



# Leading technology event in Eastern Europe

9-12 June 2018



# The emerging **Eastern European** technology ecosystem

The technology sector in Eastern Europe is at an inflection point, with an enormous chance to influence the way we work, live and prepare for the future, globally.

The talent pool in the region makes it a major player in technological innovation, which consistently ranks Eastern Europe in the top of the world regarding educational achievement in math, science, and technology.

Last year, high-tech exports in Eastern Europe totalled €63 billion according to the World Bank. Romania is one of Europe's fastest growing economies in 2017, with a growing fraction of the GDP being generated by the IT&C sector. Now, more than ever, it is essential for business and technology leaders to understand how the Eastern European technology boom fits into the global economy and why it's important to create more local technology companies.

Techsylvania seeks to provide answers. The fifth edition, taking place June 9-12 in Cluj-Napoca, will once again gather key stakeholders, tech leaders and curious minds from all over the world to explore the technology opportunities across Eastern Europe.



# 2017 Facts

## Event numbers:

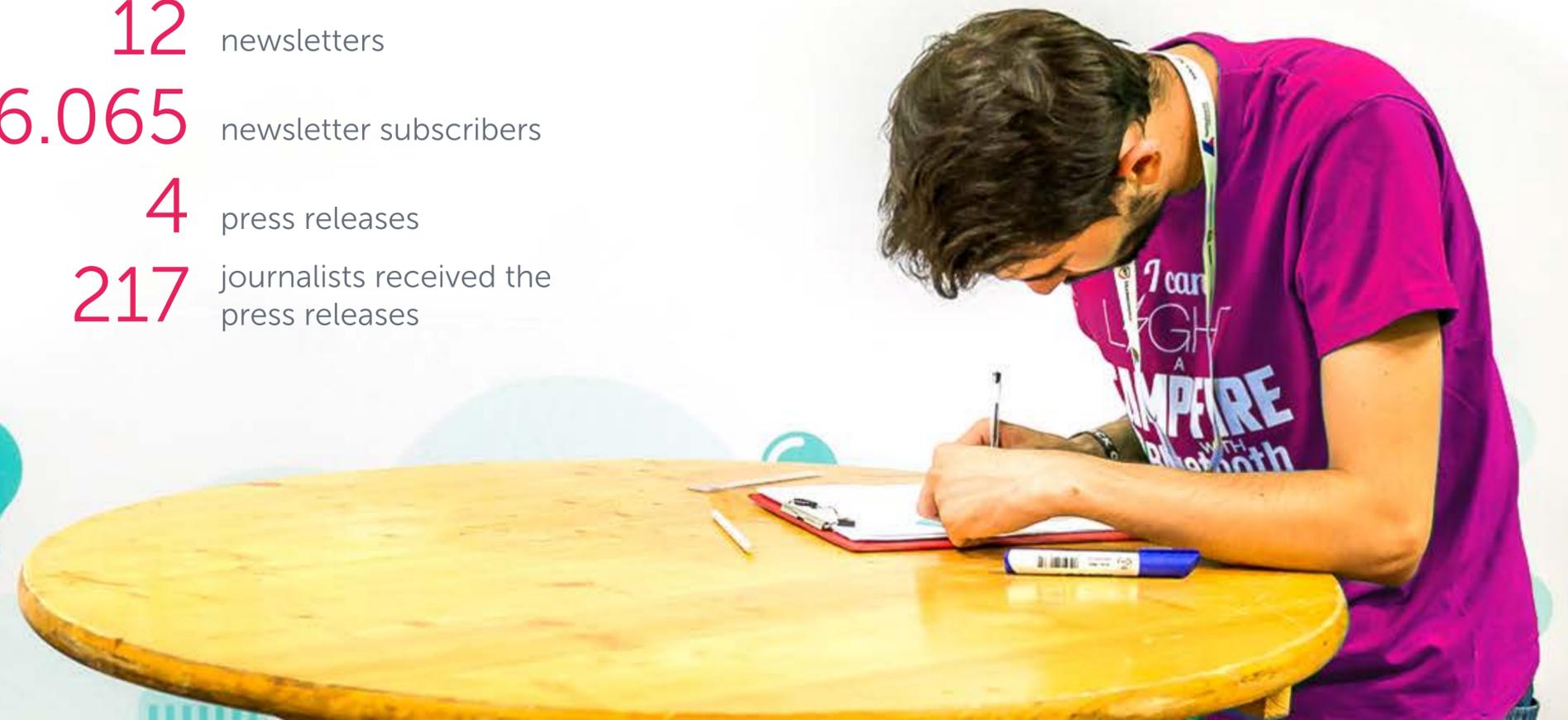
4	day event
10	team members
46	speakers
35	volunteers
16	projects developed during the hackathon
1.500	happy participants
22%	growth from 2016
7	workshops

