

### Mobile Entrepreneurs

Monday, 26th February

9:30h. - 12:30h.

#### Marketing for Entrepreneurs and innovators

Master in Innovation & Entrepreneurship

Prof. Jan Brinckmann, ESADE

12:00h. - 13:00h.

#### Startup Acceleration Program

MBA Speaker Series. Round table.

Prof. Fernando Benito, ESADE

13:00h. - 14h.

#### Business Impact of the Blockchain

MBA Speaker Series.

Francisco Arechaga, Marketpay.io

14h. - 15h.

#### Finance for Entrepreneurs and Innovators

Master in Innovation and Entrepreneurship

Prof. Luisa Alemany, ESADE

15h. - 16h.

#### Cybersecurity with a live hacking

MBA Speaker Series.

Lluís Vera, Ackcent Cybersecurity

16h. - 18h.

#### Finance for Entrepreneurs and Innovators

Master in Innovation & Entrepreneurship

Prof. Luisa Alemany, ESADE

18h. - 19h.

#### Networking event

### Innovation

Tuesday, 27th February

9:30h. - 10:30h. **Ciberseguridad:** “activos en peligro, riesgos y contramedidas jurídicas y organizativas”

Master in IP-IT. ESADE Law School - Prof. Xavier Ribas

10:30h. - 11:30h. **eSports: The Next Marketing Revolution**

Executive Education Speaker Series Roundtable

Prof. Julio Villalobos, ESADE

11:30h. - 12:30h. **Becoming an infinite learning organization**

Luigi Congedo, VC in applied AI - Marc Zao-Sanders, CEO, filtered.com

Caroline Mol, Managing director (Europe), edX

Kenneth Mikkelsen, CEO, Future Shifts

Ivan Bofarull, Director, Global Insights & Strategic Initiatives, ESADE

Josep Franch, Dean ESADE Business School

12:30h. - 14h. **Can robots improve educational experience?**

Challenges and simulation | Prof. Núria Agell and Pedro Parada, ESADE

Pepper robot, Robotrónica

Roundtable | Prof. Cecilio Angulo, AI Research Center, UPC - Prof. Esteve

Almirall, ESADE - Prof. Jonathan Wareham, ESADE - Ricardo Tellez, The

construct - Daniel Bayón, CEO Robotrónica - Prof. Núria Agell, ESADE

14h. - 15h. **ESADE Corporate lunch**

15h. - 16h. **Artificial Intelligence | Round table at Nestlé stage**

Luigi Congedo, VC in applied AI - Núria Oliver, Dir. Data Science Research,

Vodafone - Jaume Portell, CEO, Beabloo - Josep Maria Martorell, Associate

Director Barcelona Supercomputing Center - Prof. Luis Vives, ESADE

16h. - 17h. **Big Data and Analytics**

Executive Education Speaker Series. Round table.

Prof. Manu Carricano, ESADE

17h. - 18h. **Industrial Internet of Things**

Executive Speaker Series - Oscar Torres, ESADE

18h. - 19h. **Data Analytics in the Cloud**

Master in Business Analytics Speaker Series

Pepe Lamas, Data & AI Solutions, Microsoft - Prof. Esteve Almirall, ESADE

### Digital Business

Wednesday, 28th February

9:30h. - 11:30h.

#### Visualización de información de negocio

Bachelor in Business Administration - Prof. J.L. Cano, ESADE

11:30h. - 12:30h.

#### Managing Digital Business

Master in International Management - Prof. Joan Rodón, ESADE

12:30h. - 13:30h.

#### The Future Of Entertainment: Rakuten TV And The Empowerment Revolution

Round table of ESADE entrepreneurs

At Nestlé stage | Jacinto Roca, CEO Rakuten TV

Xavier Sánchez, ESADE Alumni Director

#### To be an entrepreneur in a digital market

Round table of ESADE entrepreneurs

Prof. Jaume Villanueva, ESADE Entrepreneurship Institute

13:30h. - 14h.

#### Media Pitch for entrepreneurs

Davide Rovera, Eworks Manager

#### 14h. - 15h. Entrepreneur's Informal Lunch

#### 15h. - 16h. Big Data, Genetics and Blockchain:

Is this the future of healthcare?

ESADECreapolis Speaker Series

Oscar Flores, Made of Genes.

16h. - 17h.

#### The end of the retail as we know it

ESADECreapolis Speaker Series - Prof. Luis Lara, ESADE.

17h. - 18h.

#### Managing Digital Business

Master in International Management

Prof. Joan Rodón, ESADE