freelancers marketplaces, and fast prototyping are growing. *Hackerbay* provides an innovative solution of instant product design & development by Hackers. Software development on demand.

3 - Virtual Reality

Sitting in front of a flat-screen TV and even watching a simple video is going to feel so outdated soon! 2017 is the year Virtual Reality is expected to take measurable steps in targeting mainstream consumers dominated by gaming and entertainment, real estate uses or luxury hotel visits, spectator immersions, stadium experiences and much more. New virtual-reality and mixed reality – AR/VR - headsets are expected from major tech companies such as for example Sony, HTC and Oculus (Facebook acquired the company in 2014). Brands start connecting with virtual reality users, for example with headset-embedded packaging or product placement. Consumers can learn about product offerings in a multi-sensory providing new immersive in-store virtual reality experiences that provide an engaging environment. Such interactions are primarily emotional experiences, an opportunity for brands to activate relationships with individual consumers by enabling exclusive interaction.

4 - Augmented reality

Augmented reality, represents the near future for significant part of the population.

AR is a live direct or indirect view of a physical, real-world environment whose elements are augmented or complemented by computer-generated sensory input such as sound, video, graphics or GPS data sets. Pokémon Go is a location-based AI game. On top of the success related to AR games such as Pokémon Go - which was downloaded more than 100 million times in its first month - the potential benefits for the population can be huge.

With the help of advanced AR technology, adding computer vision and object recognition, the information about the nearby real world of the user becomes interactive and digitally integrated. Information about the environment and its components is overlaid on the real world. This information can be virtual or real. Augmented reality brings out the components of the digital world into an individual's perceived real world. Big data Popup: brands highlight product experience with visualizations of reactive data, pop-ups featuring visualizations of data. Gamification is changing the individual relationship with knowledge. In addition to highlighting the expectation of powerful engagement levels, this shift speaks to the ways the modern consumer is used to be accessing and consuming information in the digital age. Through a pair of AR glasses, or a smartphone's camera, you are able to see both the vibrant city life in front of you, and the enriching data that overlays it.

5 - Wearables

Quantified Self-Care is getting wider. Consumers more and more wish to be in control, checking the status of their body and their health throughout the day. Consumers now relies on data even to support the most specific personal routines. Last year was a big year of growth for wearables. Much of that progression was driven by fitness trackers made by Fitbit and the Apple Watch. Fitness trackers and smartwatches seem to still dominate the space, but additional trends seem to push wearable tech forward. According to Tractica report, wearables are just getting started. Wearable tech shipments are expected to reach 560 million by 2021.

Healthcare Wearables are growing fast. Advanced sensor technology, miniaturization of hardware, and smart artificial intelligence algorithms will help bring wearables into the forefront of the fight against chronic conditions. Smart clothing is already here, and growing. Few more generalist wearable devices include as many sensors in as possible, other might focus

on specific tasks, leveraging smartwatches to become a control platform, a central hub for all wearable tech. One crucial execution will be the integration of sensors into clothing, footwear, watches, and other accessories.

6 - Transportation

We are assisting to a revolution in transportation leveraged by Self Driving cars.

There will be 20 Million Self-Driving Cars On the Road by 2025: simply amazing. Cognitive learning, Instant In-Car Services, Car sharing, are all applied and on the rise: Intuitive Speech Recognition, car services are adapting with instantaneous features for added efficiency. Offering wider services like food retailers and online shopping brands, car makers are exploring ways to allow drivers to easily buy products on the go from the car control dashboard. These integrated features reflect a need for services that can be accessed no matter where, always on.

Roberto Toscani talked about Railways Innovation during the Symposium. *Binary System* is the leading Italian company in the development of software solutions for the management of rail operations. Thanks to its technical team of researchers and the well-established partnerships with the most important devices manufacturers, *Binary System* has created a suite of products capable of integrating web and mobile management and representing excellence on the market. Entirely custom-made and characterized for their usability, integration and portability, our software solutions are specially designed and integrated with latest generation of mobile devices such as smartphones and tablets. By granting the complete real-time management control of all operational activities, *Binary System* products have given mobility to rail companies.

What connects all those innovative trends, companies and projects? A focus toward the highest standards, of quality and service, simplification, efficiency, frictionless processes, and simply creativity applied.

