Monday, 20 November - Policy Track
Venue: Radisson Blu Sky Hotel Tallinn
Rävala puiestee 3, Tallinn

10:00 - 12:00
St. Petersburg room

**Startup Nations Ministerial Steering Committee Meeting (invite only)**
Planning meeting of the government leaders guiding the 2018 Startup Nations Ministerial.

Startup Nations Ministerial Steering Committee members:
- Pichet Durongkaveroj, Minister of Digital Economy & Society, Kingdom of Thailand
- Lindiwe Zulu, Minister of Small Business Development, South Africa
- Ghassan Alsulaiman, Governor of Small and Medium Enterprises Authority, Saudi Arabia
- Kristin Schreiber, Director, EU Programme for the Competitiveness of Enterprises & SMEs (COSME), European Union
- Mariano Mayer, Secretary of Entrepreneurs and SMEs, Argentina
- Jonathan Ortmans, President, Global Entrepreneurship Network (GEN)

Remarks by:
- Ganesh Rasagam, Practice Manager for the Innovation & Entrepreneurship Unit, World Bank Group’s Trade & Competitiveness Global Practice

12:00 - 13:00
2nd floor foyer

Registration & Lunch
The Road to the Ministerial: Breaking Myths about High-Growth Entrepreneurship

Led by the World Bank, this session provides a snapshot of the initial findings and core research areas from its flagship report on growth entrepreneurship that is scheduled to be completed in 2018. The aim for this session is to stimulate discussion and help shape the agenda to be addressed at the Startup Nations Ministerial in April 2018.

Remarks by:
- Lindiwe Zulu, Minister for Small Business Development, South Africa
- Ganesh Rasagam, Practice Manager for Innovation & Entrepreneurship, The World Bank

Facilitated by:
- Loren Nadres, Advisor, Innovation and Entrepreneurship, The World Bank
- Phil Auerswald, Executive Director, Global Entrepreneurship Research Network

Registration & Networking Break

Crash Course on Estonian eGovernment

Offered by Estonian eGovernance leaders, this session is a deep-dive into what digital disruption means with an emphasis on e-residency, data embassies and the history of the e-Estonia journey.

- Siim Sikkut, Government CIO, Republic of Estonia
- Kaspar Korjus, e-Residency Managing Director, Estonia
16:45 - 17:15
2nd floor foyer
Networking Break

17:15 - 18:15
Hansa Room
Crash Course on Estonian eGovernance (Group Breakouts)
Various experts

18:30 - 18:45
Shuttle buses depart from the Radisson Blu Sky Hotel to Hilton Park Tallinn, Hotell Euroopa, Park Inn by Radisson Meriton Conference & Spa Hotel Tallinn

19:15 - 19:30

19:30 - 22:00
Energy Discovery Center, Põhja pst 29, 10415 Tallinn
SNS Welcome Reception
Hosted by the Ministry of Economic Affairs & Communications and Startup Estonia.
Remarks by:
- Viljar Lubi, Deputy Secretary General for Economic Development, Estonia
- Maarika Truu, Head, Startup Estonia
- Jonathan Ortmans, President, Global Entrepreneurship Network

22:00 - 22:30
Shuttle buses to hotels
Tuesday, 21 November - Policy Track
Venue: Kultuurikatel
Põhja puistee 27a, Tallinn

08.30 Shuttle buses depart from Radisson Blu Sky Hotel Tallinn, Hilton Park Tallinn, Hotell Euroopa and Park Inn by Radisson Meriton Conference & Spa Hotel Tallinn to Kultuurikatel

08:45 - 09:30 Foyer Registration and welcome coffee

09:30 - 09:45 Small Hall Core Summit Launch
Opening remarks by:
- Jonathan Ortmans, President, Global Entrepreneurship Network
- Urve Palo, Minister for Entrepreneurship and ICT, Estonia

09:45 - 10:30 Small Hall Policy-making in the Wake of Digital Disruption: The Sandbox Approach
Over the past year, innovative policy-making processes emerged in response to entrepreneurial disruptions that changed the way we think about regulation. Among them, the regulatory sandbox is being adopted across the world as a way to reduce risk for both regulators and startups.

- Peteris Zilgavis, Head of the Startups & Innovation, DG Connect, European Commission
- Wijittleka Marome, Deputy Director, Bank of Thailand

Moderated by:
- Katarzyna Jakimowicz, Associate Director, The Lisbon Council
10:30 - 10:45  Foyer  Networking break

10:45 - 11:30  Small Hall  Uncommon Policy Solutions to Unlock Entrepreneurial Potential
Led by three experts, this session outlines uncommon policy ideas to empower entrepreneurs and help them scale their businesses.