## Event communication:

7436	fans
877.358	people reached
24.989	unique website visitors
> 6.5M	total Facebook reach from partners' pages
12	newsletters
6.065	newsletter subscribers
4	press releases
217	journalists received the press releases

## Media:

46	media partners
221	press mentions
25	TV appearances
90	radio commercials

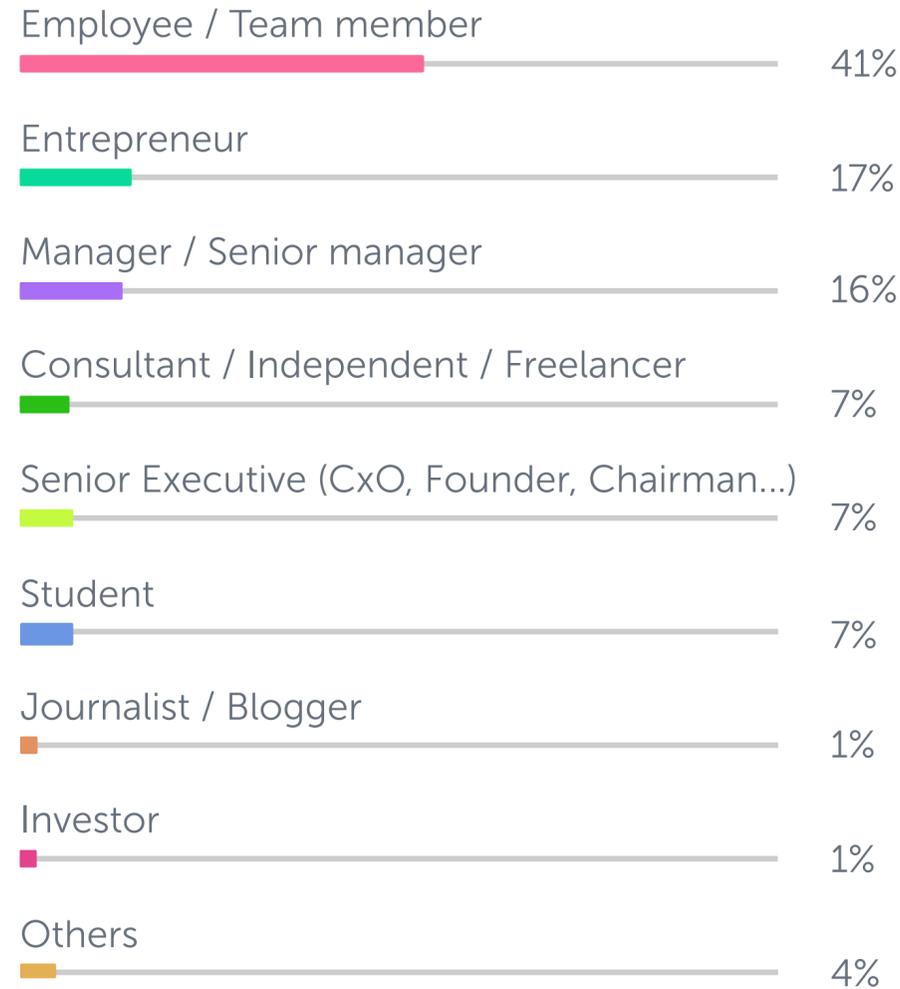


# Attendee Profile

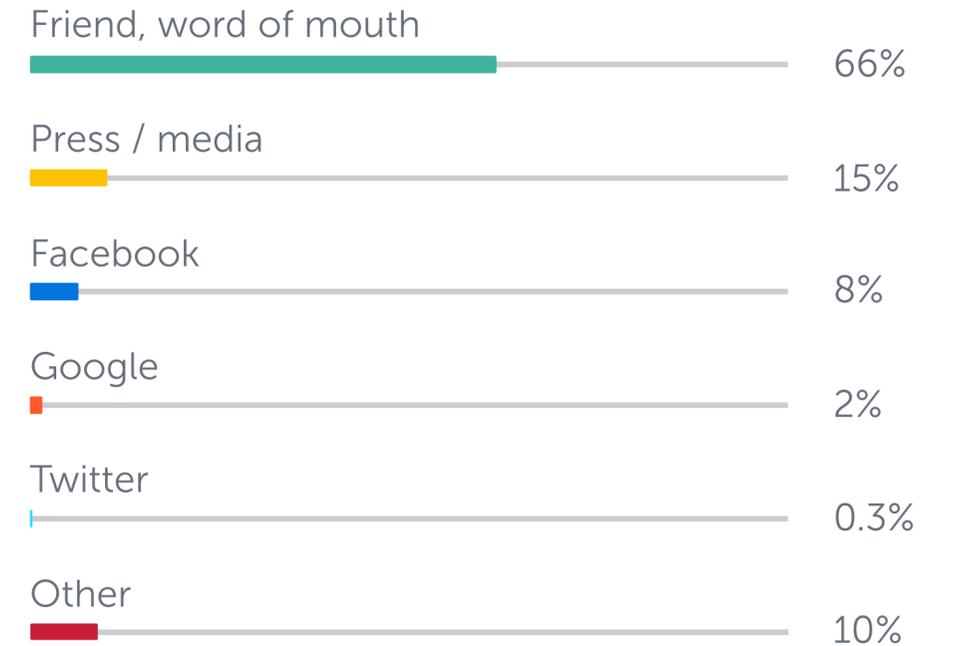
## Industry



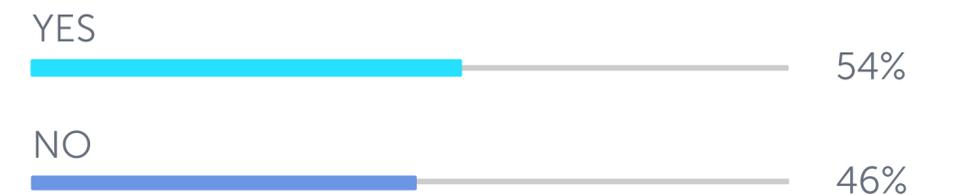
## Job Title



## Heard of Techsylvania from



## First Time at Techsylvania



# Past Speakers

## Technical Experts



**Mark Shuttleworth**

Founder of Ubuntu & Canonical



**Peter Halacsy**

Co-founder and CTO of Prezi



**Peter Yared**

CTO at Sapho (Former CTO CBS Interactive)



**Andreas Ehn**

Co-Founder of Wrapp (Spotify's First Employee & CTO)



