

# PROGRAM

## TRIFORK START-UP CONFERENCE

### DATE AND PLACE

May 18th, 2016

CodeNode

10 South Place,

London, EC2M 7EB, GB



# JOIN US AT THE TRIFORK START-UP CONFERENCE IN LONDON

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The Trifork Start-up conference is a one day conference that has the purpose to introduce our start-up companies to each other. We will learn, exhibit our products and meet with investors and key clients. We hope this conference provides you with useful knowledge, innovative ideas, and offer you interesting opportunities to grow/expand your market. Let everybody benefit from it!

The success story of Trifork is unique - and the Trifork mindset even more so. Running our green field operations as lean start-ups before such a concept was coined and applying agile thinking and execution when Scrum and Kanban were highly experimental methods for a handful of very early adopters.

Being an early adopter of new ways of working and highly innovative technologies is part of our DNA - and it is part of the shared DNA of our start-ups. With a 20 year history of continued growth and the introduction of market leaders to new technologies, success formulas for working, sharing, and delivering, and a mindset of helping clients solve their most critical challenges - or realizing the challenge not yet recognized - we instill these values and approaches within all our start-ups.

The conference is about technology - but it is more about people: Our clients, our employees, and the thousands of thought leaders, conference goers, investors, partners, and collaborators who are part of the Trifork community around the world.

## **What to expect:**

Start-up companies pitches

Keynotes

Workshops

Ample opportunities for informal networking

Social event after the conference

## **Attendance:**

12 Start-up companies

3 Keynote speakers

Investors

# PROGRAM

PROGRAM					
Length (hh:mm)	Start	End	Room	Topic	Speaker
00:10	09:00	9:10	CTRL	Welcome	Joern Larsen
00:20	9:10	9:30	CTRL	A venture view of funding start-ups	Adrian Colyer
00:10	9:30	9:40	CTRL	Chainalysis	Michael Gronager
00:10	9:40	9:50	CTRL	The Perfect App	Bjarke Salomonsen
00:10	9:50	10:00	CTRL	Atomist	Russell Miles
00:30	10:00	10:30	GROUND FLOOR	<b>Breakfast</b>	
00:10	10:30	10:40	CTRL	Humio	Christian Hvitved, Kresten Krab
00:10	10:40	10:50	CTRL	SpectoLabs	Tom Cunliffe
00:10	10:50	11:00	CTRL	Beem	Philip Mundy
00:10	11:00	11:10	CTRL	WeCity	David Kat
00:10	11:10	11:20	CTRL	Trifork Learning Solutions	Erwin Rolando van Schaffelaar
00:10	11:20	11:30	CTRL	Secure Device Grid	Soeren Eskildsen
00:30	11:30	12:00		<b>Break</b>	
00:10	12:00	12:10	CTRL	Trifork eHealth	Daniel Gewecke Daugaard
00:10	12:10	12:20	CTRL	Infraloop	Pini Reznik
00:10	12:20	12:30	CTRL	Trifork Selected	Line Christa Amanda Soerensen
00:20	12:30	12:50	CTRL	The Internet of things opportunity for Schneider Electric	Soeren Brogaard
00:30	12:50	13:20	CTRL	How to sell to Financial Institutions	Michael Gronager
01:00	13:20	14:20	GROUND FLOOR	<b>Lunch</b>	
00:20	14:20	14:40	CTRL	A success Story: CloudCredo	Colin Humphreys
00:20	14:40	15:00	CMD	Introduction: Build better business models	Soeren Brogaard
				<b>Parallel Program</b>	
01:40	15:00	16:40	CMD	Workshop: Build better business models	1:1 Start-up companies & Investors*
00:40	16:40	17:20		<b>Break</b>	
02:00	17:20	19:20	ALT	Workshop: Cross-Fertilisation opportunities - or how to see beyond our own noses	Line Christa Amanda Soerensen
02:00	19:20	21:20	GROUND FLOOR	<b>Dinner</b>	

\*Rooms for 1:1 Sessions - SHIFT and TAB



<b>Company:</b>	<b>Chainalysis</b>
<b>Founded:</b>	<b>2015</b>
<b>Investment Stage:</b>	<b>Seed</b>

**Chainalysis Inc** is the leading provider of Anti Money Laundering (AML) solutions for companies active in the blockchain and bitcoin space, financial institutions that provide banking services to the blockchain industry as well as blockchain research tools for regulators and government agencies. Its products allow financial institutions to develop trust lines between them as well as identify malicious actors. Its mission is to create tools that respect user privacy and prevent abuse of the financial system.



