

Lithuania as a role model: Innovation, Project Management and Internationalization



SachsenEnergie AG, Friedrich-List-Platz 2, 01069 Dresden, 19th May 2025

Lithuania as a role model: Innovation, Project Management and Internationalization

Program

4:30 PM	Admission	
5:00 PM	Opening Remarks	GPM / SachsenEnergie AG
5:20PM	Keynote: Future of the startup ecosystem in Lithuania: Opportunities & Challenges	Inga Rovbutas, Wirtschaftsattaché, Botschaft der Republik Litauen
5:40 PM	Political Measures and Support Programs for Startups	Karolina Urbonaitė, Head of Startup Lithuania https://www.startuplithuania.com/
6:00 PM	Case Study: Startup Walk15 - successful expansion	Vlada Musvydaitė – Vilčiauskė, CEO and Co-Founder
6:25 PM	Break - 10min	
6:35 PM	How co-Innovation projects can help startups? A practical example	Dr. Axel Fischer CEO of Sweep!Me! GmbH
7:00 PM	Startup THE CRITICAL - Addressing complex public sector and business challenges	Jonas Liugaila Partner and Mission Lead at THE CRITICAL
7:25 PM	Building Success: The crucial role of Project Management in Startups	Sebastian Gallschütz (PMP® & PMI-ACP®) International experienced Team Leader
7:45 PM	Innovation in an International Context: How Project Management builds bridges	Prof. Dr. Peter Thuy President GPM (GPM Deutsche Gesellschaft für Projektmanagement e. V.)
8:00 PM	Questions & Answers	
8:15 PM	Networking	



WELCOME

to the project management community!

Regional Group Dresden



Regional Leads



Torsten Sommer



Martin Uhlig

Young Crew



Seraphim Sörgel

Contact: dresden@gpm-ipma.de

- If you have any questions about membership, the specialist and regional groups or volunteering, please contact gpm-live@gpm-ipma.de
- For information about our regional or online events, please visit the website of GPM www.gpm-ipma.de

Receipt of certificates of attendance

You can have your attendance at this event recognised for your IPMA recertification.

A certificate of attendance will be issued by e-mail, which is valid as proof for PM-ZERT.

- Personal GPM members: Receive a certificate of participation from the organisers by e-mail / PDF and in the member login.
- Employees of company members: Receive a certificate of participation from the organisers by e-mail / PDF.
- Non-members: will receive a certificate of participation by e-mail from the organisers in a timely manner.

Prerequisite:

- Registration for the event via the GPM website
(for members, registration via member login)
- Participation in the event with full name
(unfortunately, fictitious names and letters cannot be considered)

Erhalt von Teilnahmebescheinigungen

Den Besuch dieser Veranstaltung können Sie für Ihre IPMA Rezertifizierung anrechnen lassen.

Hierfür wird eine Teilnahmebescheinigung per E-Mail ausgestellt, die als Nachweis für die PM-ZERT gilt.

- Persönliche GPM Mitglieder: Erhalten von den Organisierenden zeitnah eine Teilnahmebescheinigung per E-Mail / PDF und im Mitglieder-Login.
- Mitarbeiter von Firmenmitgliedern: Erhalten von den Organisierenden zeitnah eine Teilnahmebescheinigung per E-Mail / PDF.
- Nichtmitglieder: Erhalten von den Organisierenden zeitnah eine Teilnahmebescheinigung per E-Mail.

Voraussetzung:

- Anmeldung zur Veranstaltung über die GPM Website
(bei Mitgliedern Anmeldung über Mitglieder-Login)
- Teilnahme an der Veranstaltung mit vollständigem Namen
(fiktive Namen und Buchstaben können leider nicht berücksichtigt werden)



MEET US

IN BERLIN 2025

17. BIS 19. SEPTEMBER 2025

34th IPMA WORLD CONGRESS



Berlin
2025

IPMA[®]
34th World
Congress



worldcongress-ipma.com

About the presenter

Inga Rovbutas



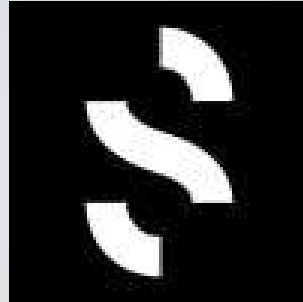
Inga Rovbutas is a Commercial Attaché at the Embassy of the Republic of Lithuania in Germany.

She serves as a key liaison between Lithuanian businesses and the German market. Inga actively promotes trade, investment and economic cooperation between the two countries.

She assists Lithuanian companies to enter or expand in the German market, identifies business opportunities and helps Lithuanian start-ups to grow in Germany.

About the presenter

Karolina Urbonaite



As Head of Startup Lithuania at Innovation Agency Lithuania, **Karolina Urbonaite** is on a mission to elevate the country's startup ecosystem - strengthening founder support, sharpening investor readiness, and accelerating international growth.

She brings global perspective from her time at Plug and Play Tech Center in Silicon Valley - one of the world's leading startup accelerators - where she supported early-stage startups and collaborated with major corporations like Nike, Colgate, and IGT.

At Startup Lithuania, her work centers on increasing the competitiveness of Lithuanian startups, building strong international partnerships, and reinforcing Lithuania's position as the fastest-growing startup ecosystem in Central and Eastern Europe.

Lithuania

Co-create

Discover the fastest growing startup hub in CEE

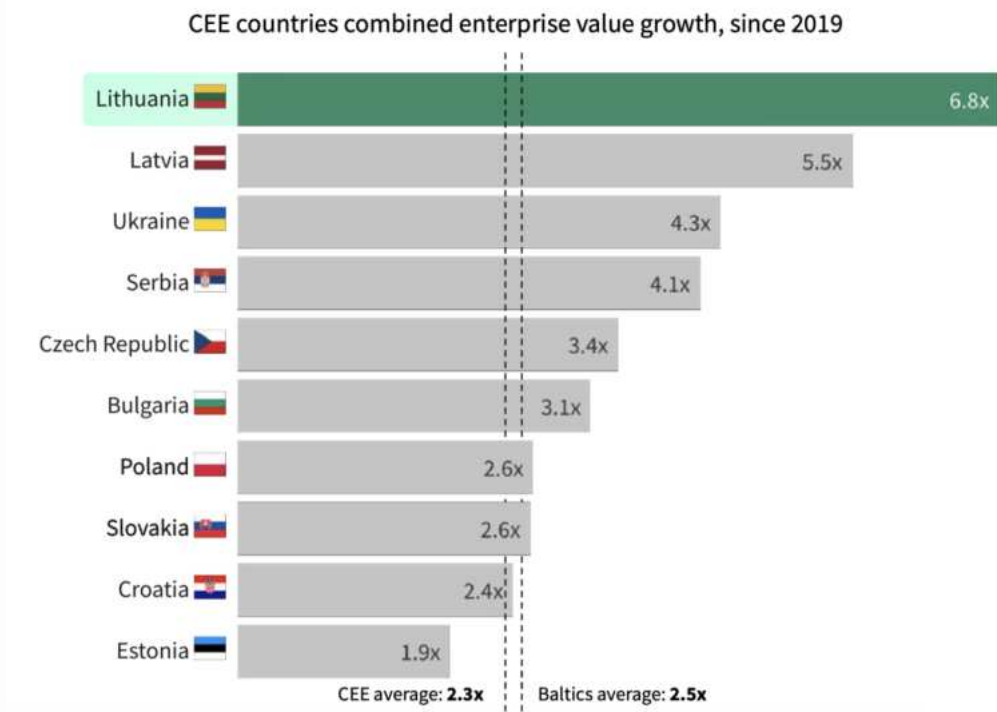


Karolina Urbonaitė



+ Lithuania

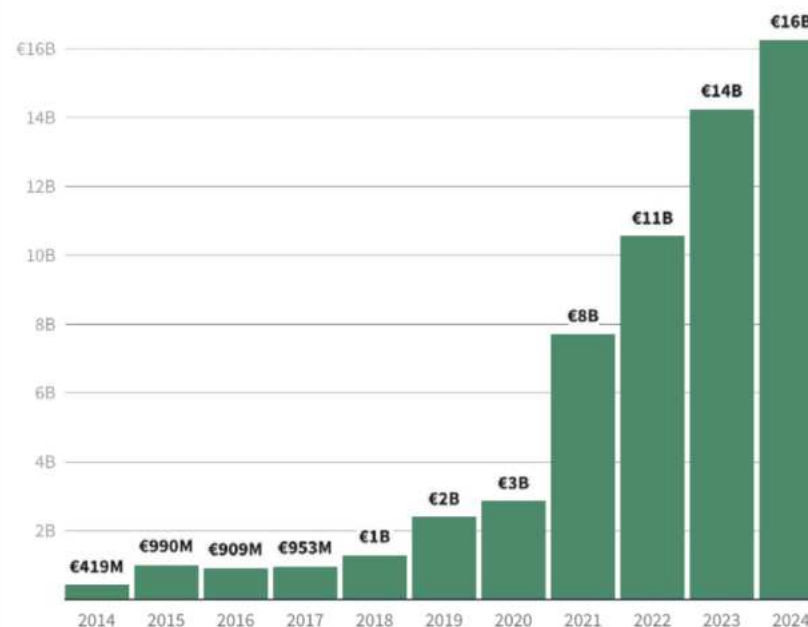
In 2025, Lithuania maintains its position as the **fastest-growing startup ecosystem** in Central and Eastern Europe



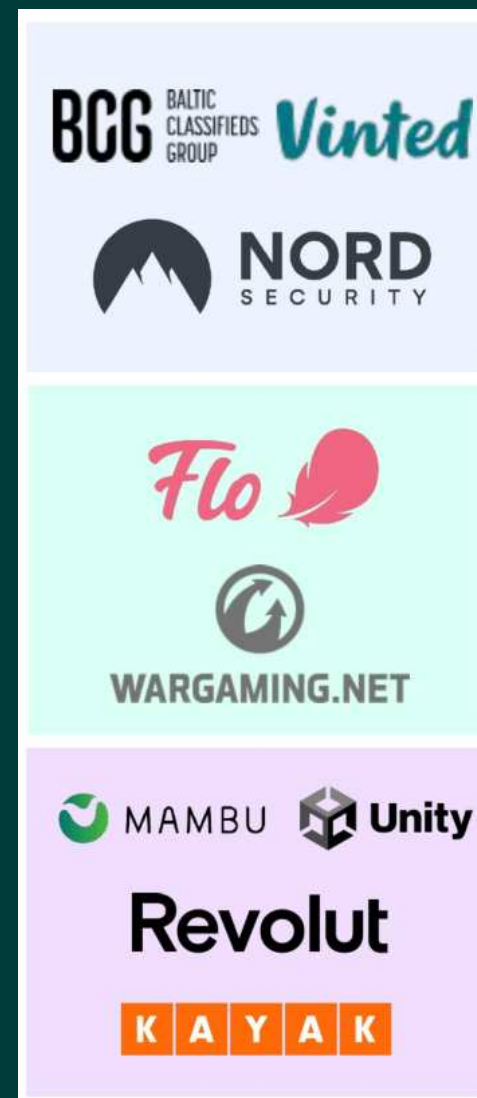
+ Lithuania

With a valuation exceeding €16B—a remarkable **39x growth in just a decade**—we have established ourselves as a regional leader.

