

# KAZAN VENTURE FAIR

# FORMAT

## 9<sup>th</sup> Kazan Venture Fair

8:00	Registration Viewing the Exposition		Registration Viewing the Exposition	
8:30				
9:00	Grand Opening of Kazan Venture Fair		Grand Opening of Kazan Venture Fair	
9:30				
10:00	2 Judges Closed Session	2 VIP-viewing the Exposition of Venture Fair	6 Master Class Modern paradigms of start-ups cultivation	8 Startup Practicum The rise and fall of startups – what is the Golden middle of success
10:30	2 Acquaintance judges with the exposition	1 PLENARY SESSION Up-to-date innovation development models of the USA, Europe, Asia – is there any generalized recipe for Russia?	6 Broadcast of Plenary Meeting (for companies)	8 Master class How do great ideas emerge?
11:00				
11:30				
12:00	Lunch		Lunch	
12:30				
13:00	2 Colloquium Path of development – via intellectual property to success!	3 GALA-Meeting Innopolis and Smart City – a meeting point for technologies of the future!	4 Frank Talking The Triple Helix: government –universities–industry in co-operation	5 Open Studio International experience of the venture capital market and state co-operation
13:30				
14:00	2 Round table Regional authorities and venture capitalists – dialogue without illusions	3 Symposium Demand for new programs: Seed funds as a mechanism for shaping environment in regions	4 Triangle table Innovations by order. "Manufacturer–investor – Developer" conversation	5 Discussion Secrets of successful startup
14:30				
15:00	2 Judges Closed Session Summing-up	3 Master class New Media Space	4 Practical Advice Debt financing for innovative companies	5 Frank Talking The legal field of the venture capital industry – whether it needs a separate regulation
15:30				
16:00				
16:30				
17:00				
17:30				
18:00	Solemnity of rewarding winners of the Kazan Venture Fair		NABA's Master Class Export model of the innovative company	
18:30				
19:00				
Exposition of innovation structure of the Republic of Tatarstan (1 <sup>st</sup> Floor)				
Exposition of Kazan Venture Fair (2 <sup>nd</sup> floor)				
Networking session				

