

## THURSDAY

03:00 - 05:00 pm	Registration   <b>Entrance Area</b>
05:00 - 06:30 pm	Opening Ceremony   <b>Auditorium</b>   Live Stream   <b>2.0G</b>
06:30 - 07:30 pm	Dinner   <b>2.0G</b>
07:30 - 09:00 pm	Briefing & Team Building
09:30 pm - 00:00 am	Welcome Party Gin o'clock   <b>Ground Floor</b>

## FRIDAY

08:00 - 09:00 am	Breakfast   <b>2.0G</b>
09:00 - 09:45 am	Masterclass Design Thinking (Optional)   <b>11.44</b>
10:00 - 11:45 am	Masterclass Lego Serious Play (Optional)   <b>11.44</b>
12:00 - 01:00 pm	Lunch   <b>2.0G</b>
<b>02:00 - 05:00 pm</b>	<b>Speed Dating</b> (Optional-Please register)   <b>Level One</b>
01:00 - 02:30 pm	Masterclass Scalable Prototyping with React (Optional)   <b>11.44</b>
03:00 - 04:30 pm	Masterclass Prototyping with Adobe XD (Optional)   <b>11.44</b>
06:00 pm	Dinner   <b>2.0G</b>

**Design Thinking by TIMO NAGEL | SOVANTA**

Finding solutions to intricate challenges in organizations requires a human-centered approach. This is what design thinking is all about, breaking it down to manageable tasks that revolve around the customer, employees, and humans in general. Timo Nagel, Head of Design at Sovanta, will guide you through the process, share experiences and prepare you for executing successful projects.

**Scalable Prototyping with React by MÁTYÁS ALBERT NAGY | JUSTROCKET**

React by JavaScript is the latest novelty in the developing field and we follow this trend in the Master Classes. Mátyás Albert Nagy, co-founder of JUSTROCKET, will show you how to prepare your tooling for developing solutions fast that scale from a dummy prototype to a fully-fledged application.

**Lego Serious Play by REINHARD EMATINGER**

With LEGO SERIOUS PLAY® you will discover a highly innovative and powerful methodology based on the belief that everyone can contribute to the discussion, decisions, and outcome. The masterclass, which is packed with 'hard fun', is hosted by Dr. Reinhard Ematinger, who has gained deep and broad knowledge both as a lecturer and manager in the fields of innovation, business models, and design.

**Pitch-Perfect Prototyping with Adobe XD by TIM KAHLE | ADOBE**

Adobe XD enables you to design websites, apps, voice apps, and video games, on your own or in a team. How can you improve your Adobe projects with hundreds of plug-ins? How can you adjust the workflow with JavaScript? Tim Kahle from Adobe, an Alexa Champion with lots of design and entrepreneurship experience, will teach you all the basics.

### SATURDAY

08:00 - 09:00 am	Breakfast   <b>2.OG</b>
11:00 - 11:45 am	Masterclass DHDL - Behind The Scenes (Optional, German)   <b>11.44</b>
12:00 - 01:00 pm	Lunch   <b>2.OG</b>
<b>02:00 - 05:00 pm</b>	<b>Speed Dating (Optional)   Level One</b>
02:00 - 02:45 pm	Masterclass CX Workshop (Optional)   <b>11.44</b>
03:00 - 03:45 pm	Yoga (Optional)   <b>11.50</b>
04:00 - 05:30 pm	Masterclass New Work (Optional)   <b>11.44</b>
06:00 - 06:45 pm	Masterclass Digital Leadership (Optional)   <b>11.44</b>
06:00 - 08:00 pm	Dinner   <b>2.OG</b>

#### Die Höhle der Löwen - Behind the Scenes by **ANDRE SIEREK | BITTERLIEBE**

How do start-ups actually prepare for their pitches? What happens behind the cameras? Last year, the start-up Bitterliebe presented its innovative bitter products in the Vox-TV show Die Höhle der Löwen. You need a little insight into the hard but extremely fun procedure of pitching your idea? Andre Sierek from Bitterliebe will talk about how to overcome stage fright and other obstacles (in German).

#### CX Workshop by **DANIEL MÖLLERHENN | BAIN & COMPANY**

A lot of our challenges require to take customer experience into consideration and putting yourself into someone else's shoes. Thinking like they do, can be a challenge! To understand a successful customer experience, our expert Daniel Möllerhenn from Bain & Company, can equip you with the right skills to rock your CX game.

#### New Work by **DANIEL WULF | P3 - GROUP**

In the age of work-life balance and New Work, P3-Group always uses a different approach, compared to most organizations addressing these topics. People don't work to live, they live to create a meaningful impact in their everyday worklife as well as their lives in general. Daniel Wulf, P3's Head of HR and a New Work specialist, will dive deep into the trending topics that will shape future work life.

#### Digital Leadership by **JOHANNAH ILLGNER | DIGITAL MEDIA WOMEN (DMW)**

While technologies emerge at a tremendous pace, the question arises - how can women, women's networks and all people with a digital and agile mindset shape the new work environment in a way that is more inclusive, (gender) equitable and diverse? With Johannah Illgner, district manager of DMW, you get the possibility to #hackyourmind and expand your horizon on gender issues in the business world.

### SUNDAY

08:00 - 09:00 am

Breakfast | **2.OG**

10:00 - 11:30 am

Company Pitches

11:30 am

Pitch Training Corporate Winners | **11.44**

12:00 - 01:00 pm

Lunch | **2.OG**

01:00 - 05:00 pm

Closing Ceremony | **Auditorium** | Live Stream | **2.OG**

Keynote | Pitches | Panels | Awards

#### Pitch Training by **HANNAH KLOSE | STAGELOVERS**

Hannah Klose is our pitch coach for the finals at #HDRN20! She worked as an instructor at Rock Your Life, became a certified business trainer at TAM and has hosted programs with Stagelovers on feeling comfortable on stage since 2018. She will listen carefully to the company pitches, study behaviour patterns on stage and give feedback to prepare you properly for the final pitches.

#### Keynote by **NORMANN STADLER**

As a professional athlete, Normann Stadler knows how to deal with life's ups and downs. Normann has succeeded in his career as a triathlon athlete, only to be stopped by an aortic aneurysm in 2011. Temporarily. A stroke of fate that would have brought down others made Normann realize something everybody should consider: Mastering your individual challenges and setbacks is genuine success.

#### Panels: Challenges of Founding a Business Hosted by **HANNAH KLOSE**

**BJÖRN GOß | STOCARD, CHRISTIAN WIENS | GETSAFE,  
JENNIFER LAPIDAKIS | STRONG FITNESS COSMETICS**

Innovators and creators must stick together and for that reason we are enthusiastic about the development of Stocard, Getsafe and Strong Fitness Cosmetics! They are three major parts of the Rhein-Neckar start-up ecosystem and have brought their business all the way into an international context.

For some inside tips for the challenges you will come across while founding a business, Björn Goß from Stocard, Christian Wiens from Getsafe and Jennifer Lapidakis from StrongFitnessCosmetics will hold a panel discussion. Hannah Klose will guide the three (co-)founders through questions concerning their journey, mindset, financing and much more.