**Michael Gronager** PhD in Quantum Mechanics, MSc in Chemical Engineering is CEO and Co-Founder of Chainalysis Inc., the leading company in investigation and compliance services for distributed value transfer, with customers from international banks, leading law enforcement agencies and fintech companies. Prior to founding Chainalysis Michael was the COO of Payward Inc., the leading euro to bitcoin exchange where he was in charge of banking relations, overseeing the global engineering team, and crypto currency expert. Before entering the bitcoin scene in 2011 Michael was running international research infrastructure projects, latest as CEO for the Nordic DataGrid Facility at that time the biggest distributed storage installation world wide. Michael has served as member of the research infrastructure EGI Project Management Board, the EGI Technical Collaboration Board and at present he is member of the Board of the Swedish National Supercomputer Center, NSC. Michael is also Co-Founder of Kraken in San Francisco.

#### **Customer case:**

We created Chainalysis to bridge the gap between Bank and Blockchain – to enable banking business active in the blockchain and bitcoin space. To solve this we have created advanced compliance and due diligence tools that, using open source data, that together with the proper procedures enables regulated financial institutions to obtain an adequate and sufficient understanding of the customers they onboard in this space. This has enabled Barclays, as the first Tier-1 bank in the world to publicly announce that it now banks the bitcoin broker dealer Circle Internet Financials.



**Company:** The Perfect App

**Founded:** 2015

**Investment Stage:** Seed

**The Perfect App** is an enterprise distribution system with the convenience of a public app store and with the ability to handle enterprise application management. Any company that develops apps or has a partner that develop apps for them needs to find a solution on how to distribute apps to test-devices and pilot-users. Its vision is to provide customers around the world with a leading app Intelligence tool, combining distribution, crash, feedback, analytics and unique user behavior statistics in ONE platform – empowering them to create The Perfect App.



**Bjarke Salomonsen** Master degree in Business Administration is Co-Founder and CEO at The Perfect App. Bjarke's specialties are development and executing of national and international sales channels and organization, financial understanding & M&A-activity. In a highly competitive industry, Bjarke has built Firstcom, a successful company that develops and sells integrated mobile and IP telecommunications software to several thousand Danish companies. In the fall of 2013 the British investment fund Pembertom buy Firstcom to get access to the advanced cloud software. In the autumn of 2015 he sold his remaining shares in Firstcom and he is now looking forward to get The Perfect App flying.

#### Customer Case:



**Lego** is using The Perfect App software for distribution, crash management, feedback, analytics and user behavior statistics. For example are Lego Education using TPA to track user behavior and these information makes Lego able to continuously improve children benefit from these educational apps.

**Danske Bank** has the most popular and widely used payment app (Mobile Pay) in Denmark with over 2 millions users. TPA has been used in the development of this app to quickly distribute beta versions out to test users and get feedback back from these. This has made the Danish Bank able to get first to market and with the user behavior module from TPA make Danske Bank able to remain the market leader.



Danske Bank



**Company:** Atomist

**Founded:** 2015

**Investment Stage:** A round

**Atomist's** mission is to make microservice applications easy and fun to build, through a cloud-based service and change the way we build, deliver and run software. Atomist will help you to get your code into production as fast as possible, with the minimum amount of distraction.



**Russell Miles** MSc Oxford University is Lead Developer in Atomist and CEO at Russ Miles & Associates where he and his associates work to ensure that clients get the competitive advantage of the latest microservices architectures, tools and techniques. In early 2016, he joined Atomist in order to work on reducing barriers to developing great software.

Russ' experience covers almost every facet of software delivery having worked across many different domains including Financial Services, Publishing, Defence, Insurance and Search.