Combined enterprise value of Lithuanian startups » [view live](#)



Lithuania's unicorn club



Lithuania

+ ~1000 startups +19k talents

CORE SECTORS

Fintech

Biggest fintech hub in EU, with over 270 companies.

Revolut
TransferGo
Ondato

HealthTech, Life sciences & Wellness

Life Science sector is the fastest growing sector in the EU.

CasZyme
FLO Health
Oxipit

Cyber security

Home of Nord Security.

Nord Security
Cast AI
Cyber Upgrade

Business Software & Energy

A significant portion of Lithuanian startups operate in this area (~25%)

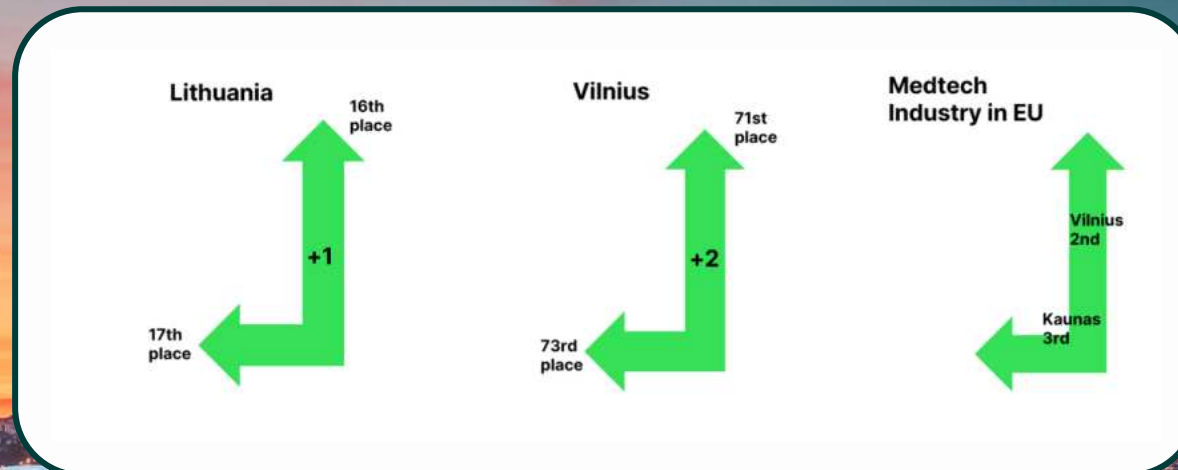
PVcase
Hostinger
Oxylabs

AdTech & Creative Tech, Gaming

2nd home of Wargaming, a unicorn in exile.

Omnisend
Bored Panda
Wargaming

Globally Recognized Ecosystem



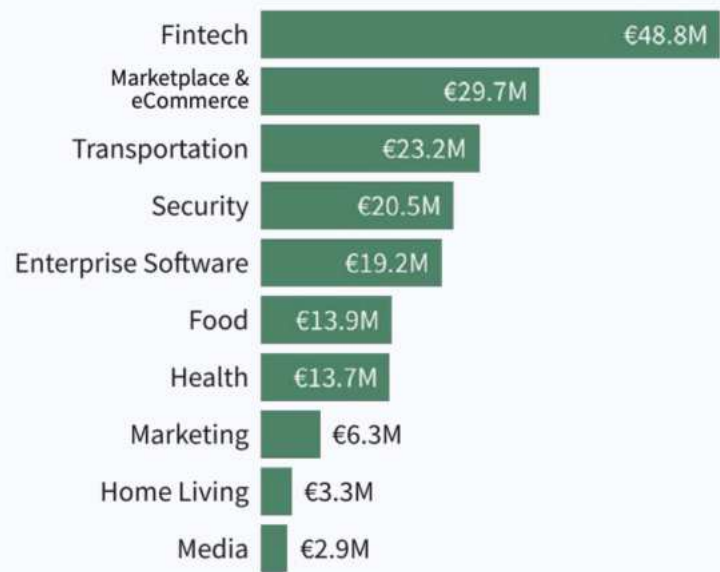
Vilnius #1

in the EU for
Cybersecurity
Industry

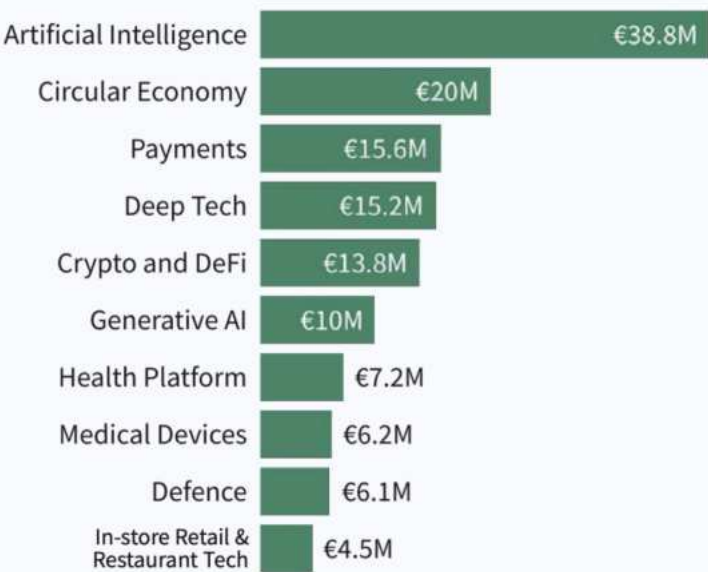
Sectors that attracted the most investments (2024)

In 2024, Fintech, Marketplace & eCommerce, Transportation, and Security led VC investment in Lithuania

Top sectors by VC investment, 2024 » [view live](#)



Top segments by VC investment, 2024



Transportation: **circular economy**
for used car parts



€20M
Sep 2024 - Series B

Fintech: **real-time income and**
employment data



€13.6M
Mar 2024 - Series C

Security: **real-time crypto fraud**
prevention



€13M
Jun 2024 - Early VC

Fintech: **accessible international**
money transfer services



€9.1M
Apr 2024 - Late VC

Health & Food: **synthetic biology**
company that creates proteins



€6.5M
Aug 2024 - Seed


Fintech: **streamlined financial**
services for efficiency



€6.5M
Aug 2024 - Seed

Biggest investments in 2025 so far


+



Autonomous Kubernetes optimization for efficient DevOps: spot instances, autoscaling & more.

\$108M (Series C)

+



Life sciences company pioneering next-generation single-cell analysis technology.

\$25M (Series A)

Names to watch

Lithuanian startup funnel, from rising stars to unicorns.



A wide-angle photograph of an astronaut in a white spacesuit walking across the reddish-orange, sandy surface of Mars. The background shows the layered, rocky terrain of the planet under a hazy sky. The image is used as a background for the top section of the slide.

Discover our secret formula

01

Talents & entrepreneurship spirit

Highly qualified talents
Global by default

02

Developed ecosystem

Science and technology parks in
4 major cities,
Startups association Unicorns Lithuania,
hubs, incubators, accelerators, active local
investors

03

Governmental support

Innovation-friendly government and
regulations

Discover more






National startup ecosystem facilitator, building bridges between startups, investors, government, etc.

- + POLICY PROPOSALS
- + DATA COLLECTION, ANALYTICS
- + EVENTS, HACKATHONS
- + FASILITATING THE ECOSYSTEM
- + PROMOTION OF LITHUANIAN STARTUPS
- + STARTUP FAIR
- + STARTUP VISA



 Lithuania

Accelerator Programs:



xEdU
Challenger
powered by Startup Lithuania and run by xEdu and Civitta



 Startup Lithuania
GameTech
ACCELERATOR
POWERED BY 



ACCELERATOR
ICT
POWERED BY  Startup Lithuania



 Startup Lithuania
ACCELERATOR
POWERED BY **PLUG AND PLAY**

2025 SAVE THE DATE
STARTUPFAIR
OCT. 9



STARTUPFAIR

INVESTOR CAMP



Save the date

October 8-9, 2025 @Vilnius, Lithuania



Startup Fair is the go-to event for startup founders, investors, and ecosystem players to connect, network, and foster relationships in Lithuania's vibrant startup scene.

Investor Camp in Vilnius is the event for business angels and VCs to learn, discuss, connect, network and get to know each other.



Startup Visa

[Startup Visa Lithuania](#)

KEY POINTS

A streamlined entry process for innovative Non-EU businesses to build, grow and compete in our booming international community.



EU company status with access to a 450 million customer market



Temporary residence permit for startup founders and their families



Lower initial capital and hiring requirements compared to other migration pathways for business



Smooth integration with our guidance & support

Open data

Innovation Agency

LITHUANIA

Startup Lithuania

NewsOpen callsEventsEcosystemAcceleratorsUsefulEntry to LithuaniaStartup FairContacts

Dealroom database

Startup Lithuania

Search for companies, investors, people, lists & innovations

Open app

Explore the Lithuanian Startup Ecosystem

Built by and for founders, investors, executives and tech enthusiasts.

