

Agenda

Friday, Dec. 5th

Room: KT 3

Topic	Lecturer	Short Description
16:00 - 16:30 Welcome	Cäcilie Hampel & Dr. Karsten Schulze	Welcome & Introduction
16:30 - 18:30 Start-up basics	Prof. Stephan Stubner Chairholder Chair of Strategic Management and Family Business HHL	Basics on how to start a business and business plan creation
18:30 - 19:00 Trip to Porsche		Transport via private cars to be organized individually.
19:00 - 21:00 Porsche visit	Sven Prager Porsche	Company visit: Porsche factory Leipzig Limited to P9 only, due to maximum no. of participants.

Saturday, Dec. 6th

Room: KT 1

Topic	Lecturer	Short Description
09:00 - 10:45 End-to-end Supply Chain Management	Philipp Lutzny Director SCM ADVA Optical Networking AG	The lecturer with his company won the SCM Award in 2013 for building up an E2E supply chain.
11:00 - 13:00 Finanzierungsformen für mittelständische Unternehmen (German)	Lutz Weiler CEO equinet Bank AG	Lecture held in German Alternative financing models, experiences from several IPOs, private equity capital increase
13:00 - 14:00	Lunch	HHL-Cafeteria

Student-organized lecture weekend @ HHL

Dec. 5th - 7th 2014

14:00 - 15:30 Going Public in the United States - Hands-on considerations for Foreign Private Issuers	Dr. Stefan Schneider Financial Auditor KPMG	The lecture will cover technical aspects of an IPO in the US and focus on the challenges of an IPO from the perspective of a foreign private issuer.
15:45 - 18:00 Start-up talk	Christian Hetke, Futalis Dr. Philipp Päuser, Belegmeister Philipp Joas, eWings	Presentation of start-up How they got their Important Milestones and challenges
18:00 - open end	Social event	Christmas market

Sunday, Dec. 7th

Room: KT 1

Topic	Lecturer	Short Description
09:00 - 10:30 BioTech, Pharma, Healthcare	Dr. Christian Schmitz Scientific entrepreneur	Intro to Pharma, BioTech & Healthcare Stakeholders, Regulations, Business models, Trends, Innovation Example: BioCompound
10:45 - 12:45 The German energymarket	Martin Michalk Head of Portfoliomanagement Axpo Deutschland GmbH	German energy market. Price development. Role of renewable energies.
12:45 - 13:30	Lunch	Pizza
13:30 - 15:30 Dell's Fulfilment Model	Dominic McKendry EMEA Global Operations Planning Dell	Finding a new operational model for a strategic problem. An introduction to the New Dell Business Model

General information

Deadline for signing up: Friday, November 7th 2014

Sign up by transferring the participation fee, see below.

You may additionally (not mandatory) send an e-mail to the organizational team.

Participation fee

25 EUR/person*

Includes:

- Lunch (Main meal): Saturday and Sunday
- Drinks during lecture hours: water, coke and juice
- Presents for the presenters (they do not get any travel compensation or payment)

*We will not provide an invoice.

Please transfer to the following account by **Friday, November 7th 2014**

Name: **Karsten Schulze**
IBAN: **DE 31 50 01 05 17 03 23 82 38 55**
BIC: **INGDDEFFXXX**
Bank name: ING-DiBa Frankfurt a.M.
Reference: **LW + Name of participant(s) + Class**
(Example: LW Karsten Schulze P9) If you plan to bring your friend/partner/spouse/etc. please add their name(s) as well.

Location

HHL Campus Jahnallee 59, 04109 Leipzig

Rooms:

- Friday Dec. 5th, KT 3
- Saturday Dec. 6th, KT 1
- Sunday Dec. 7th, KT 1

Contact

For questions on the program please contact

Dr. Karsten Schulze (karsten.schulze@hhl.de)

Cäcilie Hampel (caecilie.hampel@hhl.de)

Appreciation

We would like to thank...