1 Ball Room

2 Tolstoy Hall

3 Dostoevsky Hall

4 Pushkin-2 Hall

5 Pushkin-1 Hall

6 Exposition

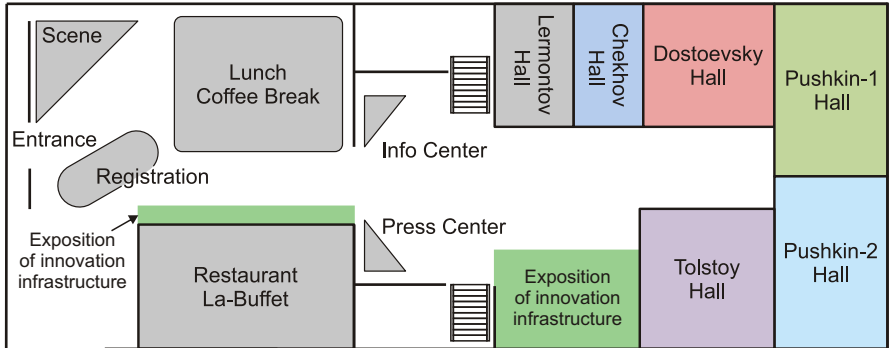
7 Chekhov Hall

8 Acceleration Area

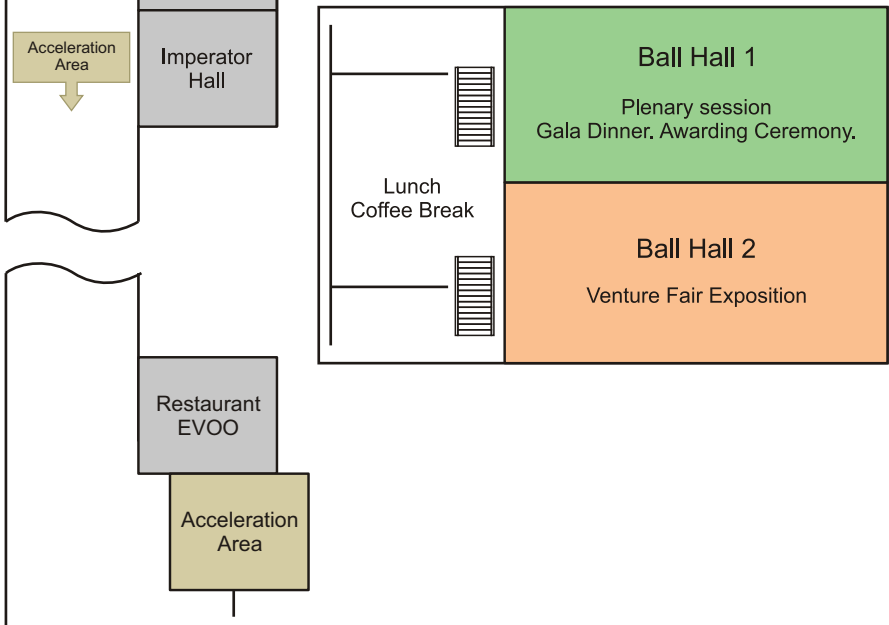
# Plan

## 9<sup>th</sup> Kazan Venture Fair

1<sup>st</sup> floor



2<sup>nd</sup> floor



# Contents

# April 24

- 
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| 10:30 | <b>Plenary Session</b><br>Up-to-date innovation development models of the USA, Europe, Asia – is there any generalized receipt for Russia?<br>Ball Hall | p. 8  |
| 13:00 | <b>Colloquium</b><br>Trajectory of development –<br>via intellectual property to success!<br>Tolstoy Hall   | p. 10 |
| 13:00 | <b>GALA-Meeting</b><br>Innopolis and Smart city –<br>a meeting place for technologies of the future!<br>Dostoevsky Hall                                 | p. 11 |
| 13:00 | <b>Frank Conversation</b><br>Triple spiral: the state, universities,<br>and industry co-operation<br>Pushkin-2 Hall                                     | p. 12 |
| 13:00 | <b>Open Studio</b><br>International experience of the venture capital<br>market and state cooperation<br>Pushkin-2 Hall                                 | p. 13 |
| 14:45 | <b>Consultation meeting</b><br>Regional authorities and venture capitalists –<br>dialogue with no illusions<br>Tolstoy Hall                             | p. 14 |



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14:45	<b>Triangle Table</b> Innovations by order. "Manufacturer–Investor–Developer" triologue Pushkin-2 Hall	p. 16
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# April 24

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- 09:30**     **Master Class** p. 22  
Modern paradigms of start-ups cultivation  
and investing in them  
Exposition
- 16:30**     **Master Class** p. 23  
Export model of innovative company  
Exposition

## ACCELERATION PROGRAM WELCOME DAY

- 10:00**     **Start-up Practicum** p. 27  
Ascents and descents of start-ups –  
where the golden mean is  
Acceleration Zone
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How do great ideas emerge?  
Acceleration Zone
- 13:30**     **Pitch Session** p. 29  
Selection of finalists of the Acceleration program  
Acceleration Zone
- 17:00**     **Master Class for start-ups** p. 30  
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Preparation of business angels to closing  
early stage venture capital deals Ready for Equity  
Chekhov Hall



# KAZAN VENTURE FAIR

## Plenary Session

Up-to-date innovation development models of the USA, Europe, Asia – is there any generalized receipt for Russia?

April 24

10:30–12:00

Ball Hall

### Moderators

#### Konstantin Fokin

President, National Business Angel Association

#### Ainur Aideldinov

Director, Investment Venture Fund of the Republic of Tatarstan

### Opening Speech

#### Rustam Minnikhanov

President of the Republic of Tatarstan

### Speakers

#### Artem Shadrin

Director of Department for innovative development,  
Ministry of economical development of the RF

#### Igor Agamyrzian

Director General, RVC JSC

#### Benjamin Soffer

Director, Technion Technology Transfer (Israel)

#### Hans Hyun

Partner, Dacha Advisory  
Managing Director, Arete Investment (Hong Kong)

#### Toyoharu Tsutsui

President, Director General Capital Partners Securities (Japan)

#### Alexandra Johnson

Managing Director, Draper Fisher Jurvetson VTB Aurora





April 24

10:30–12:00

Ball Hall

### **Jia-Mung Liu**

Director General

Commercialisation and Industry Service Center

Industrial Technology Research Institute (ITRI) (Taiwan)

