

## 7<sup>th</sup> edition of Start-Up Spain

### SUPPORTING START-UPS IN SPAIN AND ABROAD

Madrid, 12<sup>th</sup> December 2013

Rafael del Pino Auditorium – C. Rafael Calvo, 39, 28010 Madrid

Start-Up Spain is a living laboratory of start-ups, venture capital and entrepreneurship in Spain, a forum promoted by ESADE Business School and the Rafael del Pino Foundation.

This seventh edition of Start-Up Spain will feature the participation of foreign entrepreneurs who have founded successful start-ups in Spain as well as Spanish entrepreneurs who have founded start-ups with the help of executives from Spanish multinationals. We will pose three questions to the panellists: Why did you decide to create or invest in a start-up in Spain? How do you support innovation and the creation of new start-ups? What lessons can we learn that may help more initiatives of this type to spread in Spain?

#### 5.00pm Welcome

**Vicente J. Montes**, Director of the Rafael del Pino Foundation

#### 5.15pm Panel discussion: “Spanish Start-Ups Founded by Foreigners”

*Moderated and introduced by:* **Javier Santiso**, Vice President of ESADEgeo and Associate Professor in the Department of Economics at ESADE. Founder of Start-Up Spain

*Panel:*

**Eiso Kant** (Holanda) managing director & co-founder of Tyba (Madrid)

**Philippe Gelis** (France), co-founder of Kantox (London)

**Christian Nyborg** (Norway), cofounder of Másmóvil (Madrid)

**John Erceg** (United States), founder of Budgetplaces (Barcelona)

**Pauline Quillet** (France), founder and CEO of Omanuh (Barcelona)

**Kasia Adamowicz** (Poland), co-founder of JolieBox (Barcelona)

#### 7.00pm Panel discussion: “Spanish Companies Supporting Spanish Start-Ups”

*Moderated by:* **Alfons Sauquet**, Dean of ESADE Business School

*Panel:*

**Javier Pérez Dolset**, founder and CEO of the ZED Group and investor in 24symbols

**Aitor Grandes**, co-founder and CEO of 24symbols (Madrid)

**Joaquín Ayuso de Paul**, co-founder of Tuenti and founder and CEO of Kuapay (Los Angeles)  
(SKYPE CONNECTION)

**Joaquín García-Baquero**, CEO of Net4Things (Madrid), a start-up supported by Mónica de Oriol, President of the Seguriber Group and of Círculo de Empresarios

**Ignasi Vilajosana**, CEO of Worldsensing (Barcelona), a start-up supported by the José Manuel Entrecanales Foundation (José Manuel Entrecanales, Acciona)

**Marta Ibáñez**, founder and CEO of Hiphunters (Madrid), a start-up supported by La Lanzadera (Juan Roig, Mercadona)

#### 8.30pm Closing address

**Alfons Sauquet**, Dean of ESADE Business School

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Venue:

Rafael del Pino Auditorium · C. Rafael Calvo, 39, Madrid

For more information:

Maiteder Bastero · 91 359 77 14 · [maiteder.bastero@esade.edu](mailto:maiteder.bastero@esade.edu)

Con la colaboración de:

