



# SKINNOVATION

**9<sup>TH</sup> – 11<sup>TH</sup> OF MARCH 2017**  
**INNSBRUCK, AUSTRIA**

## ABOUT SKINNOVATION

Skinnovation is the first startup conference on ski. During three days 250 aspiring entrepreneurs as well as startups meet up, ski together and attend speeches and coaching sessions in the ski huts.

Taking place in the Alp city Innsbruck, Skinnovations leverages on the stunning landscape and amazing slopes in the mountains around the city. Moreover, the participants are invited to join evening events and take part in a pitching contest.

## HOW IT STARTED

Skinnovation started as an idea which popped up during a lunch at a local restaurant. However, as Scott Belsky said “It’s not about ideas. It’s about making ideas happen.”

In February 2015 the first Skinnovations happened and 40 brave Skinnovators hit the slopes led by Kathrin Treuting who initiated the event. Based on the success of the pilot event, the 2016 episode of Skinnovations was extended to three days, including not only different skiing areas, exciting speeches in the ski huts, but also pitching in an igloo. Overall more than 200 entrepreneurs, startups and speakers attended Skinnovations 2016, making it one of the most innovative startup events in the Alps.

## WHY SKINNOVATION

At Skinnovations we believe that great ideas are not developed in windowless and fuggy conference rooms, but during a drink, a cozy get-together or a day of skiing.

And that is why we organize Skinnovations, an entrepreneurship and innovation event in a completely new and breath-taking setting. People clip on their skis and snowboards, hit the slopes in the Tyrolean Alps and visit inspiring speeches in the ski huts.

## SKINNOVATION 2016 AFTERMOVIE



<https://vimeo.com/159845995>

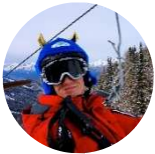


## WHAT OTHERS SAY ABOUT SKINNOVATION



*"Skinnovation is an amazing opportunity to get to know highly motivated (future) entrepreneurs in an unique atmosphere."* – Markus Lang, Austria (Speaker)

*"Skinnovation is the perfect cocktail of networking, learning and fun. The right atmosphere to grow your startup or business idea."* – Philip Verschuere, Belgium (Participant & Founder of iCapps)



*"Skinnovation is a great event if you like entrepreneurship and skiing! Very cool concept where you combine skiing in awesome ski resorts with interesting lectures"* – Erik Englund, Sweden (Participant & Founder of Boardie)

*Going from a workshop to another on skis, meeting great European serial entrepreneurs and eventually, going in final to pitch in front of BA & VC's in an IGLOO! I highly recommend anybody willing to have fun and learn a lot to join the Skinnovation 2017 edition!"* Sébastien Prod'homme, France (Participant)



*"Skinnovation, the first startup event on skis, has become a popular event."*

(<https://techcrunch.com/2016/07/08/austria-the-upcoming-early-stage-investment-capital-of-europe/>)



*„Davon profitieren nicht nur die Jungunternehmer selbst, sondern auch das Land Tirol.“*

([http://wirtschaftsblatt.at/home/life/dossiers/start\\_up/4952042/Der-Weg-zum-alpinen-StartupHub](http://wirtschaftsblatt.at/home/life/dossiers/start_up/4952042/Der-Weg-zum-alpinen-StartupHub))



*„Ein sicherlich einmaliges Startup Event für Innsbruck ist Skinnovation, ein Entrepreneurship Festival auf Ski.“*

(<https://www.deutsche-startups.de/2015/11/18/innsbruck-wo-start-ups-noch-etwas-besonderes-sind/>)



*"Skiing, Creativity, People, Startups. Not just a great experience, but a lasting network and loads of great ideas to start off."*

(<http://www.eu-startups.com/2016/01/elevator-pitches-and-business-workshops-on-ski-slopes-in-austria/#more-13480>)



*"Das wunderschöne Tirol lockt mit Wintersport die Investoren und Entrepreneur: Während des dreitägigen Events sollen über 200 Teilnehmer aus ganz Europa ihre Zeit mit Skifahren und Pitchen verbringen."*

(<http://www.trend.at/wirtschaft/international/pitching-events-winter-6187912>)



*"Ein Wintererlebnis der besonderen Art"*  
*„Speaker, Mentoren und Workshops versorgen die Teilnehmer mit Tipps und Tricks für den Startup-Alltag.“*

(<https://www.derbrutkasten.com/a/startup-ski-innsbruck/>)

# SOME IMPRESSIONS OF SKINNOVATION 2016



# SKINNOVATION 2017

## FACTS AND FIGURES

### When & Where?

- 2 ½ days • 9th - 11th of March 2017 • Innsbruck, Tyrol, Austria • 2 nearby skiing areas •

