

THE “CONNECTED” CYCLIST

The bike industry's next Big Market

Conference Center West, Room Österreich, Eurobike Messe, Friedrichshafen – Tuesday 29 August 2017, 11:00 through 18:00

Time	Topic / Subject / Event
10:45 – 11:00	Registration & Welcome coffee
11:00 – 11:10	Introduction & Stage setting
11.10-11.20	Keynote speaker
11:20 – 11:45	<p>Follow The Money: Leveraging the EU's € 3 billion grant fund</p> <p>Mr. Patrick Keating, Venture Capital Specialist at <u>Velo Capital Partners</u> Mr. Oliver Kozak, <u>EASME (Executive Agency for Small & Medium-sized Enterprises)</u></p>
11:45 – 12:40	<p>Panel I: Smart Integration from & into the Bike</p> <p>Industry leadership / examples from bike and component manufacturers, leveraging output / learnings that make possible the “Connected Cyclist” market. Real insights, showing smart(er) product development, and monetisation-opportunities / new markets. On-bike + in-Bike + for-Bike + to Cyclist = Connected Nirvana</p> <ul style="list-style-type: none"> - <u>COMODULE</u> - <u>ZEG</u> - <u>MO-MES</u> - <u>VODAFONE</u> - <u>QUARQ (SRAM)</u>
12:45 – 13:45	Networking lunch
13:45 – 14:05	<p>Cycling advocacy + Hacking Copenhagen (ITS World Congress 2018)</p> <p>What we can do for you in this space and what we are already doing.</p> <ul style="list-style-type: none"> - ADFC, Burkhard Stork - ECF, Niccolo' Panozzo
14:05 – 15:10	<p>Workshop: role-play across Connected Cyclist eco-system</p> <p>Structured and interactive workshop to generate fresh collaboration solutions to accelerate the Connected Cyclist segment.</p>
15:10 – 15:30	Coffee break
15:30 – 16:50	<p>Panel II: Smart Integration for the User (moderated by James Gleave, Transport Futures)</p> <p>Unlock the full potential of rider wearables, apps and smart devices to “make great again” cyclists’ performance, loyalty, and experience. Industry participants explore how bringing all this data into the Cloud offers opportunities for new individual and aggregated services and products that leverage the fully connected, integrated Cyclist.</p> <ul style="list-style-type: none"> - <u>ZEHUS</u> - <u>SEE.SENSE</u> - <u>VELISO</u> - <u>COBI</u> - <u>LISTNRIDE</u> - <u>VISIO BIKE</u>
16:50 – 17:00	Conclusions and Next Steps
17:00 –	“Après-Conference” Networking & Reception