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Last update: 16th February 2016



PROGRAMME AREAS

- Panel
- Keynote
- Workshop
- Fireside Chat
- Pitching
- Other

MONDAY 22 | DISRUPTED BY MOBILE

TUESDAY 23 | INTERNET OF THINGS

WEDNESDAY 24 | DIGITAL MEDIA

Time	BANCO SABADELL STAGE	MAZDA STAGE	LAVAZZA STAGE	MARTIN COOPER ROOM	NIKOLA TESLA TIPI ALAN TURING TIPI	BANCO SABADELL STAGE	MAZDA STAGE	LAVAZZA STAGE	MARTIN COOPER ROOM	NIKOLA TESLA TIPI ALAN TURING TIPI	BANCO SABADELL STAGE	MAZDA STAGE	LAVAZZA STAGE	MARTIN COOPER ROOM	NIKOLA TESLA TIPI ALAN TURING TIPI	BANCO SABADELL STAGE	MAZDA STAGE	LAVAZZA STAGE	MARTIN COOPER ROOM	NIKOLA TESLA TIPI ALAN TURING TIPI	
9:30																					
9:45																					
10:00	Opening Session Yossi Vardi, 4YFN Aleix Valls, Mobile World Capital Barcelona																				
10:15	Fireside Chat Rich Miner, Google Ventures Mike Butcher, TechCrunch																				
10:30																					
10:45																					
11:00	Keynote Bracken Darrell, Logitech	Keynote Alex Puregger, Fon	The evolution of Sharing Economy toward mobile: Successful business models Paulin Dementhon, Drivy Jeroen Merchiers, Airbnb Lucía Hernández, Ouishare Edurne de Oteiza, Wallapop <i>m: Boyd Cohen, Sharing</i>	Cities Social Engagement The Social Coin	La French Tech: With Sigfox, join the community and change the world! SIGFOX How wearables can help us to have happiness and motivated employees? SlashMobility	The Internet of Revenue Generating Things Mark Shuttleworth, Canonical	Blended Reality: Reinventing Our Future Andrew Bolwell, HP	KPMG Presents: The Best British Mobile Startup 2016 Patrick Imbach, KPMG UK	World's Semifinal Global Mobile Challenge - Morning session	How to build great companies, developing great teams, products and sales 7th Pier, Rivers New Media Horizon 2020's SME Instrument. Looking for Europe's next innovation leader EASME	Fireside Chat: Alex Baker and Brian Wong Alex Baker, Relay Ventures Brian Wong, Kiip	The future of ad-supported apps John Egan, Twitter	Telco Alliance panel Telefónica Open Future_ , Deutsche Telekom, Singtel Innov8, Orange	Workshop HAVAS	Coding is not only for programmers Ironhack Guerrilla UX Research - Live! UXDNA						
11:15																					
11:30	Fireside Chat Marcus Weldon, Nokia Robin Wauters, Tech.eu	Keynote David Sable, Young & Rubicam																			
11:45																					
12:00	Remember to breathe Jeff Pulver, Internet Pioneer	Keynote David Shing, AOL	Smart Venture Institute Show Case Euykyu Park, Open Gallery Jonathan Kim, Namu	Optimizing Mobile Commerce Stripe	How e-Signatures can foster your business Signaturit TBA																
12:15																					
12:30	Keynote Mark Curtis, Fjord	Keynote Zack Weisfeld, Microsoft Ventures																			
12:45																					
13:00	Keynote Israel Ruiz, MIT	La French Tech: Drivy, the French startup reinventing car rental in Europe Paulin Dementhon, Drivy	Keynote Nathan Eagle, Jana	Pricing - Figuring out how much you should charge for your product Startup Safari	Cross-device & attribution strategies for startups Google New Developments from the e-commerce sector: how to use the right tools and implement the best practices for your start up to succeed puntCAT, Nominalia																
13:15																					
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15:00	Open platforms for new banking Marta Plana, Digital Origin Adam Kostyál, Nasdaq Carlos Alonso, Banco Sabadell Diego Bestard, Spotcap <i>m: Jennifer L. Schenker, Informilo</i>	Global Mobile Innovators Tournament - Smarter Healthcare Finale <i>host: Andy Stanford-Clark, IBM</i> <i>includes</i> TBA	Health Panel <i>host: Rude Baguette</i>	What you need to know when negotiating with investors Rousaud Costas Duran	TBA How design creates value that investors love Zinc																
15:15																					
15:30																					
15:45																					
16:00	Fireside Chat Niklas Zennström, Atómico Robin Wauters, Tech.eu		Programme of the Digital Health & Wellness conference @ 4YFN <i>host: ECHAlliance</i>																		
16:15																					
16:30	4YFN Awards Final: Disrupted by Mobile Ralph Riecke, hubraum Ran Ben-Yair, Ubimo Roy Ramon, Intel Corporation Mike Molinet, Branch Metrics Ayelet Noff, Blonde 2.0 <i>m: Jon Bradford, F&S</i>	Fireside Chat Diane Chang, Facebook Pep Gómez, Fever		Breaking down a \$1M Crowdfunding Campaign - Learning from Bluesmart's Steps to Success Indiegogo	How large corporations can successfully engage with startups Reimagine Food Gamification Captain Up																
16:45																					
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18:00	Mobile World Congress Conference streaming Mark Zuckerberg, Facebook	Campus Madrid: Applying Google's principles for innovation to foster entrepreneurship across the globe Sofia Benjumea, Google for Entrepreneurs	Imagine Express 2016 Final Event - Winning Projects	Entrepreneurial Thought Leaders: Lessons from all sides Harbour.Space	An outstanding opportunity for startups to scale from Puerto Rico Parallel18 Myths and dreams of Silicon Valley Spain Tech Center																