## **Experts**

### **Akhmet Mazgarov**

President, the Academy of Science of the Republic of Tatarstan

### **Albina Nikkonen**

CEO, Russian Venture Capital Association

### **Grigoriy Senchenya**

Deputy Director, Moscow city Department for science, industry policy, and entrepreneurship

### **Andrei Svinarenko**

Deputy Board Chairman, RUSNANO

Director General, Fund for Infrastructure and Educational Programs, RUSNANO



## Colloquium

### Trajectory of development – via intellectual property to success!

April 24

13:00–14:30

Tolstoy Hall

#### Moderator

##### Natalya Zolotykh

Chief Executive Officer, Transtechnology  
Vice President, OPORA ROSSII, Russia

#### Special Guest

##### Anatoly Semenov

IP-business ombudsman in the Institute of Plenipotentiary  
on entrepreneurs rights' protection at the President of the RF

#### Speakers

##### Viktor Avdeev

Director General, Institute for new carbon materials and technologies

##### Alexei Konov

Founder, Life Science Venture Fund

##### Grigory Busarev

Director General, "Artpatent" Author Agency JSC



## **GALA-Meeting** Innopolis and Smart city – a meeting place for technologies of the future!

April 24

13:00–14:30

Dostoevsky Hall

### **Moderator**

#### **Roman Shaikhutdinov**

Deputy Prime Minister – Minister of informatization  
and communication of the Republic of Tatarstan

### **Speakers**

#### **Igor Nosov**

Director, "Innopolis" FEZ

#### **Linar Yakupov**

Head of the Agency for investment development of the  
Republic of Tatarstan

Projects " Smart City Kazan" and Innopolis will become the part of the "Big Kazan" project.

SEZ " Innopolis " will contribute to the development of IT- cluster in the country, attracting high-tech industries, as well as the project " Smart City Kazan".

Investment attractiveness of " Smart City Kazan" is built on a cluster development of the territory - there will be created a cluster of high-tech manufacturing, medical cluster, Education Cluster, the tourism cluster. The Tatarstan Investment Development Agency will become the Curator of " Smart City Kazan" from the Government of the Republic of Tatarstan side. As the operator of the project there was created a special structure - Development Corporation of the Republic of Tatarstan.

## Frank Conversation

### Triple spiral: the state, universities, and industry co-operation

April 24

13:00–14:30

Pushkin-2 Hall

#### Moderators

##### Igor Agamyrtzian

Director General, RVC JSC

##### Albert Gilmutdinov

Rector of Kazan national research technical university named after A.N.Tupolev

##### Vladimir Dovgiy

Deputy Director General on innovative development and state programs of "Oboronprom" DIS

#### Speakers

##### Artem Shadrin

Director of Department for innovative development,  
Ministry of economical development of the RF

##### Vitaliy Aleinikov

Deputy Director on programs and projects, "Central research institute of robotechinics and technical cybernetics" SSC

##### Ivan Ivanov

Academic Secretary, Expert council on innovations at the President of "Alrosa" JSC  
Center for innovations and technologies at the "Yakutniiproalmaz" Institute, "Alrosa" JSC

##### Vyacheslav Ivanov

Adviser of President, "Rosneft" Oil Company

##### Albert Karimov

Board Chairman, "Chimgrad" JSC

##### Konstantin Beljakov

Deputy Rector on Development, Tomsk Business Institute



## Open Studio

### International experience of the venture capital market and state cooperation

April 24

13:00–14:30

Pushkin-1 Hall

### Moderators

#### Andrei Zuzin

Director General, CISCO Innovation Center

#### Alexandra Johnson

Managing Director, Draper Fisher Jurvetson VTB Aurora

### Speakers

#### Ralph Heinrich

Secretary of the Team of Specialists of Innovation and Competitiveness Policies United National Economic Commission for Europe (UNECE)

#### Jia-Mung Liu

General Director, Commercialization and Industry Service Center  
Industrial Technology Research Institute

