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Agnieszka Węglarz

Agnieszka Węglarz is an independent consultant, business strategist and practitioner in B2B and B2C, as well as lecturer, speaker and blogger. She has over 20 years of professional experience working as manager in both large corporations and SMEs, where she was responsible for strategy, marketing and business development.

She specializes in business modeling, segmentation, value proposition, sales and marketing strategies as well as consultative selling. She runs her own consultancy business, as well as cooperates with Google for Startups Campus in providing founders and their teams with a structured approach to run their business models.



Workshop topic

Mastering BMC / critical thinking

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Maciej Kraus

Maciej Kraus, Ph.D, is a partner at Movens Capital <https://movenscapital.com/>, VC and private equity based in Warsaw, Poland. Previously he run the Sales Strategy and Pricing Practice at PwC. Maciej started his career at Nestle, moved to strategic consulting, founded his own consulting company that he successfully sold to PwC. Maciej has over 15y of experience in more than 150 projects in over 50 countries for both multinational companies, SMEs and start-ups. Maciej authored two books on pricing and sales strategy 9 steps to higher profits. without cutting costs or letting workers go. A practical guide to higher profits and income in a market with rising pressures: The naked mind. A practical guide for understanding neuromarketing for any size business. Proven principles and tools of neuromarketing for profitability and business success. He is also a guest lecturer i.e. at Stanford GSB, London Business School or Kellogg School of Management



Workshop topic

Pricing strategy

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Robert Grygorowicz

Founder of Besides Finance, an accounting and controlling service for e-commerce and software companies. He's responsible for business development and financial advisory in the company. He helps startup founders every day in the area of data-driven decisions and fundraising strategies. He's also a venture partner and ex-investment manager in SpeedUp VC, one of Poland's most active VC funds. His daily duties included leading investments and strategic advisory to the portfolio companies. He closed 10 investments during his 6 years of experience in venture capital. Robert completed his master's degree in capital investments at the Poznań University of Economics with a grade of 5.0. His thesis focused on the correlation between valuations and operational metrics of technological companies.



Workshop topic

Financial prognosis + P&L

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Przemysław Zieliński

Expert in marketing, PR and communications. Founder and creative director of Great Joy - a marketing and PR company specializing in sports, recreation, science, technology and heritage industries.

He has been providing marketing support to startups for over 7 years, helping founders and companies at every stage of their development. He has worked for Sense Monitoring, VoicePin, sysdogs, Smart Technology Group and DoSportNow, among others. He co-created the image of the country's largest startup accelerator for Industry 4.0, KPT ScaleUP.

As a member of INTECH PK, he is involved in promoting the achievements of scientists and inventors from the Cracow University of Technology. As a mentor in the Jagiellonian University project, he advises university entrepreneurs in the area of personal and corporate image building.



Workshop topic

The Power of Visibility (POV)

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Wiktorja Drozd

The owner of Digital Heart, a company that supports companies to take off and grow, became a Strong Woman in IT in 2023 and 2021. At Digital Heart, as a founder, she makes sure that customer acquisition costs are low and conversions are high, and suggests how to educate audiences so they are ready to become customers. She has been involved in design and content creation for more than a decade, gathering experience as a project coordinator and experience designer. Before becoming an entrepreneur, she also implemented complex growth strategies for SMEs and startups for B2C products, SaaS, online courses, fintech and mobile apps. Currently, Digital Heart is a specialized team that works for the success of many companies, thanks to which our clients have earned a total of 39 million PLN in the last 18 months, and the agency itself has an annual revenue of 2.5 million.



