

# 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
11.10-11.25	Keynote speaker
11:25 - 11:45	<b>Follow The Money: Leveraging the EU’s € 3 billion grant fund</b> VC Specialist together with Mr. Oliver Kozak, <u>EASME (Executive Agency for Small &amp; Medium-sized Enterprises)</u>
11:45 - 12:40	<b>Panel I: Smart Integration from &amp; into the Bike (4 panellists)</b> 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 - <u>COMODULE</u> - <u>ZEG</u> - <u>ESB</u> - <u>VODAFONE</u>
12:45 - 13:45	Networking lunch
13:45 - 14:15	<b>Cycling advocacy + Hacking Copenhagen (ITS World Congress 2018)</b> What we can do for you in this space and what we are already doing.
14:15 - 15:15	<b>Workshop: role-play across Connected Cyclist eco-system</b> Role Play / Role Reversal to generate fresh collaboration solutions to accelerate the Connected Cyclist segment. Table leader then resume suggested actions → understand the value / needs of including the public sector, thus advocacy.
15:15 - 15:35	Coffee break
15:35 - 16:50	<b>Panel II: Smart Integration for the User (6 panellists)</b> 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. TBC
16:50 - 17:10	<u>Eurobike Award</u> finalists – Excellence in shaping a Connected future
17:10 - 17:30	Conclusions and Next Steps
17:30 - 18:00	“Après-Conference” Networking & Reception