**Chad Fowler**

Divisional CTO at Microsoft Wunderlist



**Harsh Sinha**

Vice President of Engineering at TransferWise

## Representatives from Top Companies



**Andy Piper**

Developer Advocate at Twitter



**Martin Wezowski**

Chief Designer at SAP



**Newton Howard**

Director at MIT Synthetic Intelligence Lab



**Alison Lowndes**

Artificial Intelligence DevRel at NVIDIA



**Marcus Segal**

Senior VP at Operations at Zynga



**Ioana Cozmuta**

Industry Innovation and Microgravity Lead at NASA

# Past Speakers

## Inspirational Entrepreneurs



**Steffi Czerny**

Managing Director at  
DLD Media



**Tariq Krim**

Founder of Jolicloud &  
Netvibes



**Johannes Reck**

CEO at GetYourGuide



**Jerry Kenelly**

Chairman and CEO at Riverbed  
Technology



**Florin Talpes**

CEO at Bitdefender



**Gentry Underwood**

Co-founder of Mailbox

## World Class Investors



**Tim Draper**

Founder of DFJ



**Alexis Bonte**

Executive in Residence at  
Atomico



**Semyon Dukach**

Managing Director at  
Techstars Boston



**Felix Peterson**

Managing Director Europe at  
Samsung NEXT



**Stefan Glaenzer**

Founding Partner at Passion  
Capital



**Frank Meehan**

Co-founder of SmartUp.io &  
Partner at SparkLabs Global

# Connected **Devices** Hackathon

## Some of the gadgets we provided



DJI



Oculus



Parrot



Amazon  
Echo



Microsoft  
HoloLens



Onyx  
Beacon

## Innovative winning projects coming out of the Hackathon

### Arobs

First aid kit app with short training lessons on CPR. Using a smartwatch as an input, the app aims to connect various smartwatches like Garmin or Pebble and offer you CPR rules as motion notifications on the wearables, as well as automatically calling the emergency number and put the phone on speaker so that the rescuer is well guided

### SecurEye

Using The EyeTribe Tracker for introducing your pin code into the ATM

### Green Box

Green Box is a product that estimates how efficient a solar power panel would be if installed. The product is mainly designed using a solar panel and a series of detectors connected to a Raspberry Pi 3.

### iBlocks

This team wants to reinvent the way code is written for IoT devices used for home automation. Their project is an editor that generates new blocks of codes, aimed for non-tech people. For its development, they used Arduino and JavaScript code.

# Startup **Avalanche**

Launched in 2016, Startup Avalanche is an icebreaking international competition for startups that speak business, organized in partnership with **Risky Business**.

The criteria for the accepted startups consisted in:  
Launched and validated products, Scalable business model, Company valuation target: \$500K – \$2M, Currently fundraising, Great pitch, Functional live demo.

The winners have been rewarded with a 9 days fully-funded trip to Silicon Valley.

## Results:

- 180+ qualified applicants
- 33 startups accepted
- 15 countries (Estonia, Bulgaria, Spain, Columbia, Italy, Moldova, UK, France, USA, Russia, Denmark, Serbia, Egypt, Greece, Romania)
- industries such as: 3D printing, contextual recognition, artificial intelligence, music, SaaS, IoT, media, advertising, agritech, biohacking fintech, and more
- 1 startup was acquired
- 1 startup was accepted into Draper University and then Techstars London, with a \$120k investment.
- 14 investment oers resulting from the conference and connections made there
- 17 partnership and other collaboration discussions resulted



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# Partner Testimonials



It was a mix between entrepreneurship and IT, with a lot of discussions on how to improve lifestyle through technical innovations. From communicating through brainwaves to fuel-extraction stations in space, all of the topics seemed to be extremely relevant, given the speed at which society evolved. After two days at Techsylvania we can frankly tell you that we felt that our eyes were opened and were brought to the point where "thinking outside of the box" is a necessity and an obligation towards the future.



Laurentiu,  
Laurentiu & Associates  
Attorneys at Law



The statement that Techsylvania is inspiring entrepreneurship and tech investments in Cluj-Napoca is no longer an assumption, but already a data proven fact. We saw it in the increasing number of investments in tech start-ups that we were happy to assist, we saw it in the significant number of VC representatives which attended this last edition of the Techsylvania conference. Congratulations for inspiring innovation and developing our startup ecosystem!



Now that's what we call an IT community gathering! It was a pleasure to be one of the Techsylvania's Gold Partner. Our culture is to work with talented and passionate people and this is exactly what we encountered at this event. We believe that the power of the community is one of the best tools to move forward, innovate and change the future and this is what Techsylvania manages to do every year.



It's been a real pleasure to be part of this year's edition. Once again, the organizers shown that they know what professional means. It's one of the best conferences in technology where you met very interesting people from all over the world. We definitely want to be part of next year edition.

# Partner Testimonials



The 4th edition of Techsylvania has been the melting pot of all that's tech, business and innovation - a true cluster of great minds and brilliant ideas. We find that it's not only a pleasure but also our mission to support initiatives that promote the values and objectives which resonate with what Halcyon Mobile does - transforming people's lives with innovation driven technology.