- ... all speakers that spend their spare time to give us some insight into their work
- ... the HHL administrative team, especially Julia Höffner, Angela Ditter and Jenny Roleder
- ... all P8, P9 and P10 students for their contacts and help

Biographies

Prof. Stephan Stubner

HHL (<http://www.hhl.de/en/faculty/strategic-management-family-business/#1>)

Prof. Stephan Stubner is Chairholder of the Dr. Ing. h.c. F. Porsche AG Chair of Strategic Management and Family Business at HHL. He has been co-founding and managing various startups, after working as a Consultant at the Boston consulting group.

Philipp Lutzny

ADVA Optical Networking (<http://www.advaoptical.com/>)

Philipp Lutzny, Senior Director of Global Order Fulfillment & Supply Chain Management, has worked for ADVA Optical Networking since 2006, where he held different management responsibilities within Operations/Supply chain including global planning, operational purchasing, logistics, regional and global supply chain management. Redeveloping ADVA's supply chain was a prime focus over the last four years. In 2013 ADVA Optical won the "Supply Chain Management Award" from PWC. Lutzny has more than 13 years of experience in supply chain management and strategic purchasing. He previously held positions at Siemens AG and BenQ mobile.

Lutz Weiler

Equinet AG (<http://www.equinet-ag.de/equinet-bank-ag/organe/>)

As Director/Division Manager of Global Corporate Finance at Dresdner Kleinwort Benson, Lutz Weiler spearheaded the team that was responsible for supporting domestic SMEs with capital market transactions. Over a period of 13 years, he was actively involved in more than 70 IPO transactions at Dresdner Kleinwort Benson.

Since 1999 he is a member of the management board and co-founder of equinet Bank AG. He is contributed as an author to various publications about stock market related issues and is member of the Issuer Markets Advisory Committee of Deutsche Börse AG.

Dr. Stefan Schneider

KPMG (<http://www.kpmg.com/>)

The presenter Stefan Schneider has recently advised German companies in IPOs in the United States. He gained in-depth professional experience from his work as auditor and adviser of listed technology driven Companies in Germany and Australia. He is a senior manager with KPMG Germany for over five years. He received a doctor's degree from Martin-Luther-University Halle-Wittenberg for his thesis "Development Costs in International Accounting Standards" and graduated from that same university.

Further information to Dr. Schneiders lecture:

More and more non US-based technology driven growth companies (so called foreign private issuers) seek access to the capital market of the United States. This capital market is thought to be more liquid

and investors more risk taking than others. To go public in that highly regulated capital market requires a thought through process, excellent preparation and a hands-on project management. The lecture will cover technical aspects of an IPO in the United States first. Consequently the lecture will focus on the challenges of an IPO from the perspective of a foreign private issuer and how to approach them based on hands-on experiences of the presenter.

Dr. Christian Schmitz

Entrepreneur, Co-Founder Pluriselect GmbH

As a scientist, Dr. Schmitz gained broad business experience by working at different positions in different environments in UK and Germany. After Co-founding PluriSelect in 2008, he worked for several years in the area of Business Development at Multipharma GmbH. With his scientific background and the MBA (obtained in 2009) he is what we would call an “entrepreneurial scientist”.

Martin Michalk

Axpo Deutschland GmbH (<http://www.axpo.com/axpo/ch/de/home.html>)

Martin Michalk currently works as Head of Portfoliomanagement for Axpo Deutschland GmbH a subsidiary of the swiss based energy supply & trading company Axpo AG. He has more than 10 years of experience in the energy business previously holding positions at envia Mitteldeutsche Energie AG, EEX European Energy Exchange AG and Lekker Energie (former Nuon Deutschland).

Dominic McKendry

Dell (<http://www.dell.com/>)

Mr. McKendry holds a degree in “Slavonic and East European Studies” obtained in Glasgow, Scotland and an MBA obtained at Purdue/GISMA. He joined Dell in 2005 and worked as a Sales Manager from 2006 till 2010, before becoming Supply Demand Manager for Germany and Austria in 2011. His current project is the Supply chain integration of Wyse Technologies – a Dell acquisition.