**Company:** Humio  
**Founded:** 2016  
**Investment Stage:** Pre seed

**Humio** is a Log Aggregation tool for monitoring your applications. It gathers data from multiple sources and consolidates them in a single location, making analysis and statistics possible. Humio lets you feel "the hum of the engine" for your system. What makes Humio special is that it allows you to see your data in real-time and build Dashboards and Alarms. Also, Humio enables explorative analysis of data with no predefined data format or upfront creation of search indexes. Its vision and mission is Data for Humans. Make the huge amounts of data produced by modern applications and infrastructure approachable and valuable. Give people insights into their running IT systems – let them feel the “hum of their engine”



**Thomas Anagrius** M.Sc. In Computer Science at Aarhus University in Denmark is CEO at Trifork in Swedish. Thomas started at Trifork in Denmark straight out of University. Within his first year became lead developer of a group of front-end developers at Trifork.

Thomas since moved to Stockholm, Sweden where he started a department of Trifork focusing on streaming, data visualisation and operations. Thomas is the lead developer and CEO of Trifork and has 10 employees, his office is growing at a rate of 30% each year. While Thomas has started Trifork Stockholm, Humio is his first real Start-up.



**Christian Hvitved** Cand. Scient in Computer Science is Founder of Humio. Christian worked 10+ years at Trifork and Xamarin building and running mission critical systems. Great believer in continuous-delivery and dev-ops. He sees monitoring and data analysis as a key element in understanding our systems and being able to move fast. He has been building and running large mission critical systems for more than 10 years at Trifork and Xamarin Test Cloud.

### Customer Case:

#### Danfoss

Danfoss uses Humio in their IOT platform. Modern Danfoss components are connected. It is possible to control your heating system from a smartphone etc. Danfoss uses Humio in operations of the IOT platform and to get data insights.



# SpectoLabs

**Company:** SpectoLabs

**Founded:** 2015

**Investment Stage:** Seed

**SpectoLabs** builds commercial and open-source tools which help teams deal with the challenges of developing and testing interdependent systems in complex environments. Whether you're building a new application that needs to talk to an old back-end system, or a small service that relies on 10 other services, managing dependencies doesn't have to be a headache. SepctoLabs build flexible, developer-friendly tools that allow you to create a simulated development and testing sandbox – so you can focus on delivering software quickly and without compromise. Market: "Traditional" enterprises with legacy IT systems which need to adopt modern development practices. Companies which want to adopt microservice architectures without compromising. SpectoLabs has just secured angel investment to further develop its products and grow its business. continuous delivery.



**Tom Cunliffe** Anthropology and Ethnographic Research is CEO of SpectoLabs. Product Manager/ Owner, Scrum Master in startups and SMES specializing in building agile teams and applying new technologies and approaches to achieve competitive advantage. Most recently, he has focussed on digital transformation and the adoption of microservices architectures.



**Company:** Beem  
**Founded:** 2013  
**Investment Stage:** Post seed

**Beem** leads the market in mobile first employee engagement. It enables large companies to engage with their staff instantly, and in a highly personalised way. Large organisations use Beem to reach their people no matter where they work, from factory floor to boardroom, and everywhere in between. Beem enables companies to share company information, and empowers employees to be their best at work; informed, engaged and part of a mobile community. Its vision and mission is to enable large companies to share information and communicate with their employees in a mobile first way.



**Philip Mundy** Virtual Reality BSc, University of Huddersfield is Co-founder and CEO at Beem. Philip is a serial entrepreneur with a strong technical and product background. Extensive experience within mobile technology, working on projects ranging from FMCG to games development. He is excited by technologies that disrupt established process or product, and enjoys working with people who recognise the value of risk taking to effect change. Technically trained he's passionate about creating great products and finding unique solutions to large problems. Philip sold his first company a mobile development agency in 2011 to a large digital group.

#### Customer case:

**The story of employee engagement success in Gap Inc** powered by beem.

The Beem team began work with Gap brand less than 7 months ago. The objective was to provide a visual mobile channel to communicate Gap brand values, materials and become a creative channel for employee engagement and peer to peer collaboration.

GAP

Since beginning the initiative, Gap have expanded throughout **three countries**, managed over **eight internal campaigns** and are benefiting from mobile engagement in some of the following ways –surfacing branded Instagram content, on-boarding new recruits, sharing best practice, distributing training materials, implementing employee surveys, global translation services, and many more features to better reach and understand employees. Beem has made the objectives low risk with rapid deployment, whilst putting user experience and client satisfaction at the forefront of the relationship.