#### Eric le Breton

VP, Research & Innovation CIS SAP CIS Labs

#### Dr. Liang-Han Hsieh

Representative, Western Europe Office Industrial Technology  
Research Institute

#### Ian Humphery-Smith

CEO, "Skolkovo RusInnovations" LLC

## Consultation meeting

### Regional authorities and venture capitalists – dialogue with no illusions

April 24

14:45–16:15

Tolstoy Hall

#### Moderator

**Albina Nikkonen**

CEO, Russian Venture Capital Association

#### Speakers

**Grigoriy Senchenya**

Deputy Director, Moscow City Department for science, industry policy, and entrepreneurship

**Evgeniy Semenov**

Deputy Minister, Ministry of industrial policy and forest complex of Irkutsk Oblast

#### Investors

**Andrei Zuzin**

Director General, CISCO Innovation Center

**Alexander Lupachev**

Director, Russia Partners Advisers

**Nikolai Silin**

Managing Director, Center for branch and regional programs at "Russian Bank for small and medium entrepreneurship support" JSC

**Leonid Sovtsov**

Deputy Director General, Fund for Assistance to Small Innovative Enterprises

**Alexander Zagornov**

Deputy Head of the prospective programs administration at the Department for small and medium entrepreneurship support, "Vnesheconombank" SC

**Anna Nenakhova**

Director on Investments, "VEB innovations" Fund



## Symposium

### Demand for new programs: Seed funds as a mechanism for shaping environment in regions

April 24

14:45–16:15

Dostoevsky Hall

#### Moderator

##### **Gulnara Bikkulova**

Director, Department for innovative markets RVC JSC

##### **Alexei Kostrov**

Executive Director, Moscow city Fund for support of venture investments in high-tech small businesses

#### Speakers

##### **Ruslan Akhmetov**

Director of Investment Department, JSC RVC

##### **Dmitry Manakov**

Managing Partner, Runway Capital Partners

##### **Dinar Nasirov**

Director, Fund for regional innovative projects AIRR

##### **Mikhail Rayak**

Executive Director, Saint Petersburg Pre-seed Fund

##### **Tatiana Florina**

Senior Manager, Marketing and Corporate Communications PwC

##### **Pavel Korolev**

CEO, Pulsar Venture Capital

#### Experts

##### **Anton Grachev**

Director, Technopark in the sphere of high technologies "IT-Park"

##### **Yuri Fedotkin**

Director General, I-Accelerator Seed early stage fund



## Triangle Table

### Innovations by order

#### "Manufacturer–Investor–Developer" dialogue

April 24

14:45–16:15

Pushkin-2 Hall

### Moderators

#### **Natalya Podsoonnaya**

Director General, MC "Sberinvest" JSC

#### **Igor Bevzuk**

Board Member, Deputy Director General, Manager of the "RTI" JSC innovation development and R&D management complex

#### **Mikhail Levchuk**

Deputy Director General, "Argus-Spectrum" JSC  
The Government of the RF award holder in the science and technologies sphere

### Speakers

#### **Ilya Kluev**

Director General, Midway Investment Group

#### **Andrei Khmelinin**

Managing Partner, AVC Investments

#### **Yuri Maksutov**

Financial Director, "Skolkovo RusInnovatsii" LLC

#### **Kirill Soloveichik**

President, "Lenpoligrafmash" JSC





## Discussion

### Secrets of successful start-up

April 24

14:45–16:15

Pushkin-1 Hall

#### Moderators

##### Lawrence Wright

Director General and Co-Founder, LaunchGurus

##### Artour Baganov

Director General, Global TechInnovations

#### Speakers

##### Aron Spencer

Business Coach, Consulting Innovation and Entrepreneurship  
InVenture

##### Oskar Hartmann

Founder, "KupiVip" Company

##### Leighton P. Prabhu

Partner, Head of Russia & CIS Interstice Consulting

##### Marat Kapelyushnik

Director General, Astelion Company

##### Norbert Kowalkowski

Director General, High Tech Glass S.A.

##### Paolo Borella

Master of control of AppCampus (Finland)

## Master Class

### New life environment

April 24

16:30–18:00

Dostoevsky Hall

### Speaker

#### Alexander Shulgin

Serial Investor, Co-Founder and Partner, Itech Capital Venture Fund and 5 Continents Consulting Group (Switzerland)

#### **Metamorphoses of the economy and role of creativity in new communicative hyperconnected world: four actual issues**

**What?** – New life environment is the reality of our present and future. Creative communications in the new life environment – social component or new business models.

