



# PROGRAM

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SILICON  
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COMES TO  
Lisbon

17 & 18 DE NOVEMBRO

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FUNDAÇÃO  
LUSO-AMERICANA

09:00 to 09:30

## Official Opening - Welcome

Reitor da Faculdade de Ciências da Universidade de Lisboa  
João Salgueiro (Semana Global do Empreendedorismo)  
Carlos Nuno Oliveira\* (Secretário de Estado do Empreendedorismo)

09:30 to 10:30

## The Road to Start-up Portugal

Paul Kedrosky (Kaufman Foundation)  
(followed by debate)

10:30 to 11:00

Coffee Break

11:00 to 12:00

## Learning from Failure

Patrick Vlaskovits - "Learning from failure: How I founded, crashed and burned 2 start-ups, and what I learned in the process."  
Paulo Rosado (Outsystems) - "Reward Experimentation"  
John Harthorne (MassChallenge) - "Failing your way to victory"

12:00 to 13:00

## University Spin-Offs: Universities as the root of innovation and start-up creation

Pedro Bizarro (Feedzai) - Universidade de Coimbra  
Daniel Neves (BioSurfit) - Universidade de Lisboa  
Nuno Arantes de Oliveira (Alfama)  
Celso Martinho (Sapo)  
Pedro Balas (eMove)

13:00 to 14:15

Lunch.

14:15 to 15:00

## "Lisbon: the door for Silicon Valley to Europe"

Carlos Brazão (Cisco)

## "Entresutra aka just do it, and the urgent need to create companies in Portugal"

Soumodip Sarkar (Universidade de Évora)

15:00 to 16:00

## "Success Stories - IPO's and Internationalization"

Ricardo Carvalho (TIMw.e.)  
Pavão Martins (SISCOG)  
Rogério Carapuça (Novabase)  
Jorge Fernandes (Mobibucks)

16:00 to 17:00

## Finding your management style

Philip Rosendale (Founder Second-life) - "Managing with Style - finding your way in leadership"  
Tony Fernandes (StudioUE) - "The Portugueseness in Me - Where Culture and Business Collide"  
Peter Cohan (Babson College) - "The Hungry Start-Up - Creating the world you want to live in and turning it into a business"

17:00 to 17:30

Coffee Break

17:30 to 18:00

## "Estratégia da CML para a área do empreendedorismo e inovação"

Vereadora Graça Fonseca (Câmara Municipal de Lisboa)

Keynote

Philip Rosedale (Founder Second-life)

18h00 - 18h30

## Closing Remarks

Pedro Rocha Vieira (Beta-i)  
João Trigo da Roza (APBA)  
Sua Excelência o Presidente da República

**NOTE:** This program reflects the lineup for the simulcast and may change without previous notice.

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