

SWITCH

SINGAPORE WEEK OF INNOVATION & TECHNOLOGY

7-11 DEC
2020

AGENDA

SWITCH MASTERCLASSES

Full speaker line up [here](#):



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SINGAPORE WEEK OF INNOVATION & TECHNOLOGY

Organised by



In partnership with



SWITCH MASTERCLASSES

Synopsis: More than a platform for networking and exposure opportunities, SWITCH's curated programmes are intended to empower and value-add to companies' growth and traction. Beyond the why and what, SWITCH Masterclasses are specifically designed for startups and tech SMEs to deep-dive into steps to take in order to stay ahead and act on internal and external mechanisms driving growth.

Companies can find an unprecedented consolidation of Masterclasses targeting pain points across the entire spectrum of early to mid-stage startup life cycles. Conducted by industry thought leaders and veterans, the classes are calibrated to help startups and tech SMEs level up on fundraising, improve efficiency, generate cost savings, capitalise on opportunities emerging from a post-Covid world and accelerate revenue of companies - delivering actual tangible impact on their bottom lines.

DAY 1

Time [SGT]	Programme
1000 - 1100	<p>Level Up on Fundraising Masterclass: The DIY Capital Raising Masterclass: A 7-Step Process to Raising Capital Virtually and Globally In 2021 (Part 1)</p> <p><i>Hosted by Deal Fridays</i></p> <ul style="list-style-type: none"> Steve Torso, Managing Director, Wholesale Investor
1200 - 1300	<p>Level Up on Fundraising Masterclass: The DIY Capital Raising Masterclass: A 7-Step Process to Raising Capital Virtually and Globally In 2021 (Part 2)</p> <p><i>Hosted by Deal Fridays</i></p> <ul style="list-style-type: none"> Steve Torso, Managing Director, Wholesale Investor
1300 - 1400	<p>Tech Up Masterclass: Facebook Marketing Masterclass for Startups</p> <p><i>Hosted by Facebook</i></p> <ul style="list-style-type: none"> Dibyó Haldar, Director, Small Business Programs Asia Pacific, Facebook Greg Russell, Sales Program Manager, Facebook
1400 - 1500	<p>Tech Up Masterclass: How to build your sales process and the best practices of inbound selling</p> <p><i>Hosted by HubSpot</i></p> <ul style="list-style-type: none"> Aditya Kumar, Head of Startup Partnerships, SEA, India, HubSpot Kartike Day, Program & Partnerships Manager, HubSpot
1630 - 1730	<p>Expand to Asia Masterclass: Connecting the Dots in the Singapore Startup Ecosystem, Regional Innovation Island of Asia</p> <p><i>Hosted by ACE & Partners</i></p> <ul style="list-style-type: none"> Brian Tan, Deputy Director, Corporate Innovation and Public Sector Engagement, Action Community for Entrepreneurship (ACE) Kuan Hsu, General Partner, KK Fund Masahito Yano, Senior Project Manager, Mitsui Chemicals Singapore R&D Centre Lim Seow Hui, Director of Startup Development Division, Enterprise Singapore Brian Koh, Director, NUS Enterprise Taras Wankewycz, Founder & CEO, H3 Dynamics

1730 - 1830

Expand to Asia Masterclass: Harnessing Your Business Expansion Strategy
Masterclass: The Singapore Advantage

Hosted by EDB, Hawksford & Globalization Partners

- Brandon Chew, Regional Vice President, International Marketing, EDB
- Charles H. Ferguson, General Partner, Asia Pacific, Globalization Partners
- Dario Acconci, Managing Director of South East Asia, Hawksford
- Salvatore Di Chiara, Head of Account Management, Hawksford

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DAY 2

Time [SGT]	Programme
1000 - 1100	<p>Level Up on Fundraising Masterclass: The Top Ten VC Secrets You Need to Know (but VCs won't tell you)</p> <p><i>Hosted by Deal Fridays</i></p> <ul style="list-style-type: none"> • Bill Reichert, Managing Director, Pegasus Tech Ventures
1300 - 1400	<p>Tech Up Masterclass: Accelerate to Your Digitized Future with China Gateway 2.0</p> <p><i>Hosted by Alibaba Cloud International & NCS</i></p> <ul style="list-style-type: none"> • Stephen Huo, Senior Solution Architect, Alibaba Cloud International • Chris Fleischmann, Cloud Architect Lead, NCS
1400 - 1500	<p>Tech Up Masterclass: Accelerate Business Growth By Harnessing The Power Of Data</p> <p><i>Hosted by WingArc1st Inc.</i></p> <ul style="list-style-type: none"> • Taisuke Asada, Executive Office (Strategy & Data Alliance) & Head of CEO Office, WingArc1st Inc. • Guest speaker: Bill Lee, Managing Director, Azendian Solutions
1500 - 1600	<p>Level Up on Fundraising Masterclass: We've Got 99 Problems, But A Pitch Ain't One</p> <p><i>Hosted by Deal Fridays</i></p> <ul style="list-style-type: none"> • Dirk Lehmann, Pitch Coach & Innovation Advisor, The Pitch Training
1630 - 1730	<p>Expand to Asia Masterclass: Successfully Navigating the Investment Landscape in Singapore & ASEAN</p> <p><i>Hosted by Temasek & Partners</i></p> <ul style="list-style-type: none"> • Sang Shin, Director, Digital Innovation, Temasek • Dhritiman Hui, Managing Director, Techstars Singapore • Samuel Hall, Partner, Rainmaking • Gang Chern Sun, Senior Associate Director, NUS Enterprise • Kevin Lim, Associate Director, Investment (Blockchain), Temasek
1730 - 1830	<p>Expand to Asia Masterclass: Cross-border tax considerations and intellectual property (IP) strategy</p> <p><i>Hosted by EY</i></p> <ul style="list-style-type: none"> • Chester Wee, EY ASEAN International Corporate Tax Advisory Leader and Partner, Ernst & Young Solutions LLP • Yeo Ying, Associate Director, International Tax and Transaction Services, EY Corporate Advisors Pte. Ltd. • Johanes Candra, Director, Business Incentives Advisory, EY Corporate Advisors Pte. Ltd. • Sherilyn Chan, Senior Manager, Business Incentive Advisory, EY Corporate Advisors Pte. Ltd.