550

Active Users in the last 30 days

1.2K

Total Users

62

New Users in the last 7 days

6%

avg growth community per week



WECITY

**Company:** WeCity

**Founded:** 2015

**Investment Stage:** Seed

### **The city: made for you**

When it comes to travel, one size doesn't fit all. Combining your likes and GPS location, weCity uses a specially designed algorithm to deliver tailored travel tips and recommendations. You can spend less time researching, and more time taking in the town. weCity's bespoke advice makes every trip an unforgettable experience – right down to booking tickets and making restaurant reservations. And because there's nothing worse than burning up your roaming data limit just trying to get from A to B, we're bundling FREE WiFi access, around the city, with our app so you can save money too.

### **Brought together by locals**

Because we love travelling ourselves, we know that the right recommendation can make or break your day - or even your entire stay. At weCity, our city secrets are all yours. Together with local guides, experts and partners who are passionate about the city they live in, we've curated the ultimate master list of food, fun, shopping and culture. When you create a weCity profile, and as we get to know you, we'll start offering you a personalized travel experience wherever and whenever you need it. It's like having the perfect host in your back pocket, or a concierge on call.

### **Travel made easy**

When we set out to create a unique smartphone travel app, we knew that we needed to create the most intuitive, well-designed user experience possible. So as much as we deliver recommendations just for you, we also designed the weCity experience for you too. weCity has an elegant interface in which simplicity rules, so you get just what you need, when and where you need it. Say goodbye to crumpled paper maps, complex guide books, bloated impersonal offline guides and hello to city adventure!



**David Kat** Bachelor of Business Administration in Nyerode business University is Co-Founder at WeCity. Most of his experience led up to this ambitious endeavour: from as early as 1996 he has enjoyed taking “existing business approaches” and enriching them with the possibilities and requirements of the internet. As a patron, his hands-on involvement with cultural institutions took off in 2001, concentrating primarily on the financial, organizational, marketing and strategic fronts. Taking the audience's experience as the starting point, he develops applications that realize the full potential of cultural institutions and their stakeholders. Nurturing the relationship with visitors, both on- and offline and developing that to meet the challenges of a demanding landscape... that's where his passion is.

David's done stints in online publishing in London and Paris, and has been an entrepreneur for over 10 years. His specialties are: Empowering innovative partnerships, Out-of-the-box thinking and action, realization of projects on a monumental scale.

We believe in assessment delivery technology that inspires and realizes the full potential of users...  
...to drive a fair era of personal development, growth, and productivity.

We are:

- ...a lean and mean QTI product business
- ...not a price discounter
- ...exclusive and proud of it

We deliver software products to...

1. drive your assessments
2. lock down your client devices and
3. monitor your candidates

We serve:

- ...Educate, Skill and Employ branch
- ...with modular assessment software
- ...by adding dedicated custom-made solutions

We join:

- ...forces with our clients-partners
- ...apply agile and scrum methodology
- ...to get the best of breed through co-makership

We engineer:

- ...high-end interoperable software and
- ...use Open standard technology



**Erwin Rolando van Schaffelaar** MSc, Economics: Strategy Marketing and Distribution is CEO and Co-Founder at Trifork Learning Solutions. The reason why he stays involved in the assessment industry is because he feels he can make a difference to life long learners . Since his involvement (May 2007 at Cito) he has engaged with many stakeholders: teachers, institutes, associations, students, awarding bodies, governmental bodies and test publishers. Assessment has come a long way. Erwin Van Schaffelaar believes that “there is no doubt about it that assessment expertise and technology are inextricably linked. And even with all the challenges we are facing e-assessment technology is hot. People are screaming for better technology.

We can only take this industry to the next level if what we are doing is based on simplicity. Prevent complex messaging by making assessments too scientific is key: we must be easy to follow... By setting such an example we encourage followers to follow. They get the picture. And then we have the spark that makes the fire, while followers follow followers. That's the way to grow the assessment community”

## Customer Case:

### Driving Theory Test

#### Characteristics:

- Strong social impact
- Press sensitivity
- High Volume
- High Stakes
- Scalability

#### Products we delivered:

- QTI Player
- Lock-Down Browser
- Session Monitor (proctoring)
- Extreme customization
- TLC [for free... ;-]



### Intro

The Central Office for Driving Skills - Centraal Bureau voor Rijbewijzen - is the organization appointed by the department of infrastructure that assesses driving skills and medical fitness of drivers .