- Markus Kanerva, Senior Specialist at the Prime Minister’s Office, Finland: “Universal Basic Income to Boost Entrepreneurship & Innovation”
- Lenard Koschwitz, Director, Allied for Startups: “Data Privacy Policy Implications for Startups”
- Varun Sharma, Head of Partnerships, e-Residency, Estonia: “e-Residency”

Moderated by:
- Jonathan Ortmans, President, Global Entrepreneurship Network

11:30 - 12:30  Small Hall  The Lean Policy Canvas: Rapid Policy Development Using Lean Entrepreneurial Practice
Based on policy-related frustrations expressed by entrepreneurs, Startup Nations members and delegates brainstorm solutions through the use of a Lean Policy Canvas.

Facilitated by:
- John Lusk, Entrepreneur in Residence, Kauffman Founda

12:30 - 13:30  Foyer  Networking Lunch

13:30 - 14:15  Small Hall  SNAP Highlights
Startup Nations members share details of select policy instruments featured in the Startup Nations Atlas ➔
of Policies, an online compendium of innovative policies and programs to advance entrepreneurial growth.

- Dong Dang Huy, Deputy Minister, Ministry of Planning and Investment, Vietnam
- Pakiza Abdulrahman, Manager, Bahrain Economic Development Board
- Aisha Abubakar, Minister of Industry, Trade & Investment, Nigeria

Moderated by:
- Jonathan Ortmans, President, Global Entrepreneurship Network

14:15 - 15:00  
Small Hall  
**New Evidence on Policy Impact**
Startup Nations members share their experience and difficulties in measuring impact and monitoring results through a moderated Q&A session.

- Mattia Corbetta, Expert on Innovation at the Directorate-General for Industrial Policy, Italian Ministry of Economic Development: “Four years after the Italian Startup Act”

Moderated by:
- Thomas Cooney, Policy Advisor, Ireland (moderator)

15:00 - 15:30  
Foyer  
**Networking break**
15:30 – 16:30 Small Hall
City Policy Experiments: Lessons for Nations
Cities are natural test beds for policy experiments. However, policy experiments within real communities need more than just researchers; policy experiments can be constructed so that the community feels empowered, the policymaker is informed, and local assets like civic leaders and entrepreneurs are properly leveraged.

- Lieke Vollenbroek, Senior policy advisor, City of The Hague, Netherlands
- Victor Mulas, Innovation and Entrepreneurship in Cities, World Bank Group’s Trade & Competitiveness Global Practice
- Dane Stangler, Head of Policy, Startup Genome

Facilitated by:
- Evan Absher, Program Officer in Research & Policy, Kauffman Foundation

16:30 - 16:45 Small Hall
Announcement: Startup Nations Summit 2018 Host City
GEN announces the winning bid to co-host the next gathering of the Startup Nations policy network.

- Jonathan Ortmans, President, Global Entrepreneurship Network
- Mayor, Host City for Startup Nations Summit 2018

16:45 - 17:00
Transition
to “Black Box” Hall
17:00 - 18:00 | Black Box | Perspectives on Digital Disruption: A Discussion

- Mariano Mayer, National Secretary for Entrepreneurs & SMEs, Argentina
- Taavet Hinrikus, Co-founder, Transferwise
- Matthias Ummenofer, Founding Partner, mojo.capital

Moderated by:
- Viljar Lubi, Deputy Secretary General for Economic Development, Estonia

18:00 - 19:00 | Black Box | Startup Nations Awards

Startup Nations recognizes innovative public sector leaders and policy approaches from around the world through the Startup Nations Awards

19:00 - 22:00 | Cauldron Hall | Startup Nations Reception

Shuttle buses leave from venue to Radisson Blu Sky Hotel Tallinn, Hilton Park Tallinn, Hotell Euroopa and Park Inn by Radisson Meriton Conference & Spa Hotel Tallinn

22:00
Wednesday, 22 November - Policy Track
Venue: Kultuurikatel
Põhja puiestee 27a, Tallinn
*Parallel sessions in Black Box

08:00 - 09:00
Foyer
Registration and coffee

09:00 - 10:45
Small Hall
SNS Policy Hack: Part I
The Policy Hack is a signature activity of SNS Tallinn gathering global policy shapers from across the startup ecosystem. In this part of the Hack program, teams and judges will be introduced to the rules and prepare the first round of pitching.
Opening remarks:
- Jonathan Ortmans, President, Global Entrepreneurship Network
- Mikk Vainik, Startup Policy Expert, Ministry of Economic Affairs & Communications, Estonia

SNS Policy Hack mentors:
- Anne Veerpalu, Lecturer of Business Law, Estonian Business School
- Eamonn Carey, Managing Director, Techstars Connection
- Peteris Zilgalvis, Head of the Startups and Innovation Unit, DG Connect, European Commission
- Dane Stangler, Head of Policy, Startup Genome

Facilitators:
- Martha Ivanovas, Dell
- Alberto Onetti, Mind the Bridge

10:45 - 11:15
Foyer
Coffee break
**SNS policy hack: part II first round of pitches**

Policy Hack teams designate a member to pitch their respective solutions and judges will select three finalists that go through to the second round of pitching.