1,241 Startups998 RoundsLogin to see Job openings

Create a free account to customise your experience

Sign up

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Add your organization

Becoming a partner

Where the data

Glossary & definitions

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Unicorns Database

Unicorns Lithuania

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English

2024-Q4

Compared to the previous quarter

AVG. SALARY (EUR)

4.3K

↑ 3%

EMPLOYEES

19K

↑ 1%

TAXES PAID (EUR)

122.4M

↑ 2%

Startups (1094)

Powered by Startup Lithuania

Company's name or keyword...

Business model

Sector

Filter by 2024-4

No	Name	Taxes paid	QoQ	YoY	Salary	QoQ	YoY	Employees	QoQ	YoY
1	Vinted	€9,81,273	2%	35%	€4,321	0%	8%	1544	3%	9%

Select a Stage: Pre-StartupStartupScale-up

You have: developed MVP, market adoption, first incomes and clients. You need: to accelerate your business with angel investors, accelerators or investment funds.

Select a Type:

Governmental support

Pre-accelerators / Accelerators

Local Investors

Incubators/ Hubs

Sandboxes

Supporting

CAP

500

ATR

ANTLER

auriga cyber

BM.

BAD ideas .fund

BlackPearls.vc

Butterfly

CHANGE VENTURES

curiosity

>_

FASE

Fiedler Capital

Events

Iceland Innovation Week

Reykjavik, Iceland

Iceland Innovation Week 2025

May 13, 09:00 - May 15, 18:00

Rocket Vilnius, Cynrėjų g. 14, 01109 Vilnius, Lithuania

Build a Laser-Focused GTM Engine in Hours, Not Months

May 13, 16:00, 18:00

LAGOSLISH'D

THE EVENT FOR RESILIENT NIGERIAN FOUNDERS

www.lagosslushd.org

The Podium, E. F. Kuboye Road, Lekki, Nigeria

Lagos Slush'D

May 14, 08:00 - May 15, 23:00

New Beginnings! Batch 4 Kick-Off

JOIN US ON MAY 15

Open Day

MAY 15

9 CASSINI HACKATHON

Participate in CASSINI Hackathon Lithuania

Win 3000€

Choose date

May 2025

M	T	W	T	F	S	S
28	29	30	1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30	31	1

Lithuania
Co-create

Let's Co-Create

We are open to take on global challenges, co-create and grow together!



info@startupilithuania.com



startupilithuania.com

About the presenter

Vlada Musvydaite Vilciauske



Vlada Musvydaite Vilciauske - Founder and CEO of Walk15, a global Sustainable Initiative Platform based in Vilnius and Berlin.

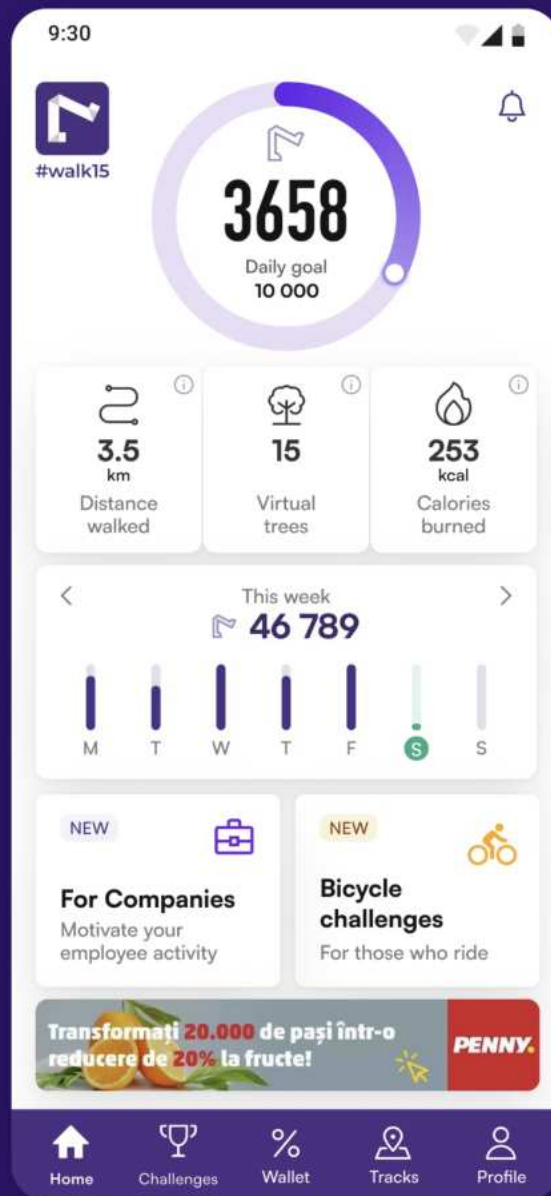
Entrepreneur, Lithuanian and European II League champion, sports journalist.

In just five years, Vlada and her team has impacted over 1,500 companies and 1,000,000 app users worldwide, helping them improve their wellbeing, change mobility habits, and create a positive environmental impact.

Walk15 Inc. 🇺🇸
2024

Walk15 GmbH 🇩🇪
2024

Lithuania 🇱🇹
Launched in 2019



Case Study: Walk15 — successful expansion

1,000,000

App Users

1,500

B2B Clients



Top 50 EIT Digital Champion in Europe



PARTNER FÜR

BERLIN



sifted

Top 30 fastest-growing
companies in Eastern
Europe & Baltics in 2024

About me



Vlada Musvydaite-Vilciauske
Founder & CEO

Building friendships



Deutsch-Baltische Handelskammer
in Estland, Lettland, Litauen
German-Baltic Chamber of Commerce
in Estonia, Latvia, Lithuania



Audronė Gurinskienė
Country Manager of
Lithuania at the German-
Baltic Chamber of
Commerce in Estonia,
Latvia, Lithuania

Followers 1,661

Message



Audronė Gurinskienė · 1st

Country Manager of Lithuania at the German-Baltic Chamber of ...
1yr · Edited ·

Today we celebrate not only the first day of spring, but also the success of our members: [walk15.app](#) received an investment of 1 million Euros! [Vlada MUSVYDAITE VILCIAUSKE](#) and [Arunas Zyk](#), thank you for the opportunity to celebrate together! Members of [German-Baltic Chamber of Commerce in Estonia, Latvia, Lithuania \(AHK\)](#) get ready! Together with [walk15.app](#), we are preparing a challenge for you, which we will announce on 20 March at our AGM.

It is also great to meet other members, representatives of German companies, who contribute to success of [walk15.app](#), [Gražvydas Kaminskas](#), [SMP](#), [Vytautas \(or Vytas\) Bražiūnas](#)

[#partnerforbaltics](#) [#sustainability](#) [#startup](#)



Walk15



Building friendships




What problem does Walk15 solve?

No tool exists to effectively support **global sustainability & wellness initiatives** for B2B, B2G and B2C markets.

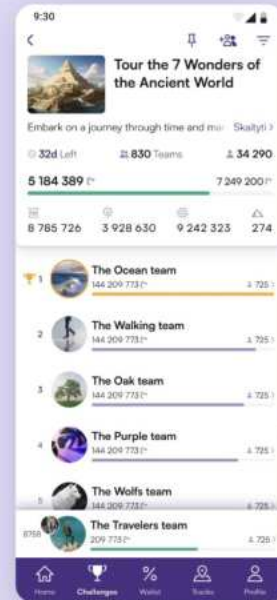
Solution: Global sustainable initiatives platform for B2B and B2G to reach target audience through active mobility and rewards.



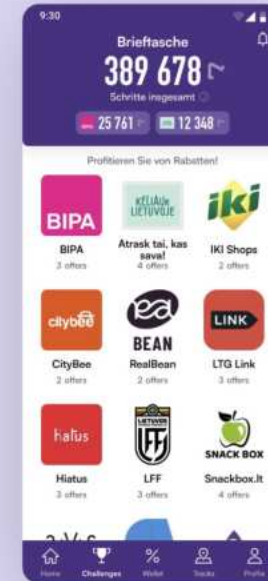
 Available in 32 languages

 Syncs with all of your devices

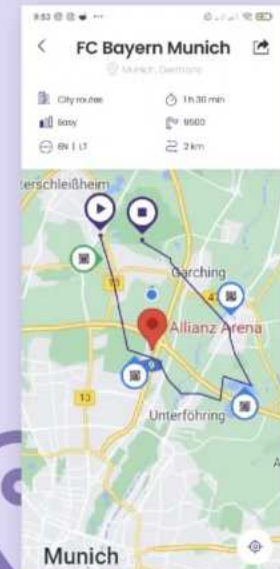
Challenges



Steps Wallet



Tracks



Partnership with REWE Group since 2019

Step Wallet solution for **customer loyalty and retention** in over 586 stores with the REWE Group.