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DAY 3

Time [SGT]	Programme
1000 - 1100	<p>Level Up on Fundraising Masterclass: Mastering Valuations for Fundraising <i>Hosted by Deal Fridays</i></p> <ul style="list-style-type: none"> • Kabir Narang, Founding General Partner & Co-Head of Asia, B Capital Group
1300 - 1400	<p>Tech Up Masterclass: Simplifying Cross-Border Payments to propel expansion into high-potential markets <i>Hosted by Stripe</i></p> <ul style="list-style-type: none"> • Jon Stona, Head of Marketing, Asia-Pacific, Stripe • AJ Lewen, Strategic Accounts, Asia-Pacific, Stripe • Cindy Wei, Strategic Accounts, Asia-Pacific, Stripe
1400 - 1500	<p>Tech Up Masterclass: Promoting Your Business Online <i>Hosted by Google</i></p> <ul style="list-style-type: none"> • Sally Jeffrey, Industry Manager, Google • Tudor Marian, Senior Account Manager, Google
1500 - 1600	<p>Level Up on Fundraising Masterclass: How to Power Up your Remote Presenting Capabilities <i>Hosted by Deal Fridays</i></p> <ul style="list-style-type: none"> • Frank Smallegange, Pitch Coach, PitchCoach.online
1630 - 1730	<p>Expand to Asia Masterclass: Leveraging on Intellectual Property (IP) to Globalise from Singapore <i>Hosted by IPOS International</i></p> <ul style="list-style-type: none"> • Eric Khoo, Deputy Director, Business Development (Global Engagement), IPOS International
1730 - 1830	<p>Expand to Asia Masterclass: The Future of Technology – Protect your Data & Leverage on M&A <i>Hosted by Baker McKenzie</i></p> <ul style="list-style-type: none"> • Stephanie Magnus, Principal, Baker McKenzie (Wong & Leow LLC) • Adrian Lawrence, Partner, Baker McKenzie • Daniel Pardede, Partner, Baker McKenzie (Hadiputranto, Hadinoto & Partners) • Kensaku Takase, Partner, Baker McKenzie (Gaikokuho Joint Enterprise) • Yee Chung Seck, Partner, Baker McKenzie • Safari Watanabe, Partner, Baker McKenzie (Gaikokuho Joint Enterprise) • Le Thi Thanh, Associate, Baker McKenzie • Adhika Paramartha Wiyoso, Associate Partner, Baker McKenzie (Hadiputranto, Hadinoto & Partners)

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DAY 4

Time [SGT]	Programme
1000 - 1100	<p>Level Up on Fundraising Masterclass: Navigating Early-stage Term Sheets: Insights from a legal and commercial Perspective</p> <p><i>Hosted by Deal Fridays</i></p> <ul style="list-style-type: none"> • Tommy Teo, Managing Director, Vulcan Capital • Kyle Lee, Joint Head, Start-up / Venture Capital Practice, WongPartnership LLP
1300 - 1400	<p>Tech Up Masterclass: Help! How do I make Cloud Decisions today?</p> <p><i>Hosted by Amazon Web Services</i></p> <ul style="list-style-type: none"> • Supreet Sethi, Principal Startup Solution Architect, Amazon Web Services

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DAY 5

Time [SGT]	Programme
1000 - 1100	<p>Level Up on Fundraising Masterclass: How do VCs measure traction for tech startups? <i>Hosted by Deal Fridays</i></p> <ul style="list-style-type: none"> • Devina Halim, Vice President of Investment, East Ventures
1300 - 1400	<p>Tech Up Masterclass: Business Value of Design <i>Hosted by McKinsey Design, The DesignSingapore Council</i></p> <ul style="list-style-type: none"> • Matt Durack, Senior Expert, McKinsey Design • Gan Huey Ying, Assistant Director, Market Development, DesignSingapore Council • Michelle Koh, Senior Manager, Market Development, DesignSingapore Council