

9:30 - 10:00									
Welcome and Registration									
	Room 4B	Room 4D	Room 5B	Room 4A	Room 5C	Room 4E	Room 5A	Room 4C	Room 5D
10:00 - 11:00	Startup Visa Application Q&A Masha Moisseyeva	Map out your customer journey Melanie van der storm	Dutch Taxes Marcel Coopman	How to Pitch like a Pro Truth TW Hawk	Elevator Pitch video recording 7days2go	How to add meaning and purpose to your business Rob Vernooij	Growth Marketing Katrin Marx & Nicole Baldauf	Value Proposition Startship	How to Do Business with Dutch People Sven Stigter & Magarita Lourido
11:00 - 12:00		Budgeting & Financial planning Jennifer Van Dijk						Value Proposition Startship	How to Create a business that (you and) your clients will love Melanie van der storm
12:00 - 12:30									
Lunch									
12:30 - 13:30	Company Registration and legal advice Jeffrey Rijksschroeff	Budgeting & Financial planning Jennifer Van Dijk	Dutch Taxes Marcel Coopman	The Gift Room 7days2go	Elevator Pitch video recording 7days2go	Ask Anything Cafe Time Space	How to validate your business idea/model Melanie van der storm	Team Canvas Startship	Startup Visa Checklist Masha Moisseyeva
13:30 - 14:30								Team Canvas Startship	Co-founding for Dummies Brainblurb
14:30 - 15:15	Map out your ideal customer: a key step for a successful business Melanie van der storm	Brainstorming and Ideation room 7days2go	Redefining failure Truth TW Hawk				Find your co-founder 7days2go	Taxes for Entrepreneurs Marcel Coopman	How to Do Business with Dutch People Sven Stigter & Magarita Lourido
15:15 - 16:00								All about funding: R&D Subsidies and Venture Capital Arthur Hendricks	End to End Facebook Retargeting Ad campaigns Piyesh Modi
16:00 - 17:00	Amsterdam's startup ecosystem: An overview by StartupAmsterdam Alexandra Belicova								

During the evening we will celebrate the launch of H2S with international entrepreneurs and key stakeholders of the startup ecosystem such as incubators, accelerators, co-working spaces, governmental and academic programs related to entrepreneurship.

Here2Start Official Launch Agenda	
18:00 - 18:15	Reception and Welcome Drinks
18:15 - 18:45	How to Succeed as an International in the Netherlands (aka How not to Doe Normaal) María Lucía Bermúdez and Sandra Rincón will share the vision and strategic goals of Here2Start after sharing Mara's journey as an international entrepreneur living in the Netherlands for eight years.
18:45 - 19:30	Panel Discussion - Crossing Borders: A dialogue between international entrepreneurs and the key actors of the Dutch startup ecosystem How to join forces to support and promote international entrepreneurs? Join the conversation between representatives of Startup Amsterdam, NL in Business, Holland Alumni Network NL, Rockstar and Golden Egg,
19:30 - 20:00	Networking Speed Date - Let's Talk Business
20:00 - 20:30	Chin Chin to H2S Official Launch: Toasting and Picture Time