#walk15



**234 stores
in Lithuania**



**352 stores
in Romania**



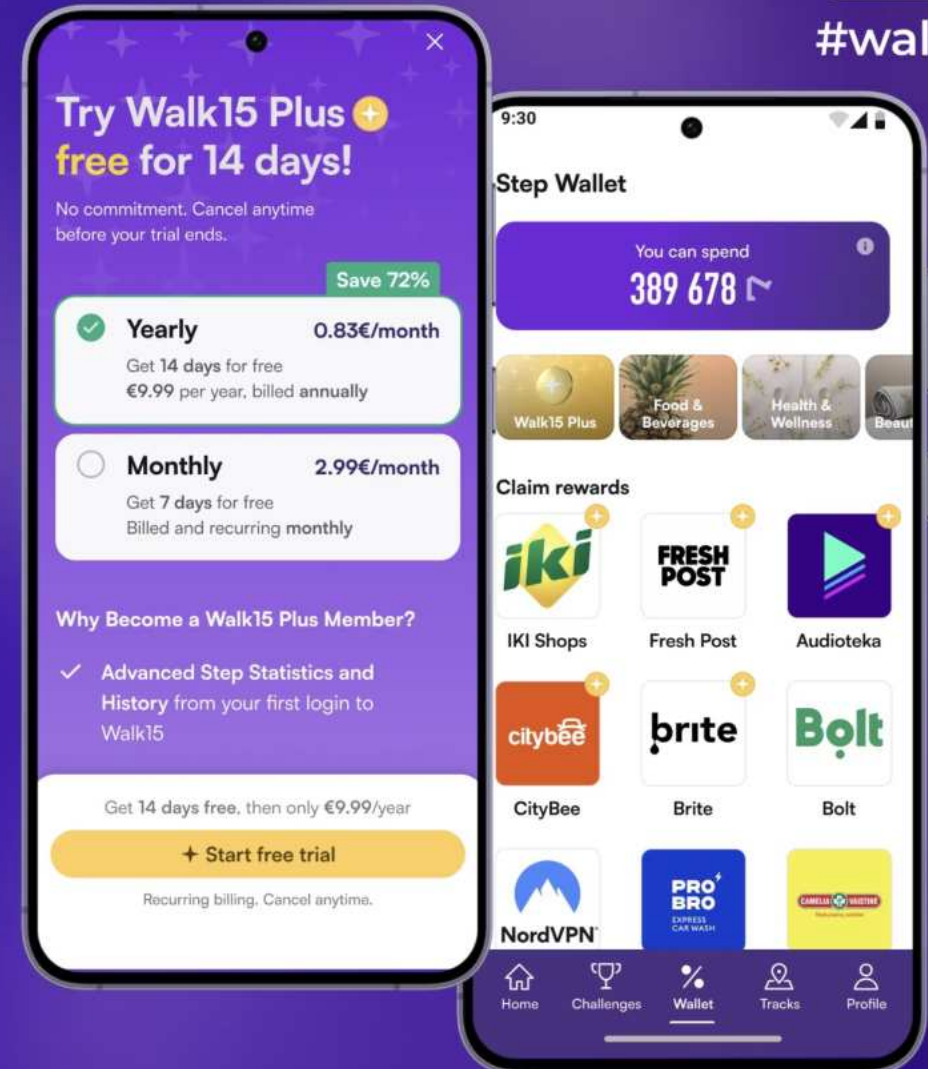
B2C monetisation

Launched in Q1 2025



#walk15

- ✓ **88% of premium users choose the Yearly plan.**
- ✓ **71% of trial users convert to paid users.**
- ✓ **91% of paid users choose to renew subscription.**



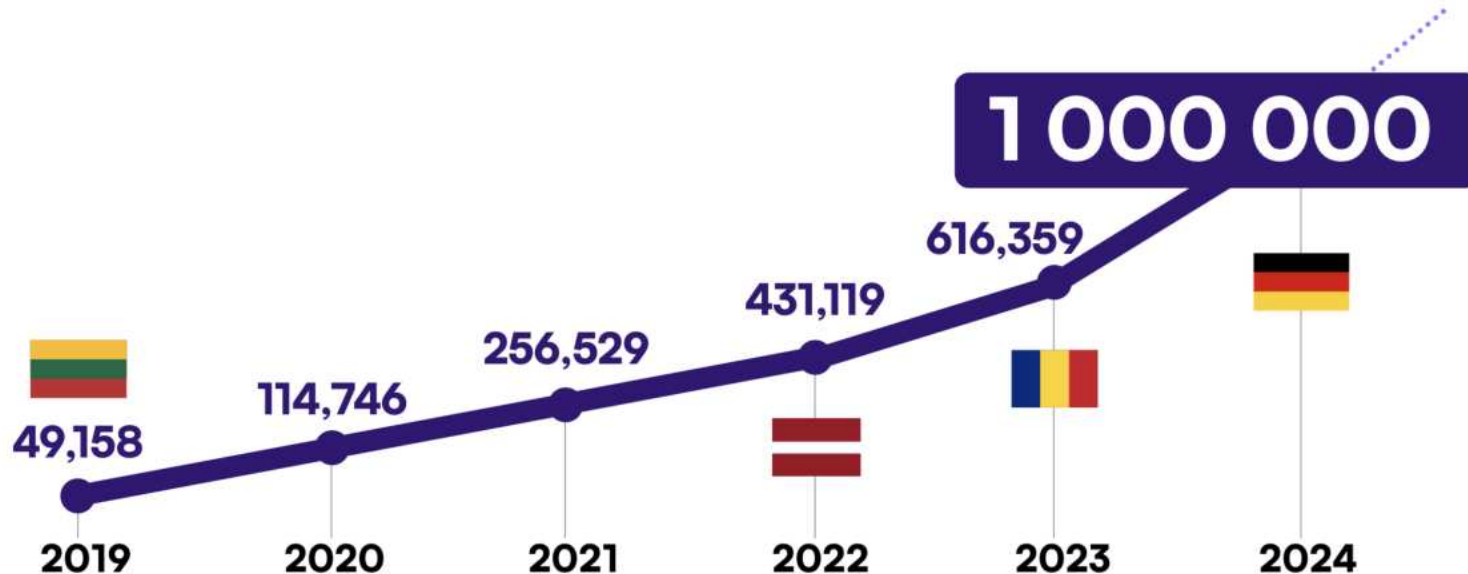
Traction

User growth: 30% country population in 4 years



#walk15

300k Monthly Active Users



Walk15 app users:

- 1,7M devices use Walk15
- 70% female, 30% male
- 25-54 age group
- 2:03h avg. time on app user/month

Walk15 positive impact

We change mobility habits and create positive social impact globally by engaging B2B, B2G, B2C in **daily physical activity**.



#walk15

41% increase in average daily physical activity for Walk15 app users:

- **2020** - 5399
- **2021** - 6224
- **2022** - 7216
- **2023** - 7370
- **2024** - 7626



INTERNATIONAL PARTNERSHIPS EXAMPLE: Engaging football and basketball fans in activity and sustainability during UEFA EURO 2024 in Berlin and EUROLEAGUE Final Four 2024.

FUTURE LEAGUE CHALLENGE 2024

Join the FUTURE LEAGUE CHALLENGE 2024 in...Read more

Ended 24 Teams 8 780

1 410 913 896 50 000 000

5 038 978 181 258 94 061 4 307

Average Total

1 Germany 250 838 997 1505

2 England 202 057 356 1242

3 Portugal 153 446 644 1137

4 Ukraine 109 078 356 484

5 Romania

6 Spain 96 066 313

Main Challenges Wallet

UEFA EURO 2024

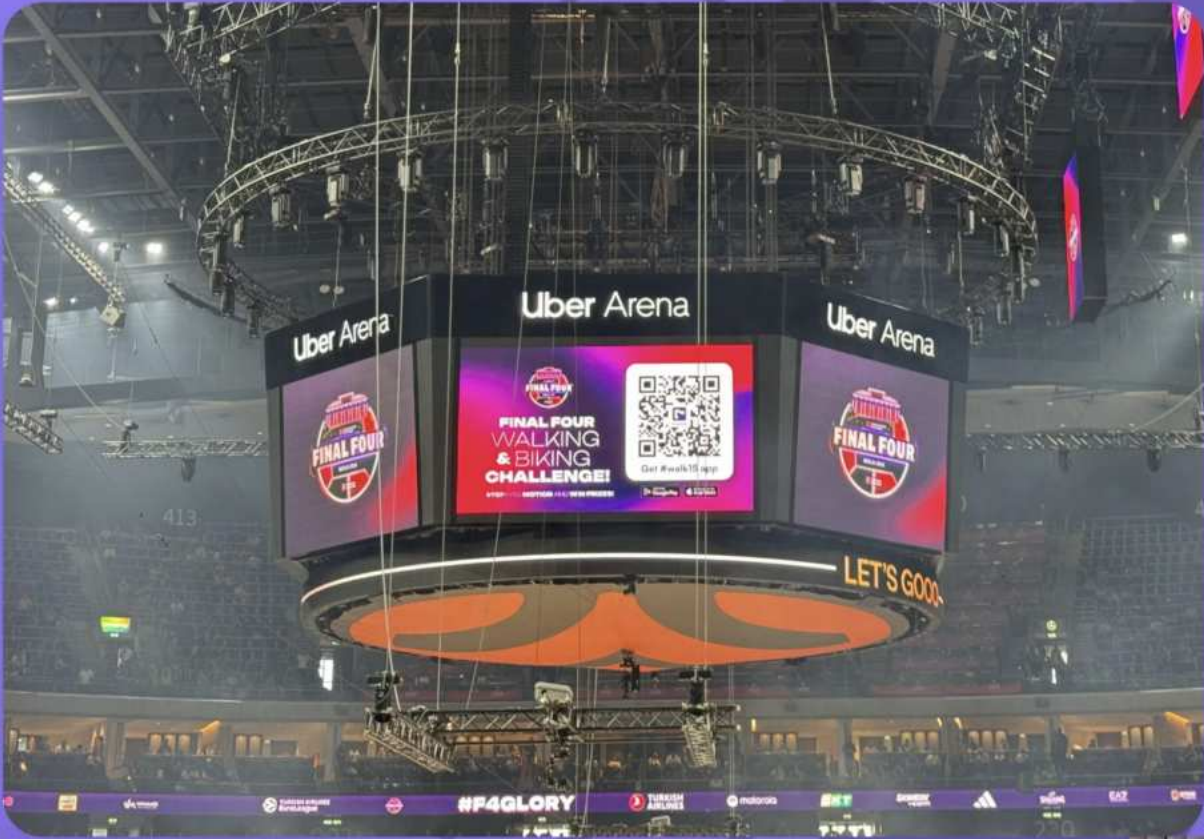
SPORTMETROPOLE

BERLIN

FUTURE LEAGUE

Join FUTURE LEAGUE CHALLENGE 2024

DISCOVER TRACKS TO STADIUM - WIN T-SHIRT!