The CBR has 5 offices, 55 practical exam locations and 20 test centers. In total 1.500.000 exams are held each year; 800.000 are driving theory exams. The main part of these high stakes exams are audio-visual and collective which are held on a certain time on a certain location. All candidates are exposed to multiple choice , yes/ n o and short response.

### Business challenge

In view of the current individualization of our society CBR wanted to change the current process of registering, planning and taking of all 800.000 theoretical exams. Instead of the collective exams it should be possible to take an exam individually whenever a candidate wishes to. Reasons are:

Efficiency: candidates can work in their own tempo and finish exams faster than they would in a group; Fraud prevention: individual exams make different versions of the same exam possible and cheating virtually impossible; Service: candidates can take an exam on a date and at a time they prefer.

### Project outline

The new system is based on Trifork's QTI (Question Test Interoperability) Assessment Delivery Engine, using a world-wide Open Standard. The client lock-down allows secure, high-stake digital assessments by making it impossible to start up other applications or browse on the internet while taking a test and therefore prevent from fraud. The whole system is completely touch based (including a touch(on)screen keyboard) and displayed on a high resolution touchscreen.

# SECURE DEVICE GRID

**Company:** Secure Device Grid

**Founded:** 2016

**Investment Stage:** Pre seed

**Secure Device Grid** is an IoT platform focusing on secure connectivity for smart connected devices, small cpu-boards, fast time2market, easy to use. The product consists of a set of client modules that can be integrated into embedded devices or mobile applications and an accompanying cloud service that provides connectivity across network protection boundaries such as NAT routers.



**Soeren Eskildsen** Cand. Scient. in Computer Science, MBA in Strategic Leadership is Founder of Secure Device Grid and Mobile Heart Control. Captain in Royal Danish Airforce, Software Developer, Project Manager, Team leader, Account Manager in Dator Business Developer and head of operation department in Telenor, COO and CEO of Trifork A/S. Soeren Eskildsen founded his first company at the age of 18 years old making administration software for public schools.

## Customer Case:

### Danfoss Link™

With the help of Secure Device Grid, Trifork has helped Danfoss innovate their value propositions, and made it a hassle free experience for their customers to control their home heating system with a single touch.

Danfoss Link is intelligent and wireless communication technology on the inside and stylish on the outside with its timeless design.

A user-friendly interface with a colourful touchscreen makes operating a Danfoss Link simple. It is one of the most immediate, most convenient and most cost-effective ways to improve your home's energy efficiency .

<https://www.youtube.com/watch?v=1aWs8CLgtO4>





**Company:** Trifork eHealth

**Founded:** 2015

**Investment Stage:** Seed

**Trifork eHealth** is a medical-tech spin-off specialised in digital health and devoted to fighting the global health challenges. The company is establishing close cooperation with some of the leading players in the pharmaceutical, biotechnical and medical device industry to develop solutions that fundamentally changes the lives of people with chronic diseases.



**Daniel Gewecke Daugaard** M.Sc. in Economics and Business Administration, Management of Innovation and Business Development. Daniel is the Director of Trifork eHealth. He comes from a background in entrepreneurship and from the pharmaceutical industry, working with innovation and patient centric services. He has a natural aptitude for strategy and innovation within digital health.

Daniel was Co-Founder of 1calendar.com, a web and mobile calendar application for educational institutions and students. In April 2011, 1Calendar became an official Google Chrome International launch partner. The marketing campaign was arranged in cooperation with Google's Chrome Web team and gained 15.000 downloads in a couple of months from Chrome users internationally.



<b>Company:</b>	<b>Infraloop</b>
<b>Founded:</b>	<b>2016</b>
<b>Investment Stage:</b>	<b>Pre seed</b>

**Infraloop** is suite of products allow developers to create cloud-native applications locally before posting them to the cloud with a single-click. This means that developers can create highly-available, scalable applications without having to download any software or clunky virtual machines to their laptops.