### Who?

- 250+ aspiring entrepreneurs & startups • 30+ experienced speakers, coaches & mentors • 1 Yeti •

### What?

- Exciting speeches in the ski huts • Pitching in the ski lift • Fun on the slopes • Networking and evening events •

## CONFIRMED SPEAKERS



**Johann Füller**

Entrepreneurship Professor &  
CEO HYVE AG



**Andreas Greilhuber**

Partner, IBM Global Business  
Services



**Michael Breidenbrücker**

Partner Speedinvest



**Daniel Pichler**

Board Member,  
Bitcoin Austria



**Christoph Sollich**

The Pitch Doctor



**Dr. Paul Torggler**

Patent Attorney



**Karin Trocker**

Wirtschaftskammer Tirol



**Alex Pinter**

CEO Trayn



**Svenja Teichmann**

Founder & CEO crowdmedia



**Romy Sigl**

Ms. Coworking



**Alexander Kraenkl**

Founder & CEO Lineapp



**Mag. Gerald Kern**

Trainer. Autor. Speaker

Further confirmed speakers: Matthias Keckl (Fraunhofer Venture Lab), Sibille Kawala (CEO Limberry), Stefan Stücklschweiger (Fifteen Seconds), Jakob Falkner (Skiliftgesellschaft Sölden-Hochsölden), Markus Hallermann (Komoot)

# AGENDA

## Thursday, 9th of March

Time	Programme	Location
15:30-18:00	<b>Early Check-In and Ski Rental</b>	Skinnovation Headquarter
18:00-19:00	<b>Check-In</b>	WK Tirol
19:00-19:30	<b>Welcoming</b>	
19:30-20:00	<b>Keynote Speech</b>	
20:00-22:30	<b>Dinner and Social Drinks "Tyrolean Evening"</b>	

## Friday, 10th of March

Time	General Programme	Ski Hut 1	Ski Hut 2	Ski Hut 3	Ski Hut 4	Chairlift	
07:30 -08:00	Last-Minute Ski Rental at Börse						
08:00-09:00	Bus Drive to the Ski Resort (Please be on time!)						
09:00-09:30	Hite the Slopes and visit Talks at the Ski Huts or Pitch in the Chairlift	Get familiar with the Ski Resort and find the Ski Huts					
09:30-10:30		Speech	Speech	Speech	Speech	Lift Pitch	
10:30-12:00		Hit the Slopes or just Relax and Enjoy the View					
12:00-13:00		Lunch Time	Speech	Speech	Speech	Lift Pitch	
13:00-14:00		Pre-Pitch for Final Pitch	Hit the Slopes or just Relax and Enjoy the View			"Beat the Yeti" Ski Race @Giant Slalom	
14:00-14:30			Speech	Speech	Speech		
14:30-15:30			Hit the Slopes or just Relax and Enjoy the View (Get down to the bus park early enough!)				
15:30-16:00		Bus Drive back to Innsbruck (Please be on time!)					
16:00-16:30		Time to Relax					
16:30-17:30		Dinner at Seegrube + Igloo Party					
17:30-19:30							
19:30-22:00							

## Saturday, 11th of March

Time	General Programme	Ski Hut 1	Ski Hut 2	Ski Hut 3	Ski Hut 4	Chairlift
08:00-09:00	Bus Drive to the Ski Resort (Please be on time!)					
09:00-09:30	Hite the Slopes and visit Talks at the Ski Huts or Pitch in the Chairlift	Get familiar with the Ski Resort and find the Ski Huts				
09:30-10:30		Speech	Speech	Speech	Speech	Lift Pitch
10:30-12:00		Hit the Slopes or just Relax and Enjoy the View				
12:00-13:00		Lunch Time	Speech	Speech	Speech	Lift Pitch
13:00-14:00		Speech	Hit the Slopes or just Relax and Enjoy the View			
14:00-15:00			Speech	Speech	Speech	
15:00-15:30			Hit the Slopes or just Relax and Enjoy the View			
15:30-16:00		Skinnovation Keynote				
16:00-16:30		Final Downhill with the Crowd				
16:30-17:30		Bus Drive back to Innsbruck (Please be on time!)				
17:30-18:30	Time to Relax					
18:30-20:00	Get Together and Dinner at Bäckerei					
20:00-20:30	Keynote					
20:30-21:30	Final Pitch Competition					
21:30-22:00	Award Ceremony					
22:00-00:00	Après-Ski Party					

(Subject to changes)

## CONTACT



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In case you need help finding the right accommodation, please contact us.

Posters, flyers, photos and further material can be downloaded [here](#).