"Join the Final Four Walking Challenge on the App #Walk15"

Basketball fans went the extra mile at the 2024 Final Four

Download the App #WALK15

QR Code

#walk15

QR Code

#walk15

UEFA EURO 2024 Future League



#walk15

Easy to engage fans in health and sustainability topics via gamification



#walk15

An example of Euroleague Walking&Biking Challenges

Scan the QR code

JOIN
**FINAL FOUR
WALKING
CHALLENGE!**

Euroleague Basketball invites fans & citizens to walk and bike for healthier lives and cities



24 - 26 MAY
UBER ARENA
BERLIN

STEP INTO
MOTION!



walk15.app/download

1

Download
#walk15 app



#walk15

Scan me
and join



F42024

Join the challenge
to support your team



**Final Four Walking
Challenge**

Goal: 50 000 000

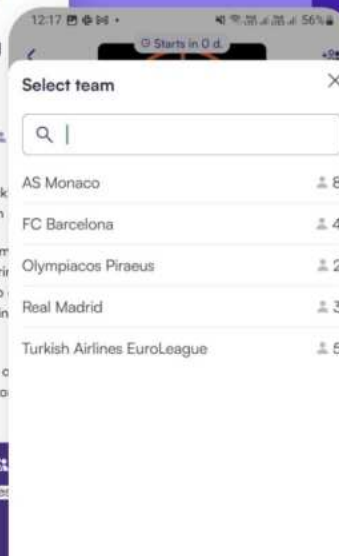
3 d. Duration 5 Teams

The Final Four Walking Challenge is back now, walk to support your team, and win.

Register for the challenge, pick your team, walk at least 10,000 steps every day during Turkish Airlines EuroLeague Final Four to chance to win exclusive prizes. Be sustain step into motion!

The Final Four Walking Challenge starts on 24th of May at 00:00 (CEST) and ends on 26th of May at 23:59 (CEST).

To fully prepare yourself for the challenge, take advantage of the Early Registration which you can sign up in advance by press



Use sustainable
tracks to arena



**Walk To Uber Arena:
Brandenburg Gate,
Alexandrplatz, East Side Gallery**

Berlin, Germany

City routes 2
Medium 10000
DE | EN 8.2

Track creator: visitBerlin

STEP IN TO MOTION!

Come to the games,
win prizes



Win F42025 tickets!

Win tickets to the Final Four 2025 games!

Collect at least 10,000 steps in the challenge during 24-26 of May and exchange them into a chance to participate in the **prize draw for 2 sets of two tickets for the Final Four 2025 games!**

How does it work?

- **Exchange 10,000 steps** collected in the challenge and your unique code will be generated in the Steps Wallet.
- **Look for a special QR in the Fanzone** to access a dedicated prize draw website.

Engagement & Results: Euroleague F4 in Berlin, Germany



#walk15

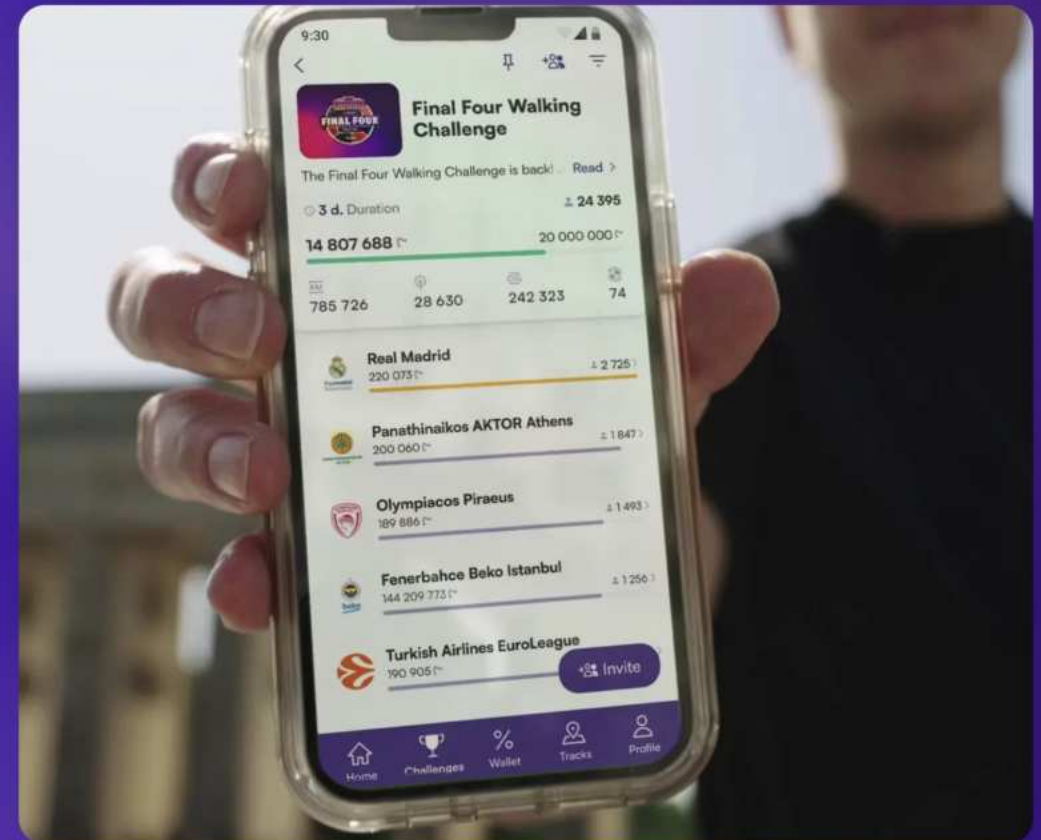
In three days:

- **184,043,130** steps in the Walking Challenge
- **11,070 km** in the Biking Challenge
- **25,066 kg** of carbon emissions being avoided
- Fans walked and cycled **5 times around the Earth**

More information on Euroleague's website:

euroleaguebasketball.net/euroleague/final-four/news/final-four-sustainability-initiatives-leave-their-mark-on-kaunas/

VIDEO: facebook.com/watch/?v=949341253584112



Engagement & Results:

The first Steps Forest of Euroleague planted



#walk15

- **16,000** trees Steps Forest planted.
- Challenge participants collected **229,417,951** steps.
- **Planted trees will help absorb approx. more than 100 tons of CO2 each year.**

More information on Euroleague's website:

<https://www.euroleaguebasketball.net/euroleague/final-four/news/euroleague-basketball-walk15-culminate-tree-planting-initiative-in-kaunas/>



Tree planting event with Euroleague's Director of CSR,
Abigail Martín Maldonado

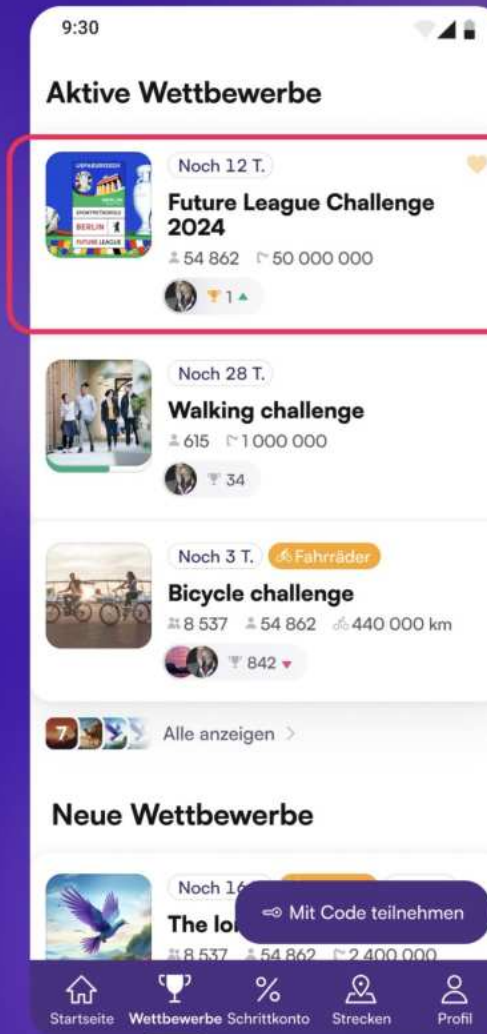
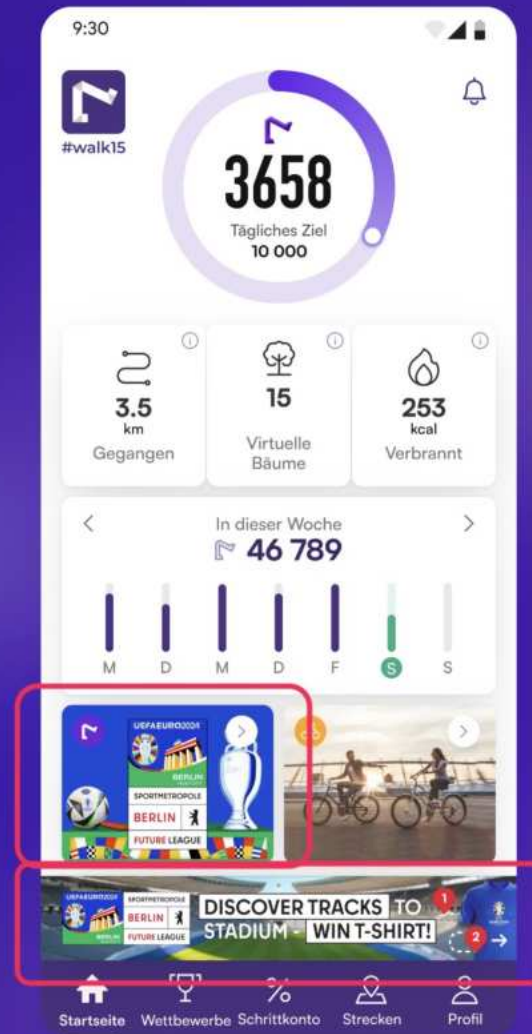
UEFA EURO 2024 in Berlin, Germany

Future League Steps Challenge 2024:

- **Direct education** about sustainability goals and actions.
- **Fans join the challenge** and choose their **favourite team**.
- **Measure challenge impact:** steps around Berlin, Germany, km, CO2.
- **Exchange steps for prizes** in the Step Wallet.



#walk15



ERGO Group AG: engage employees and partners

ERGO - one of the largest insurance groups in Europe with over 26,000 employees, represented in over 25 countries.