Workshop topic

Using AI to Help Boost your Business Visibility

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Marcin Fajfer

Handles SpeedUp Group investments in ventures in the areas of martech, marketplace, finch, medtech, saas and gaming. As an investment manager, his responsibilities include: conducting investment processes, building value of portfolio companies and relations with foreign investors. He also assists them in preparations for consecutive investment rounds. He's a graduate of Global Innovation Management and holds a double diploma from the University of Strathclyde and Aalborg University. He's one of the creators of Hive61 and a co-organizer of Startup Weekend Poznań



Workshop topic

Fundraising basics, different type of financing startups

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Agata Staszak

CEO Syntro.ai

Agata is passionate about scaling innovative projects and excels at building relationships to achieve common goals. She combines business insight with fundraising expertise, gathered over the years from being on different sides of the table—investing in startups on behalf of a venture capital fund, advising startups on fundraising processes, securing €0.5 million in funding for a pre-seed startup as a consultant, as well as running her own company. Her achievements were further recognized when she was selected as one of six female leaders for the 2024 edition of the Austrian Grow F program led by the Female Founders Fund, where she was able to further expand her connections and deepen her knowledge of raising rounds in the European market.



Workshop topic

Collecting materials for VC

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Dorota Rymaszewska

Founder and CEO of hiPets, a SaaS-enabled AI diagnostic tool for pets that has raised \$3 million to date, even before its seed round. Serial entrepreneur and certified business trainer, she holds a PhD in Microelectronics and an MBA in Business Psychology. With 24 years of expertise in sales and management at global firms, Dorota is particularly noted in the startup ecosystem for her 1.5-year tenure as VP of Sales at Booksy. She has a proven track record of successfully managing culturally diverse teams across five continents.



Workshop topic

Investor relations & how to plan
and deal with VC

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Katarzyna Orzeł

CEO Brightspot

Legal counsel and one of the founders of Brightspot Law Firm. Her areas of specialization include telecommunications law, capital market law, M&A transactions, investment processes, conducting legal audits, relations with supervisory authorities (including UKE, UOKiK, UODO), new technology law, personal data protection law, and GDPR. She supports companies providing telecommunications services in processes related to their operations, such as implementing new services, conducting telecommunications investments, or preparing sales documentation. Together with the team of experts from Brightspot Law Firm, she provides comprehensive advice to clients in merger and acquisition processes in the telco market – whether it concerns the acquisition/sale of telecommunications assets, businesses, or shares/stocks in telecommunications companies



Workshop topic

Invest agreement

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Maciej Zajda

Partner, Domański Zakrzewski Palinka (DZP)

Maciej heads the venture capital team at DZP, coordinating the firm's transactional advisory services to capital providers and emerging companies. He also advises on transactions to which public companies (mainly from the video games and technology sectors) or heavily regulated financial institutions are a party or subject. Maciej also provides regulatory advice to Polish and foreign financial institutions and fintechs, particularly investment companies and payment institutions. He leverages his experience in corporate and transaction services as the leader of DZP |Future, a law firm initiative that aims to support startups in obtaining financing, developing projects, and establishing contact with investors.



Workshop topic

Term sheet

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Kuba Dudek

Kuba Dudek is an investment manager. He joined SpeedUp Group in 2012, initially handling matters of project preliminary verification. He's currently responsible for business analysis of selected projects and manages investment processes. Particularly project evaluation, budget development and creating business models. Kuba also supports the fund's portfolio companies in building their value. He mostly works with enterprises from the information management sector, gaming and medicine.



Workshop topic

Startup valuation basics

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Michalina Gdula

Legal advisor specializing in corporate services for Polish and foreign companies with particular emphasis on the subject of debt securities, investment agreements, acquisitions and sale of assets, also VC and PE transactions.

Graduate of the University of Wroclaw, Wroclaw University of Economics and the University of Limerick (Ireland). She served her legal training at the Regional Chamber of Legal Advisors in Wroclaw. She gained experience in an international law firm, as well as in renowned transactional law firms. She is the co-founder of LegalTech startup "SlothEye".

She has extensive experience related to the formation and reorganization of companies and their liquidation. She has conducted due diligence, advised on transformations, divisions, mergers and companies.



Workshop topic

ESOP

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TBC



Workshop topic

PITCHING & Data storytelling