**Where?** – Digital space existing today and totally surrounding us tomorrow.

**Why?** – More than 30% of global economy passes to new communicative media formed in the digital space. New professions, new approaches.

**How?** – New perception of business models and main constituents of successful project in communicative media, specificities of creative professions in new creative communicative media. Creativity as basis of new economy.



## Practical Advice

### Debt financing for innovative companies

April 24

16:30–18:00

Pushkin-2 Hall

#### Moderators

##### **Nikolai Silin**

Managing Director, Center for branch and regional programs at  
"Russian Bank for small and medium entrepreneurship support" JSC

#### Speakers

##### **Marat Dautov**

Deputy Board Chairman, "Spurt" Bank

##### **Alexander Zagornov**

Deputy Head of the prospective programs administration at the  
Department for small and medium entrepreneurship support,  
"Vnesheconombank" SC

##### **Anna Nenakhova**

Director on Investments, "VEB innovations" Fund

##### **Konstantin Rusalkin**

Director of Division, NFK Volga-Vyatka Factoring Company

##### **Artour Baganov**

Director General, Global TechInnovations



## Frank Conversation

### Legal field for venture capital industry – does it need separate regulation?

April 24

16:30–18:00

Pushkin-1 Hall

#### Moderators

##### Irina Monina

Chief of Legal Service, RVC JSC

##### Sergei Leschenko

Deputy Director of Innovative Development Department, Ministry of economical development of the RF

#### Speakers

##### Alexei Kachai

Board Member, Director of Department for statutory and regulatory support of innovative development and realization of special projects of RUSNANO Fund for infrastructure and educational programs

##### Dmitry Alexandrov

President, National League of Managers

##### Andrei Novakovsky

Partner, "Linia Prava" Law office

##### Anton Klyachin

Partner, "Salomons Partners" Law firm

##### Elena Goremykina

Managing Partner, "Goremykina, Tsokol and partners" Law office

##### Robert Langer

Partner, "K & L Gates" Law firm

##### Olga Belousova

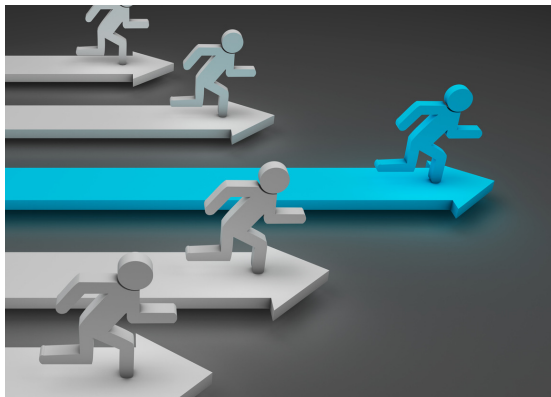
Tax Director, Baring Vostok Capital Partners

##### Grigory Zhdanov

Senior Russian Lawyer, Baring Vostok Capital Partners



## PROGRAM OF EXPOSITION ZONE



## Master Class

### Modern paradigms of start-ups cultivation and investing in them

24 апреля

09:30–10:30

Exposition

#### Speaker

##### Lawrence Wright

Director General and Co-Founder, LaunchGurus

To own a successful and growing business is a dream for many people! But the real fact is that more than 90% of startups do fail.

The main reason of failures is that much could be obtained during the training. The training is a basic method, which greatly improves the chances for success.

On the other hand, venture investors do not always successfully invest in start-ups - especially in developing countries, where the venture capital industry suffers from many problems. LaunchGurus builds a new paradigm to give startups basic skills, contacts, access to the global markets, expertise and access to the smart money, and investors - access to projects, the concept of culture and trends of successful investing.



## Master Class

### Export model of innovative company

24 апреля

16:30–18:00

Exposition

### Speakers

#### Alexander Lupachev

Director, Russia Partners Advisers

#### Philipp S. Windemuth

Partner, "Dentons" International law firm

#### Olga Sandler

Adviser, "Dentons" International law firm

In 2013, the startups in the United States invested nearly \$30 billion. There were 390 successfully completed "exits" (M&A) and 81 initial public offerings.

In 2014, only for the first quarter there were 105 "exits" and 36 initial public offerings. The experience of Silicon Valley can be useful for startups seeking access to global markets!