"It always seems impossible until it's done." Nelson Mandela.

Stand Out in a Crowded Social Space

Chairman: Valentina Panizza, founder of Proofy.co

Contributions of Isabella Federico, Maria Seralessandri, Sara Bonomi, Joan Pauly

When we think about how to stand out in a crowded social space many of us immediately think about viral project or campaigns on social networks and on the internet. However this is not enough. During this session we had the opportunity to listen to five different stories of start-ups, individuals, and ventures; each one approached the topic in a different way.

Valentina Panizza explained how Proofy.co gained reputation and increased the number of users through partnership with selected partners that helped the start-up gaining a sort of “quality seal” and communicating the project to their contacts and customers. Proofy received “Seal of Excellence” from the European Commission.

Maria Seralessandri talked about her experience in BES (Brain Entertainment Studios), an association of emerging artists: they successfully used the pitching scheme of a technology startup for their first production “Caletra”, an animated movie. A producer got interested and financed Caletra. Maria shared her impression on the event by saying “ *I really enjoyed the Symposium. I had the opportunity to network with other TVLP alumni and I met very interesting people in Berlin. I talked about my experience on how Silicon Valley mindset can be applied not only to set up a tech startup, but also to promote and produce an animation movie. Thank you for inviting me and see you soon!*”

Isabella Federico talked about her experience in using technology to differentiate a cultural product and to promote it. The aim of her project *Woopera* is to transform a performing art product into a multilingual opera directory fed with relevant and reliable information by B2B opera stakeholders such as theatres, performing companies, opera directors. Why opera? Because not only does opera represent an important part of our cultural and historical heritage, but it can also be a profitable business every time it's performed. We do not have just one “La Traviata”, we have many “La Traviatas” because different theaters, different opera directors, different stage set-ups, and of course different audience needs to create different operas from the same original opera. Sometimes even opera plot, location and historical contexts are slightly changed in order to fit specific opera production needs. *Woopera* localization is not just an opera content translation but happens at the single opera performance level since the same opera can be a different product even if performed in the same country and in the same theatre. B2B partnerships in terms of content creation, premium services and cross selling strategies are at the base of *Woopera* monetization model in a win win solution which may give the project a stronger sustainability than a paid app /in-app purchase model spreaded directly to the consumer market. “ *Silicon Valley Symposium has been a unique experience for me: I had the*

opportunity to share my project Woopera and my challenges with an international audience of startupper and innovators in the prestigious location of the Fraunhofer in Berlin. Yes, challenges, not only projects. The challenge to deal with a very niche product, opera lirica, and to dare its complexity and market conditions (especially in some countries) of decreasing investment level and audience engagement. In a world overloaded with standardized global information I was really happy to share my tailored opera approach in Berlin and get feedback and suggestions from the attendees. Events like the Silicon Valley Symposium help you better define your direction with a cross cultural, cross country, cross vertical view on other valuable experiences.”

Sara Bonomi shared her experience as European who moved to America and back to Europe. She is marketing manager at Formlabs, an high quality 3D printers manufacturer. She told her story about how she managed to get a job in the US where the brand of European universities are not known and people are evaluated on their ability to bring results. Sara, after relocating to Berlin, co-founder of the European chapter of Girls in Tech (GIT). GIT is an international association that aims to accelerate the growth of innovative women entering into the high-tech industry and building startups.

Joan Pauly presented The Innovation Network for Advanced Materials (INAM) and explained how they help entrepreneurs, start-ups and researchers to develop innovative and marketable products – which are based on organic and molecular electronics, surface engineering, polymer science, compounds, additive manufacturing, battery technology, photovoltaics, hybrid materials, fibers, sensors, lighting as well as printed electronics for applications in healthcare, consumer electronics, wearables and photonic related technologies– by providing a platform of exchange, shared infrastructure and substantive cooperation.



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Portal, Silicon Valley



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Udo Büdding
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Legal & GABA associate



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Chairman
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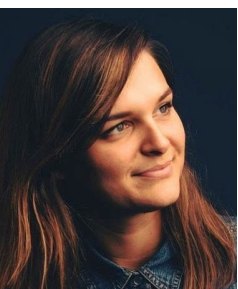
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