Many vendors focus on the ops side of tooling. Infraloop focusses on the developer experience. In addition to our cloud overlay technology, Infraloop enables system testing, integrates easily with continuous integration tooling and comes complete with a number of integrations, such as to Weave Scope, for cluster visualisation.



**Pini Reznik** Bachelor of Computer Science from Haddassah Collage in Jerusalem is the Founder and CTO of Container Solutions, a pan-European consultancy specialising in programmable infrastructure. Pini is heavily involved in the container eco-system.

Partnering with numerous vendors, including Cisco, he helped build numerous tools, including Minimesos, Mantl, the ELK stack for Apache Mesos and the Flocker Bridge for Mesos. This work and experience led to the creation of Infraloop.

Before founding Container Solutions, Pini worked for 15 years in a number of roles in both development and operations departments.



#### **Customer Case:**

For Cisco Cloud we used the Infraloop toolset to help build a number of products, including Mantl, the ELK Stack for Mesos and Project Shipped. The tools save considerable time when building cloud-native applications and frameworks.



<b>Company:</b>	<b>Trifork Selected</b>
<b>Founded:</b>	<b>2016</b>
<b>Investment Stage:</b>	<b>Pre seed</b>

**Trifork Selected** is a one-stop expert consultancy on leading solutions within big data storage and high performing data analytics. It offers consulting, enterprise licenses, and support for market leading enterprises within finance, betting, and manufacturing.



**Line Christa Amanda Soerensen**, MBA in Innovation, M.S. in CompSc. and Arts is COO of Trifork.

Line has served as a P&L executive within the tech industry in roles as CEO, COO, director, and other management positions within business development, product innovation, acquisitions, and partner relations in Swiss, Scandinavian, and Middle Eastern based companies or start-ups.

Always with a focus on intra-/entrepreneurship, green field operations, and business turn-arounds – in the sweet spot where business meets tech and tech becomes a profitable business.

Since 2013 Line holds the position as COO at Trifork and from 2015 as non-exec director at CodeNode Ltd., the leading London tech hub.



### **Customer Case:**

The online betting/entertainment industry is one of the most fiercely competitive. Betting companies run business models where peak time betting service availability during very short time frames can significantly influence revenue with 2-digit losses or gains for an entire financial year.

For a leading global betting provider Trifork has implemented a user behaviour data driven recommendation engine based on the high performing data solutions Neo4J and Elasticsearch, ensuring that more than 2 million global players receive timely and personalized recommendations during major global sport events. Outcome: increase revenue, increased player retention, increased average bet size, and increased player satisfaction.

# KEYNOTES

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**Adrian Colyer** was born in London, England. Adrian has been involved in open-source infrastructure companies for more than 20 years, having previously held CTO roles with SpringSource, VMware and Pivotal. He joined Accel in 2014 as a venture partner in London working with software-based companies across Europe, and is a board member or observer for ClusterHQ, Skipjaq and Weaveworks. He writes “The Morning Paper”, a CS blog reviewing a mix of the latest research and foundational papers in computer science.

**Topic:** A venture view of funding start-ups

**Abstract:** Adrian Colyer will give his view of what the venture capital community thinks of the current situation. What is the DNA of the venture market? Is it harder to get investment now than a year ago? How can you prepare your business to increase the chance of getting funding?

# KEYNOTES

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**Soeren Brogaard** Master in Concept Making & Graduate Diploma in International Business and Marketing is VP Software and Managed Services in Schneider Electric. Soeren leads the global development and realization of Schneider Electric's IOT solution for the Data Center Market. With a degree in marketing and a track record in launching new strategic ventures in a complex market and stakeholder environment, his experience encompasses both in-depth software product development, solution conceptualization, value proposition development and go-to market empowerment.

**Topic:** The Internet of Things Opportunity for Schneider Electric

**Abstract:** Get insight to how a 26B EUR world leader in energy management Schneider Electric connects devices, systems, software and people to enable new capabilities to unlock value and digital revenue streams. Soeren Brogaard will be sharing how a shift to real-time customer engagement is a fundamental change to customer relationships across their lifecycle and allow an intimate understanding of their behaviors and needs.