- The Steps Challenge with tree planting and special prizes - **dedicated to employees and business partners across Germany.**
- **Organized by the ERGO Headquarters in Dusseldorf, Germany.**
- An existing returning client - **Walk15 is the official service supplier to ERGO Group, after a privacy due diligence process.**

 **ERGO Group AG**
48.220 Follower:innen
5 Monate • 

 ERGO Walking Challenge 2024: Nimmst Du die Herausforderung an?

Alex Popp engagiert sich als Botschafterin für die ERGO Walking Challenge 2024. Gemeinsam mit [Frauke Fiegl](#), Vorstandsvorsitzende der ERGO Krankenversicherung AG (EKV) und Deutsche Krankenversicherung AG (DKV) sowie Schirmherrin der Challenge, motiviert sie dazu, an diesem Wettbewerb teilzunehmen, um Gesundheit und Fitness zu stärken.

Bewegung ist nicht nur wichtig, sondern tut auch richtig gut und macht Spaß. Deshalb lädt die ERGO Walking Challenge 2024 ein, mehr Bewegung in den Alltag zu bringen. Die Challenge startet am 26. August und endet am 29. September.

 **Bilde ein Team und tritt gegen andere an!**
Die ERGO Walking Challenge bietet die perfekte Gelegenheit, gemeinsam mit anderen Teilnehmenden Schritte zu sammeln. Dabei geht es nicht nur darum, wer die meisten Schritte sammelt, sondern auch in den Wettbewerb mit anderen zu treten. Also schnappt euch eure Freunde, Kollegen oder Familie und bildet ein Team für die ERGO Walking Challenge! Let's [#growtogether](#)!

 **Jeder Schritt zählt!**
Die ERGO Walking Challenge hat das Ziel, 500 Millionen Schritte zu sammeln – das entspricht einer Strecke von der Erde zum Mond oder fast 30 Weltumrundungen. Besonders großartig: Jeder Teilnehmende trägt dazu bei, dass insgesamt 10.000 Bäume gepflanzt werden.

 **Mitmachen lohnt sich!**
Die besten fünf Teilnehmenden und die besten drei ERGO-Teams erhalten einen Gewinn.

Meldet euch jetzt über die [walk15.app](#) an und werdet Teil dieser besonderen Challenge. Mehr Informationen zu Anmeldung, Gewinne und Teilnahmebedingungen findet ihr hier: <https://lnkd.in/e9jqYped>

[#Gesundheit](#) [#ERGOWalkingChallenge](#) [#EKV](#) [#DKV](#)
[#ERGO](#) [#teamERGO](#)



#walk15

Recognition

Sifted's Top 30: Walk15 has been selected as one of Sifted's top 30 fastest-growing startups in the Eastern Europe & Baltics region.

Link:
<https://sifted.eu/leaderboards/eastern-europe-baltics-2024>

\sifted/

Top 30 fastest-growing
companies in Eastern
Europe & Baltics in 2024



#walk15

Sifted 30

Eastern Europe & Baltics

The fastest-growing startups in 2024

\sifted/

- | | | |
|--------------------|-----------------|--------------------|
| 1 jeff | 11 MyDe//o | 21 hotline FINANCE |
| 2 Turing College | 12 Roofit.Solar | 22 REDTRACK |
| 3 ringy | 13 themo | 23 myTU |
| 4 spark generation | 14 tuum. | 24 kinderpectia |
| 5 Wallester | 15 LIKI 24 | 25 genome |
| 6 VOK | 16 PVcase | 26 Haut.AI |
| 7 montonio | 17 yaga | 27 #walk15 |
| 8 Torus | 18 waybiller | 28 coursy.io |
| 9 Finqware | 19 katana | 29 SoCyber |
| 10 enty | 20 AMPECO | 30 Telios Care |

In partnership with
Google for Startups

47%
are headquartered
in Tallinn

143%
average two-year
revenue CAGR

42
average number
of employees

€3.2m
average revenue

57%
are seed stage
startups

€10.9m
average funding

1500 B2B clients

from 15 countries



Market opportunity and scalability

Walk15 as a digital tool is an easily scalable solution: **current B2B clients come from 15 countries.**

- **Corporate wellness boom:** €85B market by 2027
- **Government and public health potential:**
€570B spent for health prevention globally in 2023
- **Casual Wellness Appeal:** 5B global audience

30 team members



**Vlada
Musvydaite-Vilciauske**
CEO, Founder

20 years in health business,
entrepreneur, professional
athlete, journalist.



Vytautas Visinskis
COO, Co-Founder

Ex-**Uber**, built sustainable
mobility partnerships with
governments in 7 countries.



Tautvydas Milciunas
CTO

10+ years product development ex-
Vinted, online marketplace for
secondhand items.



Rima Olberkyte
CMO

Ex-**OMD** CEO, 20+ years
experience in marketing.



Vlad Casnovics
Head of Sales

Experienced professional in
international Sales
development.



Theresa Hümmer
**Country Manager,
Germany**

Business development in Germany,
10 years experience in sustainability
field.



Cristea Ghita
Romania Sales Manager

Sales Leader driving growth &
high-performing sales teams in
Romania.



Dovydas Pauliukonis
Head of B2C

+18 years in building multiple
leading e-commerce businesses,
from 0 to 6M Eur revenue.



Vytautas Brazionas
**Business relationship
executive, USA**

Entrepreneur, 10 year work experience
in the USA, General Manager of
European companies.



Mantas Mikuckas
Co-Founder of **Vinted**



Viktorija Trimbel
Managing Director
at **Coinvest Capital**



Per Moller
Managing Partner
at **70ventures**



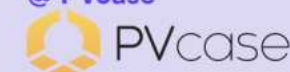
Donatas Dailidė
CEO at **Dojus Group**



Darius Matuliuskas
Product development at
Treatwell



David Trainavicius
Founder, CEO
@ **PVcase**



Thank you!

Walk15 



CEO & Founder

Vlada Musvydaite - Vilciauske



Want to try Walk15? Please contact:



Theresa Hümmer

Email

theresa@walk15.app

Mobil

+49 16096267666

About the presenter

Dr. Axel Fischer



Education and Credentials

- PhD in Physics in 2015 (“summa cum laude”) at TU Dresden
- Emanuel-Goldberg-Preis for best PhD thesis
- Co-authored more than 45 scientific publications

Axel Fischer is the founder and CEO of SweepMe! GmbH, a test and measurement software company based in Dresden, Germany.

He received his PhD in Applied Physics from TU Dresden in 2015 working on organic electronics. During this time, he initiated the development of SweepMe!. Axel Fischer and Felix Kaschura started in 2018 to sell first services for SweepMe! as part of an additional business.

In 2021 he joined SweepMe! GmbH as full-time CEO to build up a test & measurement platform.

SweepMe! GmbH closed its Seed funding round in Dec 2024



BEST PRACTICE • PRODUCT SPRINT

Axel Fischer / Lithuania as a Role Model 2025 Dresden / 19.05.25

Business is a trust game

Concerns:

- Insolvency
- Team size
- Product not mature
- Product not established
- Product availability
- Pivots



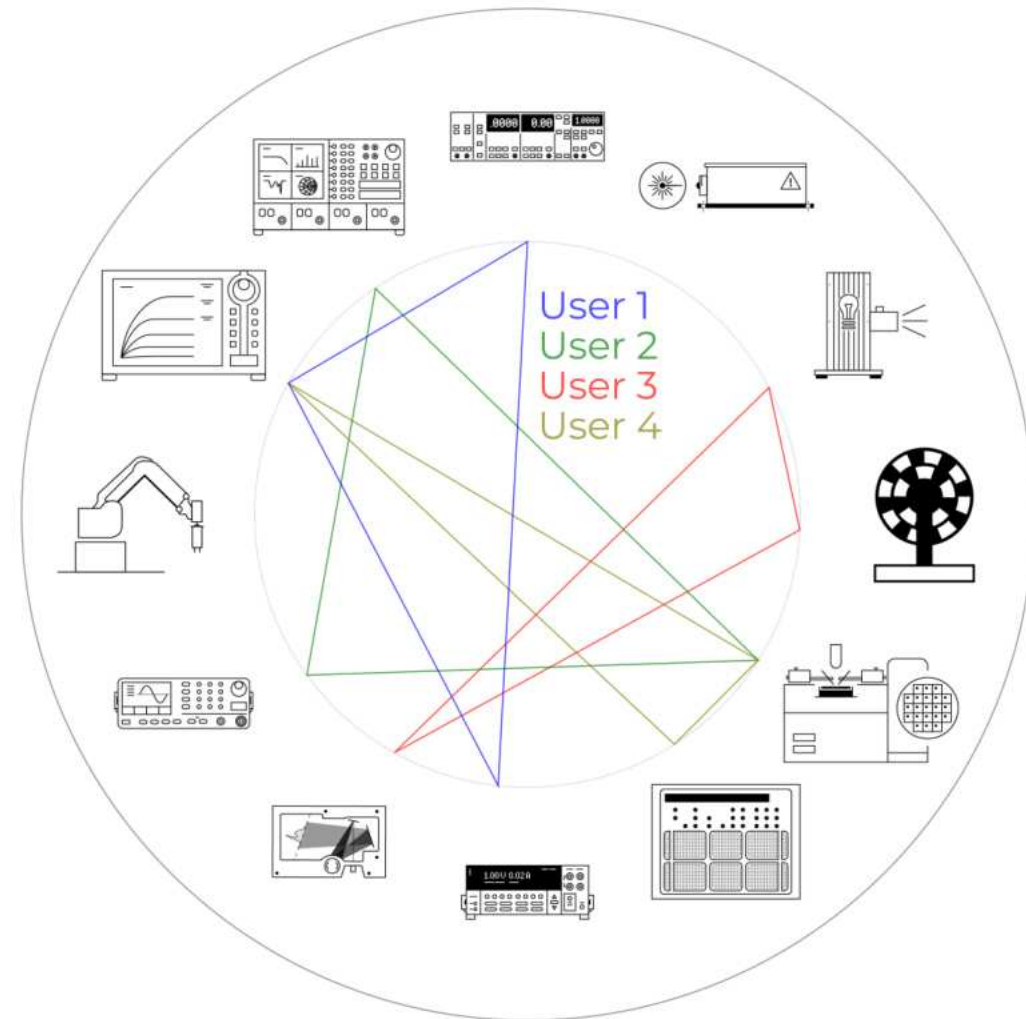
Solutions:

- Reference users & Testimonials
- Previous experiences
- Press releases and news
- Funding rounds and business angels
- Networking, Sales and Marketing
- Time
- Product sprints

Problem

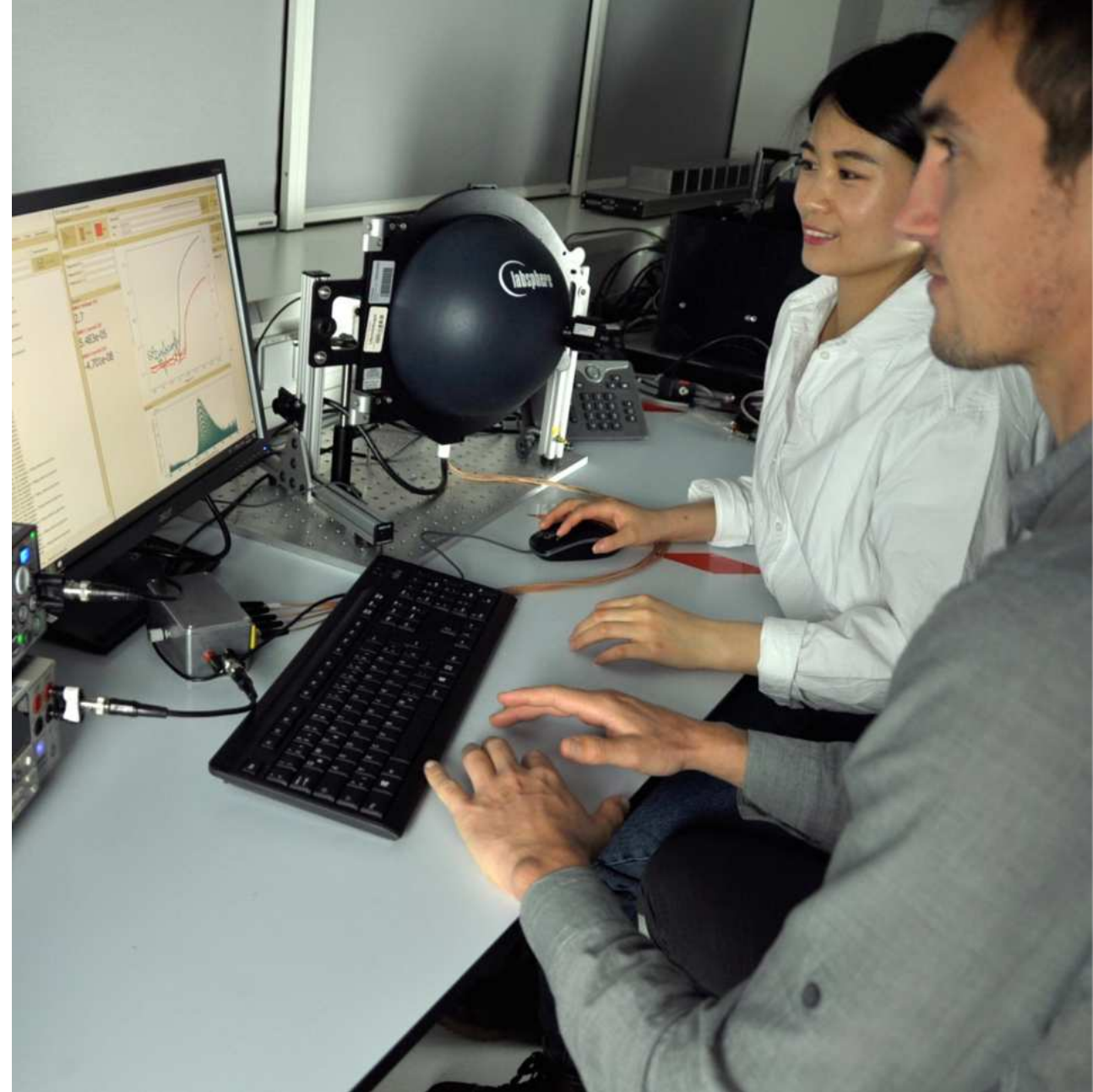
Whenever two instruments need to be combined, a new software must be created!

There is a solution gap between using the instrument manufacturer software and writing own scripts.

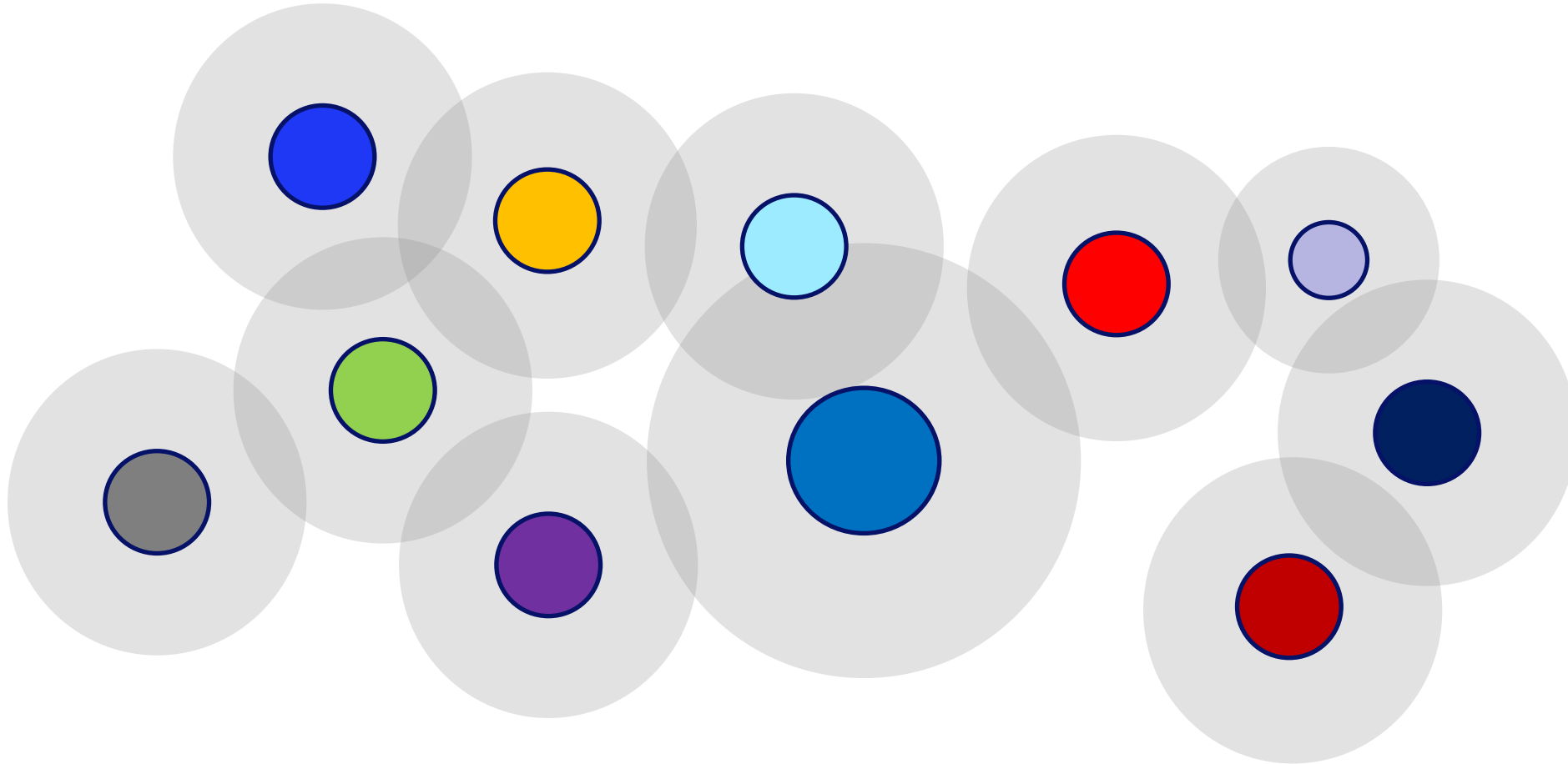


We quickly combine instruments from different vendors!

Our users can create their own measurement procedures in a low-code/no-code environment based on modular contents.