**SNS Policy Hack team leaders:**

- **Rasha ElTantawy**, Technology Innovation & Entrepreneurship Center, Egypt
- **Itzel Villa**, National Institute of the Entrepreneur (INADEM), Mexico
- **Sigrid Rajalo**, Ministry of Economic Affairs and Communications, Estonia
- **Ozan Acar**, The Union of Chambers & Commodity Exchanges, Turkey
- **Lieke Vollenbroek and Pieter Waasdorp**, City of The Hague and Ministry of Economic Affairs, respectively, The Netherlands
- **Lenard Koschwitz**, Allied for Startups, European Union
- **Marlen Kaevats**, Ministry of Economic Affairs & Communications, Estonia
- **Konrad Fernández Krzemska**, Start-Up Chile, Chile
- **Ezrra Orozco**, Ministry of the Economy, Guatemala

**Networking lunch**

**SNS policy hack: part III: fine-tuning pitches**
08:00 - 09:00
Registration and coffee

09:00 - 10:45

Black Box
Moderator of the day Robin Wauters, TechEU

How to scale internationally with your startup?
Startups can now reach international markets from day one. Although this early global traction can happen organically for some startups, most often than not, the reality is that startups must be strategic about systematically scaling from their home market to any other international market. But where to begin and what to keep in mind when wanting to expand to new markets? Timo Rein, CEO of Pipedrive, a cloud-based sales software startup with clients in 140 countries, will shed a light on the topic through his experience with scaling a startup.

Timo Rein, Pipedrive

Salad bowl or melting pot: the ingredients for a great startup ecosystem
How do we know what makes for a great entrepreneurial ecosystem and how do we measure it? As technology has developed, the tools for entrepreneurship have changed with it, and policymakers have struggled to attract and support a new generation of entrepreneurs. Existing
economic incentives and support provided by local and federal governments has gone unused. In today’s digital economy, one size or rather one model does not fit all. Every community has the potential to be a great startup ecosystem if they can recognize and build upon their existing strengths.

Natalie Novick, European Startup Initiative

Global competition for talent - the game is on!
The great hunt for talent is on! Governments around the world are creating special policy measures and visa exceptions in order to attract talented people to high paying jobs in technology companies and startups. In this panel, we will explore the questions of how to get people to move half way around the world, what makes an ideal startup environment for international talent and what are the issues needed to be addressed by special talent visa schemes.

Mari Vavulski, Startup Estonia
Victoria Lennox, Startup Canada
Sten Tamkivi, MOVE Guides

Moderated by Robin Wauters
A truly sustainable and healthy world: rethink and redesign cities, industries and workplaces

Bringing a disruptive air pollution abatement technology to market, the founders of IsCleanAir have discovered ways how to bring together stakeholders in the public administrations, industry and innovation for the development of a more sustainable and healthier world.

Giuseppe Spanto and Paolo Tripodi, IsCLEANAIR

Europe, why it’s still not too late to innovate and digitize!

As the managing director of Munich-based TechFounders accelerator, Lorenz Hartung has helped many international startups work with corporate companies. From his experiences, he has a clear message to Europe’s industry players and the public: digitize now!

Lorenz Hartung, Techfounders

Trial and Error - experiences from going international

Going international with a startup via the corporate road is as promising as it is challenging. On this panel, a startup entrepreneur and managers of two internationally renowned accelerators focusing on deep tech and B2B solutions share their experiences and discuss opportunities and limitations of startup and corporate collaboration in internationalisation.

Martin Villig, Taxify
Dolf Wittkaemper, EIT Digital
Lorenz Hartung, Techfounders

Moderated by Alexis Poulain
How to scale in the Asian markets?
Asia has lately started coming to the attention of many startups across the globe as a potential target market ripe with opportunity. However, scaling in the Asian market can be quite challenging as there are many unknowns. What should a startup look out for and what to definitely do and not do while expanding to these markets? What are the little tips and tricks to use and what to look out for?
Ott Jalakas, COO of Lingvist, an AI-based language-learning startup, will share his first-hand experience in what it’s like to be active on the Asian market.

Ott Jalakas, Lingvist

The joys and the challenges of being a female leader in the technology industry
Kristel Kruustük, CEO of Testlio and the Estonian Young Entrepreneur of the Year of 2017, started her path as a founder of the software testing startup at the age of 23 and has since come across countless prejudices about herself, her career choices in technology and leadership and her company. Now, one of the most successful startup founders in Estonia, she is here to inspire every current and aspiring startup founder with her story of persistence, passion and hard work.

Kristel Kruustük, Testlio
Raising from international investors
The availability of growth funds for promising scale-up companies is still limited in many markets across Europe, and even the developed venture capital markets like the UK, Germany and France depend on international investors. Therefore, founders must prepare to raise capital internationally from day one.

Tapio Siik, EIT Digital

14:30 - 15:30  Black Box  CLOSING SESSION
SNS policy hack + startup track: finale
Three Policy Hack finalists pitch to the general audience of the Startup Nations Summit

16:00 - 19:30  Black Box  Ideas from Europe
Entrepreneurs from EU Member States and beyond will pitch their ground breaking “Ideas from Europe”
(joint programme with the SME Assembly)