Technology and business plans keep evolving, so are we at PitechPlus, and so is Techsylvania Conference that is not an event anymore, but an experience. A must have experience for all those who want to take their knowledge to another level and to meet enthusiast people to connect with. We are glad to be alongside and help developing this community since the very beginning. Thank you and see you next year!



It was an honor to be a sponsor at Techsylvania 2017. We came in not knowing what to expect, and were pleasantly surprised with the content presented, the engaged participants, and the excitement around the whole event. As we continue to grow our presence in Cluj, and Eastern Europe as a whole, we look forward to interacting more with Techsylvania and its participants.



Central and Eastern Europe and Romania, in particular, has to make its move from being one of the world's most important outsourcing destinations to an innovation lab. The ideas that young entrepreneurs shared with us at the Startup Avalanche this year helped us to think about our life and business challenges in new ways that can be used to make changes that will take us closer to our goal. We appreciated the level of thought, detail and passion that participants brought to the competition.

# Speaker Testimonials



**Tim Draper**

DFJ & Draper University

“Romania has some real contenders in the start-up world, and Techsylvania brought the new ones to light. I look forward to attending future events and maybe even funding a few Romanian startups.



**Felix Petersen**

Samsung NEXT

“Techsylvania was a real eyeopener to me. A conference full of enthusiasm, youthful spirit, talent and optimism. I already marked in my calendar for 2016



**Marius Ghenea**

3TS Capital

“Techsylvania 2015 was for sure the largest tech event of the year in the whole region, definitely putting Cluj on the European map of tech hubs and tech events.



**Newton Howard**

MIT

“Techsylvania 2017 oozed energy and enthusiasm from the brightest minds working in the sector today. It was my privilege to attend, present and make many new friendships that will endure. Kudos to the organizing team for the caliber of the conference and for being gracious hosts. I'll be back!



**Konrad Kaschek**

Bosch

“I have been impressed by the inspiring dynamic atmosphere of the event. Very young and open folks. You can feel the future!



**Mark Shuttleworth**

Ubuntu & Canonical

“Vibrant crowd, great questions, lots of ideas and a lovely setting made Techsylvania a thoroughly enjoyable event.



**Rabin Yaghoubi**

DoubleClick, Babylon Health

“Techsylvania is helping put Romania's burgeoning digital ecosystem on the map! The excellent organisation and contagious energy of the event signal the arrival of what has the potential to become a true hub for entrepreneurship and innovation in Europe.

# Speaker Testimonials



**Johannes Reck**

GetYourGuide

“ Techsylvania was amazing. The content was great and what we liked the most was that it is a true engineering conference. The people who attend build amazing products and the quality of technology innovation is very high. We will come back!



**Ralph Simon**

Mobilium Global

“ The outstanding curation, programming and speakers from key and future areas of technology and innovation combined to make for a very compelling conference and agenda, and one that had the substantial audience and attendees deeply engaged throughout.



**Joyce Shen**

Thomson Reuters

“ If you want to get a pulse of tech innovation, ecosystem, talents in Eastern Europe, Techsylvania is the gateway. Cluj is one of the most exciting places right now and the event draws the who is who from the erupt tech scene.



**Marcus Segal**

Zynga

“ Attending the Techsylvania Event was a blast. The entrepreneurial energy and technical talent in Romania is topnotch.



**Tiberiu Moisa**

Banca Transilvania

“ I was totally impressed with Techsylvania: the quality of the speakers, the full house crowd and a fun vibe that you don't see often.



**Mike Costache**

KrowdMentor

“ Techsylvania was as well organized as any of the top tech conferences in Los Angeles or San Francisco. Adding the touristic trips for the international speakers and sponsors was a great way to understand the local culture and allow the international guests to bond and form new friendship.



**Paddy Power**

Paddy Power Betfair

“ The whole vibe of Techsylvania was infectious. It was fantastic to see so many young, hungry, clever people together who were so eager to learn. Any of the presentations I saw were very well attended which suggests an audience with open minds, willing to soak up nuggets of useful information even from unlikely sources. The fast pace of the talks was indicative of the energy and atmosphere of the event.