



FRIDAY 18TH
NOVEMBER

START-UP CONFERENCE MORNING TALKS

SYNC THE CITY

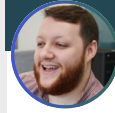
17-19 NOVEMBER 2016
KING'S CENTRE, NORWICH



Joost Noppen

Lecturer in Software Engineering, UEA

CONFERENCE HOST



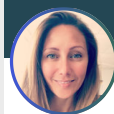
Tom Hacziewski

theuserstory.com

09:00

THEUSERSTORY.COM

Researching and prototyping your start-up ideas.



Kathryn Wright

Discount Vouchers

09:30

WHY YOU MUST MAKE DATA DRIVEN DECISIONS



Tom Wood

Founder, Foolproof

10:00

IN PRAISE OF BOOTSTRAPPING

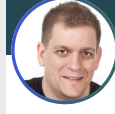
What approaches and models could get your product or service to market but without giving away large chunks of equity and control to others.



Barclays

10:30

FUNDING AND SUPPORT FOR START- UPS



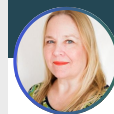
Dom Davis

CTO and Co-Founder, Tech Marionette

11:30

COMPANY CULTURE

Making sure the founders have a shared set of goals, and lay down a culture that will survive the growth of the company.



Ermine Aimes

MD, Sandler Training

11:30

THE BUYER SELLER DANCE

Learn why the classic dance between Founders selling their solution, their sales people and Buyers often ends in no decision and wasted time.



Brian Bush

MD, Veksten

12:00

FAILING TO SUCCEED

Why failing to succeed is good to cover the full business journey.

Conference Room 1 - Kings Centre, Norwich