## Organizers and Partners



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VENTURE CAPITAL



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# ACCELERATION PROGRAM WELCOME DAY



**PULSAR**  
VENTURE CAPITAL

**ACCELERATION  
PROGRAM**  
*welcome day*



## Start-up Practicum

### Ascents and descents of start-ups – where the golden mean is

April 24

10:00–11:45

Acceleration Zone

#### Moderator

**Sergey Mitrofanov**

Deputy Director, Pulsar Venture Capital

#### Participants

**Jan Ryazantsev**

Director on strategic investments, RVC JSC

**Dmitry Simonenko**

President, Executive Director, INNALABS Ltd

**Maxim Shekhovtsov**

Managing partner, Genezis Capital

**Ainur Abdalnasyrov**

Director General, LinguaLeo

**Vladislav Vernigora**

Director General, 10tracks.com

**Arthur Kogdanin**

Founder, Ledel

**Maxim Kamanin**

Director General, Didplair

**Pavel Korolev**

CEO, Pulsar Venture Capital



## Master Class for start-ups

### How do great ideas emerge?

April 24

11:30–12:30

Acceleration Zone

### Speaker

#### Val Jerdes

Advisory partner, Pulsar Venture Capital

Presses, pencil, bathroom equipment, battery – all of these are great ideas. But from where have they emerged? What an environment could generate them? What does light this spark? How we create breakthrough technologies which propel forward our life, our society, our culture?

We will briefly consider seven main models of real innovations and their traces in time.

Since Darwin and Freud till times of modern offices of Google and Apple we will consider, through prism of the present, the centers of gravity for innovations and will find the general approaches which are being defined at the moments of inventing something original... after all, they also may be applied to our start-ups, venture capital and innovative ecosystem!



## Pitch Session

### Selection of finalists of the Acceleration program

April 24

13:30-18:00

Acceleration Zone

#### 13:30–15:00

Pitch-sessions

Selection of finalists (1st part)

10 start-ups

Format:

- 2 min – presentation
- 4 min – questions from judges

#### 15:00–15:15

Coffee- break

#### 15:15–16:45

Pitch-sessions

Selection of finalists (2nd part)

10 start-ups

Format:

- 2 min – presentation
- 4 min – questions from judges

#### 16:45–17:00

Coffee- break

#### 17:00–18:00

Closed Jury discussion

Summing up the selection of Winners

## Master Class for start-ups Go-to-market: Localization

April 24

17:00-18:00

Acceleration Zone

### Speaker

**Paolo Borella**

Master of control of AppCampus (Finland)

### What is the localization in the market today?

It's quite common for young Developers and Entrepreneurs to end-up devoting most of the efforts in creating the products & services, relegating Distribution, Marketing and Communication as a last minute effort focussing on the home market.

During this session Paolo will provide an overview for a 360 Degree approach to Go to Market, and some insight on localisation aspects for key markets.



# PARTNERS OF ACCELERATION PROGRAM



Центр  
предпринимательства



PROGRAM OF  
NATONAL BUSINESS-ANGELS  
ASSOCIATION EVENT

(by invitation)



national association (Russia)

**Business-angels**





## Master Class NBAA

### Preparation of business angels to closing early stage venture capital deals Ready for Equity

April 24

13:00–18:00

Chekhov Hall

#### Модератор

**Inna Gudovich**

Executive Director, National Business Angels Association

#### Speaker

**Alexei Filimonov**

Director General, "Aximed" LLC

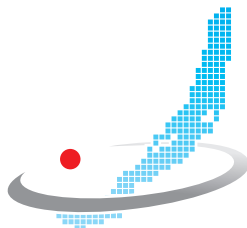
#### The issues to be reviewed within the short course:

- Small business: breach of financing
- Peculiarities of business-angel investments
- Risks of business angels
- Investment criteria used by business angels
- Process of business angel establishment
- Role of business angel associations in support of a business angel
- Syndication
- Investment process
- Methods of valuation of a company
- Russian practice of deal structuring
- Growth strategies
- Influence on a company
- Exits
- Ten promptings to practicing business angels

## RVCA invites to participation



June 5-6, 2014, Novosibirsk  
**7th Siberian Venture Fair within the  
Technoprom-2014 framework**



**15th Russian Venture Fair  
4th Baikal Venture Fair**  
September 11-12, 2014, Irkutsk