

EnBW Innovation at Bits & Pretzels

Programme at EnBW Innovation partner stage:
24. September 2023, Raum 4, 14:30 Uhr – 16:30 Uhr

14:35 Uhr – 15:05 Uhr

Keynote: The power of language – how words can drive energy change

Innovation, smart ideas and big investments are not the only factors that will determine the success of the energy transition. How we tell the story is a critical component of this much needed transformation. As a bestselling author, Marc Elsberg is convinced that narratives have the power to change people's and society's perception. In his keynote, he explains how stories are constructed and how successful narratives have already helped to change the world. You will learn which current narratives are slowing down the energy transition rather than helping it, and what alternative narratives exist.

15:05 Uhr – 15:35 Uhr

Panel 1: Start-up triumphs: Energy visionaries on the opportunities of Europe's start-up market

The energy market is currently still under-represented in the start-up scene. However, the energy sector offers many opportunities for innovative founders to enter new markets and grow successfully. At the same time, startups can contribute to a better future by actively promoting the energy transition. But how does the energy game actually work? What are the opportunities and challenges of the energy market in Europe? How can start-ups compete with the big players and when is it a good idea to sell? Are start-ups able to disrupt long-established energy markets and systems? On our stage panel, three experienced founders and an investor will share their personal success stories.

15:35 Uhr – 16:05 Uhr

Panel 2: Innovation for impact: how to shape tomorrow's energy world

At a time when energy transition and sustainability are among the most pressing challenges facing our society, creative ideas are needed more than ever. Our Young&Wild panel brings together visionary founders to share their unique ideas and views on how to tackle the energy transition. Join Jelena Mrvelj, CEO of nue, Danilo Jovicic-Albrecht, CEO of vialytics, Heike Freund, COO of Marvel Fusion and Jan Heinemann, Founder Rescuation and winner of the Jugend forscht award, as they discuss which innovations and ideas will set our world in motion. Be inspired and find out where your own start-up idea can impact the energy revolution.

16:05 Uhr – 16:30 Uhr

How does good leadership work in a changing (energy) world? A Fireside Chat with Colette Rückert-Hennen (EnBW) and Karin Klaus (Enpulse)

It is not just about good ideas for business models, promising technologies or appealing visions: To drive the energy transition forward, it is first and foremost the people in companies who take responsibility, show courage and actively shape the future. In their Fireside Chat, Colette Rückert-Hennen, Chief Sales, HR, Legal, Corporate Real Estate Management Officer of EnBW, and Karin Klaus, Managing Director of Enpulse Ventures GmbH, discuss leadership that empowers employees and effectively accelerates change. They talk about how EnBW is positioning itself to compete for talent in ever-changing work environments and the demands of GenZ – and provide insights into their very different career paths. Join our Fireside Chat and learn more about how modern leadership can make a difference in the start-up and corporate world!

Meet us at our EnBW Innovation booth! 24. September 2023

10:00 Uhr – 11:00 Uhr

Enpulse speeddating – Take a chance and pitch your startup

Do you think your business model will drive the energy revolution? Share your vision with us in ten minutes, talk to our experts Karin Klaus and Florian Fichter, Managing Directors of Enpulse Ventures GmbH, and get the chance for funding and collaboration. We look forward to meeting you! Click [here](#) to apply for your pitch.

11:00 Uhr – 11:30 Uhr

CEO-Chat: Experiences and lessons from a female founder in the tech environment

With her company nue, Jelena Mrvelj is developing digital tools to accelerate energy change. Gain valuable insights from a founder's perspective and learn more about what it really takes to make it as a female leader in tech.

11:30 Uhr – 12:30 Uhr

Founders & Pretzels – How to find the perfect Co-founder

Get to know Lena Göller, HR & Organizational Development at Enpulse Ventures GmbH, and Jelena Mrvelj, CEO of nue, and exchange your ideas and visions on modern leadership and co-founder match-making.

17:00 Uhr – 17:30 Uhr

CEO-Chat: How to compete for talent in a fast-changing world

Meet Colette Rückert-Hennen (Chief Sales, HR, Legal, Corporate Real Estate Management Officer, EnBW) and Karin Klaus (Managing Director of Enpulse Ventures GmbH) and find how both companies are positioning themselves in the war for talent and GenZ demands.

17:30 Uhr – open end

Refuelling energy: Networking @EnBW Innovation

Meet us at our EnBW Innovation booth! 25. September 2023

10:30 Uhr – 12:30 Uhr

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13:00 Uhr – 15:30 Uhr

Mission Renewable: Agents needed for driving energy transition!

Are you on a mission to shape the energy transition? Do you want to make sure you have thought of everything and have the right tools, allies and skills to succeed? Then stop by our booth and discuss your ideas and visions with EnBW Innovation's seasoned energy experts and like-minded agents like you and get ready to rock!

16:00 Uhr – 16:30 Uhr

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