



The Heart Corporate Roundtable:
Go to Market:
Launching new products and ventures

25 October 2019

AGENDA

- 9:00** **Registration, coffee & networking**
- 9:30** **From Lab to Launch - lessons from venture builders**
Tomasz Rudolf, CEO, The Heart
- 10:00** **Case Study**
Rowena Everson, CEO, Standard Chartered Poland
- 10:30** **Case Study**
Marat Azjatan, Business Development Manager, Revolut
- 11:00** **Coffee Break**
- 11:20** **Case Study**
Patrycja Panasiuk, Innovation Office Director, PKN Orlen
- 11:50** **Case Study**
Alex Kartsel, CEO, Biderstone, ex Country Manager, Bolt
- 12:20** **Case Study**
Trond Bugge, Co-creation Manager, IKEA
Natalia Szyszka, HR Manager, IKEA
- 12:50** **Deep dives:**
Strategy & KPIs for market launches
Design thinking & validation
Innovating with customers
Test & learn
Growth hacking
Alliances, partnership and joint ventures for go to market
- 13:30** **Lunch**

[RSVP: kinga.orlikowska@theheart.tech](mailto:kinga.orlikowska@theheart.tech)