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VENTURE DAY

Welcome to the May edition of IE's Venture Day 2010!

IE's Venture Day has three fundamental aims:

- To highlight the most promising projects from IE Business School's students and alumni;
- To provide potential "deal flow" to potential investors; and
- To bring together all stakeholders in the international entrepreneurial ecosystem – that is, entrepreneurs, investors, service providers, consultants, analysts and academics.

Particularly in the context of the global economic crisis, the need to promote and foster entrepreneurship throughout the world is a priority of utmost importance and it is one to which IE Business School has long been committed. In fact, the founding of IE Business School was itself an entrepreneurial venture, and the Venture Lab is just further evidence of our commitment to that legacy.

We are particularly proud of the students that will pitch their projects on Venture Day. They are the "crème de la crème" of their promotion and have survived an arduous incubation process that has meant overcoming various levels of filtration. They have worked with professors and mentors to develop both "investment-worthy" projects and the skills required to pitch them. We hope that you will enjoy their presentations.

In addition to the student presentations, we have also invited various industry experts and alumni to share their experiences and views on the current state of global entrepreneurship:

- **Juan José Güemes**, the President of the International Center for Entrepreneurial Management at IE Business School, will open the event.
- **Ignacio de la Vega**, Global Chairman of GEM (the Global Entrepreneurship Monitor) and Professor of Entrepreneurship and Strategic Management at IE Business School will highlight trends in global entrepreneurship.
- Our alumni panel will consist of representatives of companies founded by graduates of IE Business School who will explain how they overcame early mistakes to become some of Europe's most disruptive start-ups:
 - **Miguel Arias**, co-founder of [Imaste](#), the European market leader in virtual events and online job fairs, with clients such as L'Oréal, Hewlett Packard, Banco Santander, Banesto, PricewaterhouseCoopers, Accenture, KPMG and Repsol, among others;
 - **Iñaki Arrola**, founder and CEO of [coches.com](#) and [autodescuento.com](#), two of Spain's most promising start-ups for [automobile classifieds](#);
 - **Ben Chesser**, co-founder and CEO of [Codilink](#), a start-up that [heralds the future of mobile marketing](#) with its cutting-edge 2D (2-dimensional) barcode technology;

- **Gonzalo Castellano Benilloch**, co-founder of [CityDeal Spain](#), [one of Europe's most talked about and best-funded start-ups in 2010](#).
 - **Carlota Mateos**, co-founder of [Rusticae](#) and [Degustae](#), a quality club for boutique hotels and fine dining options; and
 - **Ian Paterson**, co-founder of [Respiro Car Sharing](#), an [environmentally friendly car-sharing start-up](#) that rents cars for 15 cents per minute; and
- **Lord Edward Guinness**, the Fourth Earl of Iveagh, heir to the Guinness family and the promoter of a new European investment fund, will deliver the keynote address on “The Future of Entrepreneurship in Europe”.

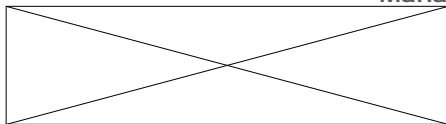
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The five finalists that will present on Venture Day are:

- **Babola.com** - an online discount club for children's clothing;
- **Lottobest.com** - an innovative spin on offshore gaming and lotteries;
- **JML Energy** - a socially responsible project takes advantage of an existing family business and converts brewery waste to bioethanol;
- **Smart Energy** - this project provides solar water heaters to hotels, hospitals, sports clubs and bottlers so that they can become more eco-friendly while saving money; and
- **Social Fish** - a micro-financing site that allows socially conscious Internet users to donate advertising revenues generated via behaviorally target ads to causes of their choice.

We hope that you will be able to attend, and I hope to have the opportunity to meet you during the course of the event.

Gary Stewart,
Managing Director of the Venture Lab at IE Business School



May 6, 2010
Aula Serrano 105

10:50 - 11:00
Registration and accreditation

11:00 – 11:30
Welcome and introduction to Venture Day
Juan José Güemes, President of the International Center for Entrepreneurial Management at IE Business School.
Gary Stewart, Managing Director of the Venture Lab at IE Business School

11:30 – 12:00
Trends in Global Entrepreneurship
Ignacio de la Vega, Global Chairman of GEM (the Global Entrepreneurship Monitor) and Professor of Entrepreneurship and Strategic Management at IE Business School will highlight trends in global entrepreneurship

12:00 – 14:00
Alumni Entrepreneurship Panel: Learn from our Mistakes!
Miguel Arias, co-founder of [Imaste](#)
Iñaki Arrola, founder of [coches.com](#)

Ben Chesser - Co-Founder and CEO [Codilink](#)
Gonzalo Castellano Benlloch and Phillip Hasskamp, co-founders of [CityDeal Spain](#)
Carlota Mateos, co-founder of [Rusticae](#) and [Degustae](#)
Ian Paterson, co-founder of [Respiro Car Sharing](#)

14:00 – 16:00
Break

The afternoon session will take place in Aula E107 – Pinar 9

16:00 – 18:00
Presentation of Venture Lab Finalists

18:00 – 19:00
Introduction of Lord Edward Guinness
Cristina Cruz, Director of the Bancaja Chair for Young Entrepreneurs at IE University
Keynote Address: The Future of Entrepreneurship in Europe
Lord Edward Guinness, the Fourth Earl of Iveagh

19:00 – 19:30
Awards Ceremony

19:30 – 21:00
Networking Cocktail

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