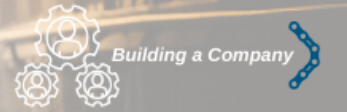


# CYCLING INNOVATION NETWORK

DIGITAL LAUNCH  
MARCH 24TH 3PM CET



A CIE Expert Group for



## LAUNCH AGENDA

15:00 – 15:10

### WELCOME BY CIN CHAIR

Till Kraemer, founder of bikebusinessHUB

15:10 – 15:20

### FROM STARTUP TO GLOBAL ENTERPRISE

Interview with Stan Day, Founder & Chair of SRAM  
Moderated by Irene McAleese, Co-founder & CSO of See.Sense

15:20 – 15:40

### INVESTOR WORKSHOP

Edwin Heesakkers, Managing Director at EIT Urban Mobility – Innovation Hub West  
Anders Hedgren, Senior Advisor at MCF Corporate Finance

15:40 – 16:00

### CIN IN A NUTSHELL

Georgia Yexley, Head of Cities UK & Ireland at TIER and Loud Mobility Co-Founder

16:00 – 16:20

### CO-CREATION SESSIONS

20 minute expert-led breakout sessions

16:20 – 16:30

### CLOSING REMARKS

Kevin Mayne, CEO of CIE  
Till Kraemer, founder of bikebusinessHUB



Cycling  
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## CO-CREATION SESSIONS

### BRIDGING ACADEMIA & INDUSTRY: FROM CUTTING-EDGE RESEARCH TO PRACTICAL SUPPORT

**Geraint Florida-James**, Lead Academic at Mountain Bike Centre of Scotland

**Peter Lillie**, Co-Founder of Presca Limited

### BUILDING A WINNING TEAM & BEST PRACTICE MODELS

**Daniel Glaubitz**, Managing Director at biciTALENT

### ENTREPRENEUR'S JOURNEY: FROM THE KITCHEN TABLE TO A SUCCESSFUL AND WELL-FUNDED BUSINESS

**Irene McAleese**, Co-founder & CSO of See.Sense

**Bart Visser**, Co-founder of Conneqtech

### THE ART OF PITCHING: VIEWPOINTS AS A COMPANY & INVESTOR

**Anders Hedgren**, Senior Advisor at MCF Corporate Finance

**Till Kraemer**, Founder of bikebusinessHUB



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