# KEYNOTES

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**Michael Gronager** PhD in Quantum Mechanics, MSc in Chemical Engineering is CEO and Co-Founder of Chainalysis Inc., the leading company in investigation and compliance services for distributed value transfer, with customers from international banks, leading law enforcement agencies and fintech companies. Prior to founding Chainalysis Michael was the COO of Payward Inc., the leading euro to bitcoin exchange where he was in charge of banking relations, overseeing the global engineering team, and crypto currency expert. Before entering the bitcoin scene in 2011 Michael was running international research infrastructure projects, latest as CEO for the Nordic DataGrid Facility at that time the biggest distributed storage installation world wide. Michael has served as member of the research infrastructure EGI Project Management Board, the EGI Technical Collaboration Board and at present he is member of the Board of the Swedish National Supercomputer Center, NSC. Michael is also Co-Founder of Kraken in San Francisco.

**Topic:** How to sell to Financial Institutions

**Abstract:**

# KEYNOTES

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**Colin Humphreys** is CTO for Cloud at Pivotal, and was previously CEO of CloudCredo. Colin has twelve years' experience delivering working solutions and saving failing projects. He is passionate about Cloud Computing, DevOps, Continuous Delivery and PaaS. Colin delivers tooling to the Cloud Foundry community, is a regular speaker on PaaS-related topics, and is a member of Cloud Foundry's Community Advisory Board.

**Topic:** A success story: CloudCredo

**Abstract:** Founded in 2013, CloudCredo has been working with Cloud Foundry from day one and has unrivalled experience delivering SLA-driven services using Cloud Foundry. The company consists of a team with extensive knowledge running and customizing Cloud Foundry. As the CEO of CloudCredo, Colin guided the company through major changes and dramatic growth through to successful acquisition in late 2015. This talk will focus on the lessons learned from the CloudCredo journey.

# KEYNOTES

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**Topic:** Introduction: Build better business models

**Abstract:** A well thought through business model start with a strong value proposition. Doing the workshop you will map out your most promising value proposition for your targeted segment and take a closer look at what your customers are trying to get done in their work and in their lives. We will zoom in on what gains and pains you have identified and how well your product and service are fitting the market you are addressing. The process will be facilitated by Soeren Brogaard Jensen and based on *Alexander Osterwalder* framework: "Value Proposition Design: How to Create Products and Services Customers Want".

# WORKSHOP

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**Soeren Brogaard** Master in Concept Making & Graduate Diploma in International Business and Marketing is VP Software and Managed Services in Schneider Electric. Soeren leads the global development and realization of Schneider Electric's IOT solution for the Data Center Market. With a degree in marketing and a track record in launching new strategic ventures in a complex market and stakeholder environment, his experience encompasses both in-depth software product development, solution conceptualization, value proposition development and go-to market empowerment.

**Topic:** Workshop: Build better business models

**Abstract:** A well thought through business model start with a strong value proposition. Doing the workshop you will map out your most promising value proposition for your targeted segment and take a closer look at what your customers are trying to get done in their work and in their lives. We will zoom in on what gains and pains you have identified and how well your product and service are fitting the market you are addressing. The process will be facilitated by Soeren Brogaard Jensen and based on *Alexander Osterwalder* framework: "Value Proposition Design: How to Create Products and Services Customers Want".

# OPEN-SPACE WORKSHOP



**Line Christa Amanda Sørensen**, COO Trifork and OpenSpace facilitator for the workshop

**Format:** OpenSpace Workshop

**Topic:** Cross-Fertilization Opportunities – or How to See Beyond Our Own Noses

**Abstract:** The start-ups within the Trifork ecosystem have a unique competitive advantage compared with many 'bare-bone' start-ups – we are part of an already well-connected and fertile ground of existing partners, clients, thought leaders, investors, friends of Trifork – and of the other Trifork start-ups.

This is extra horsepower for our start-up's engine which must be utilized! At the OpenSpace Workshop we are going to explore, discuss, and define specific next step actions for a cross-start-up collaboration.

We will expect to find product synergies, industry and business domain overlaps, and matching business models. So – open your eyes, take a long, hard look at the your peer start-ups – and commit!

This workshop is an OpenSpace. Short definition: This is a workshop for free-ranging business leaders, not a lecture, a presentation, or training. Longer definition, see below.

## Definition of OpenSpace:

Open Space is an approach to purpose-driven workshops focused on a specific and important purpose or task – but beginning without any formal agenda, beyond the overall purpose