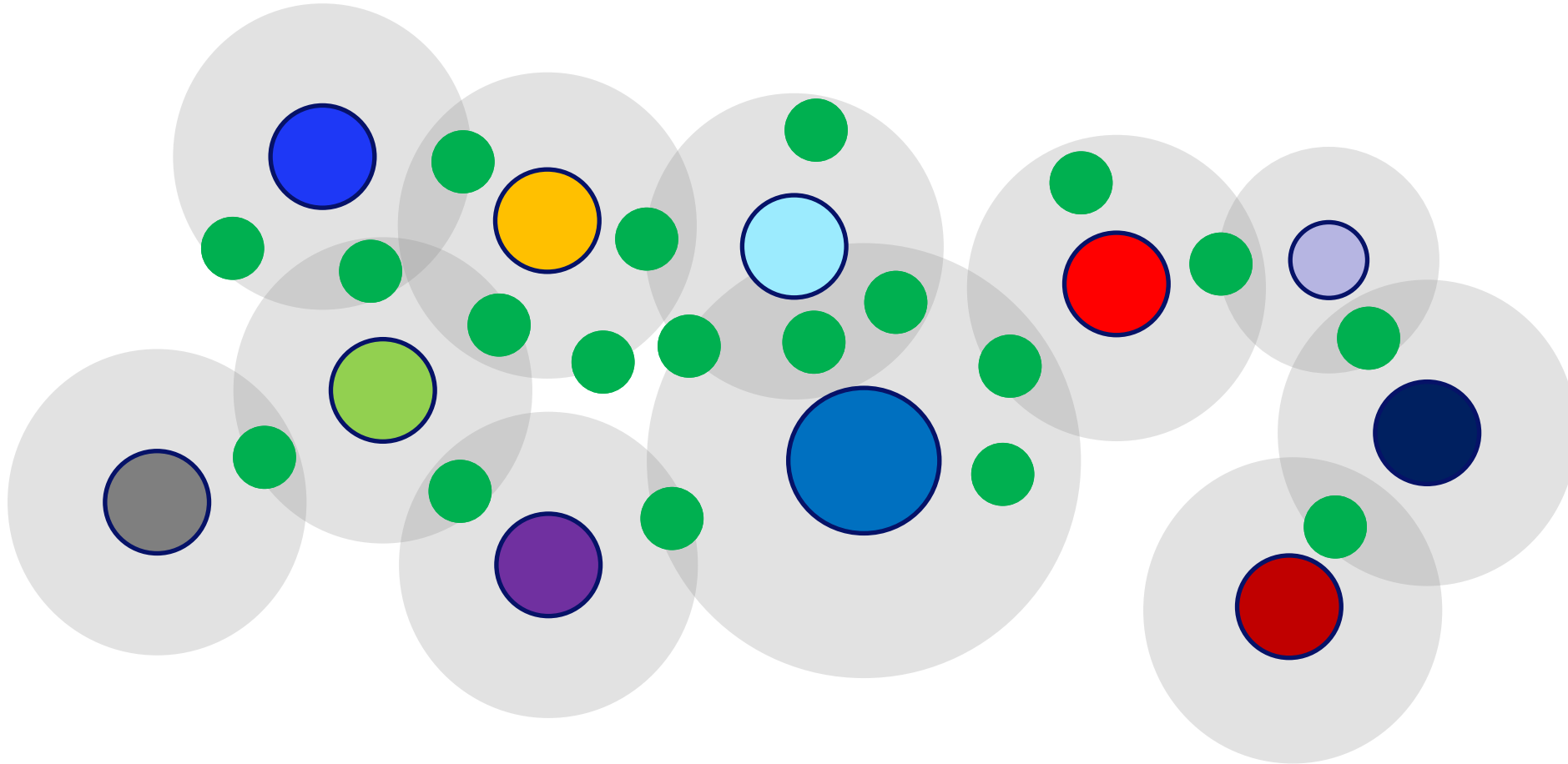


Share your knowledge, but keep your core IP



- Problem: Sharing needs knowledge about the other activities, standards, and negotiations

Share your knowledge, but keep your core IP



- Solution: It needs a moderator that exchanges standardized contents

Co-innovating a new product

Background:

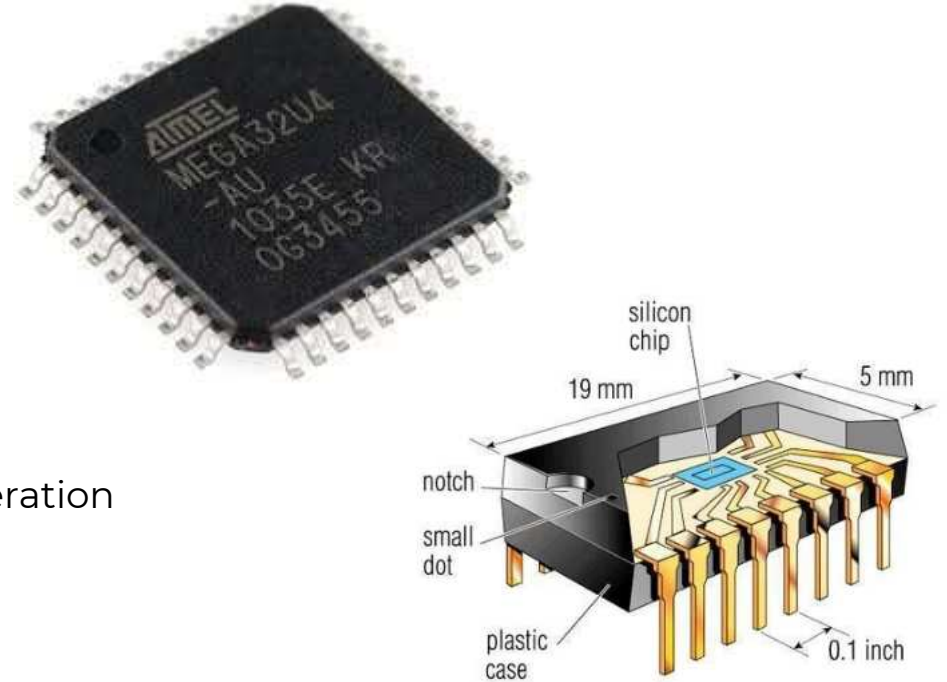
- Integrated circuits (ICs) are the backbone of modern technology
- Electro-magnetic compatibility (EMC) is critical for robust and safe operation

Aim:

- Contacting an IC with a robot

Challenge:

- Electrodes width $\sim 150\text{ }\mu\text{m}$, pitch $\sim 300\text{ }\mu\text{m}$



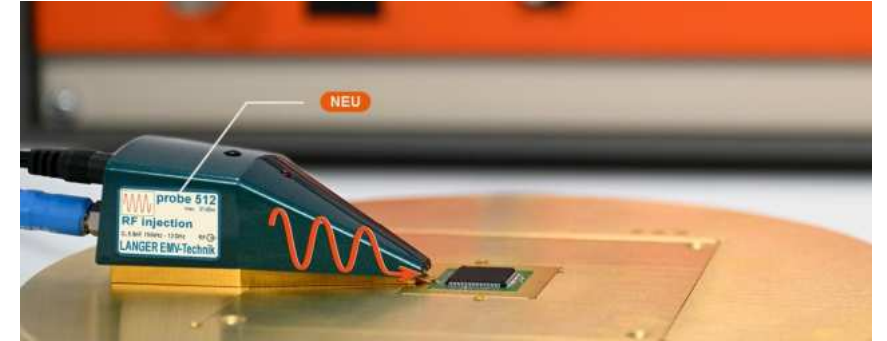
Project partners

- **Smart Systems Hub** -> Planning & Coordination
- **IOSax** -> Internationalization & Marketing
- **Langer EMV** -> Product & Technology
- **SweepMe!** -> Software & System integration



Combining different instruments & technologies

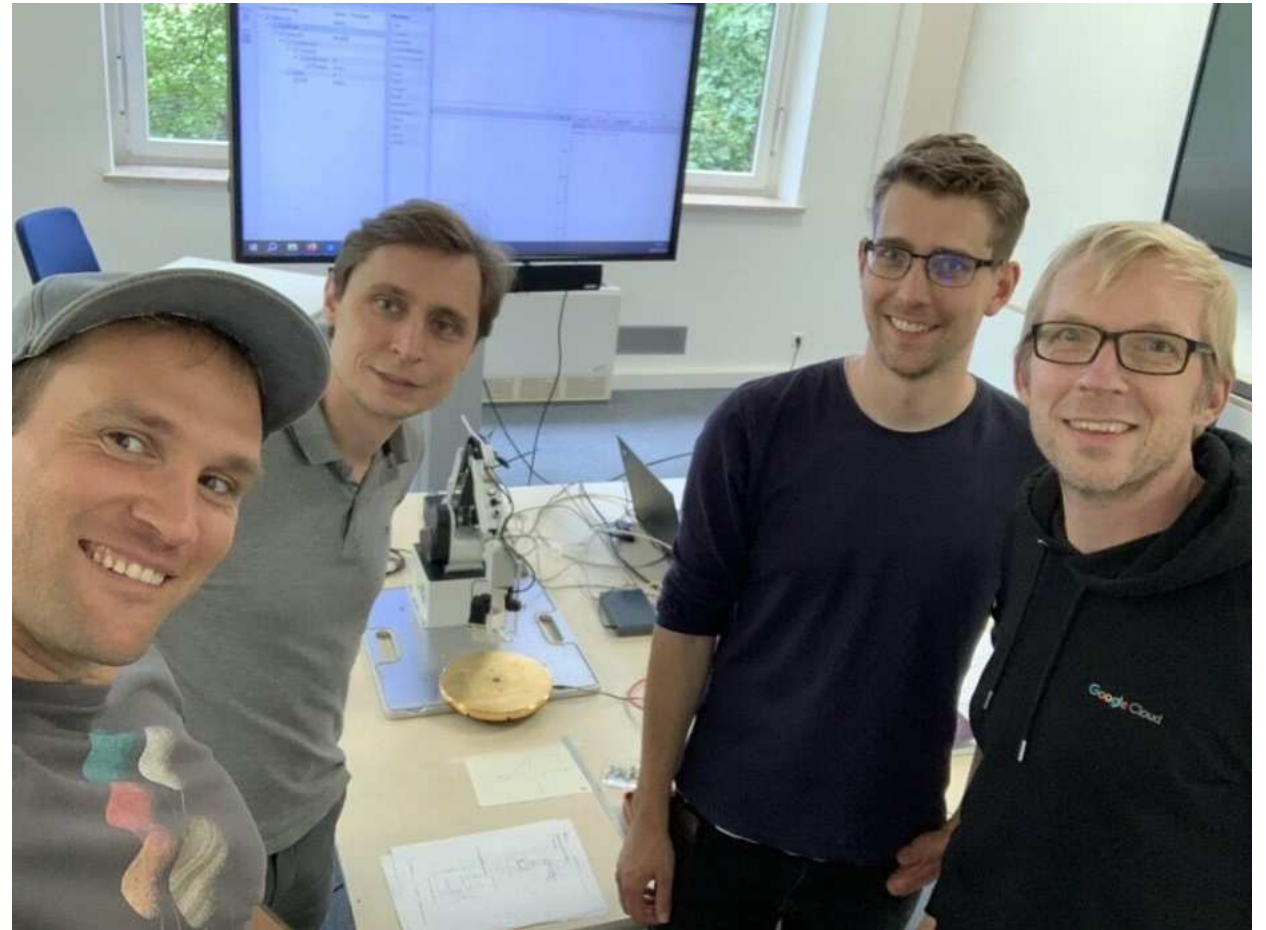
- Langer EMV contact probe „Maus“
- Spectrum analyzer: Rohde&Schwarz FPC1000
- Robot: Dobot MG400
- Webcam: Microscope stick



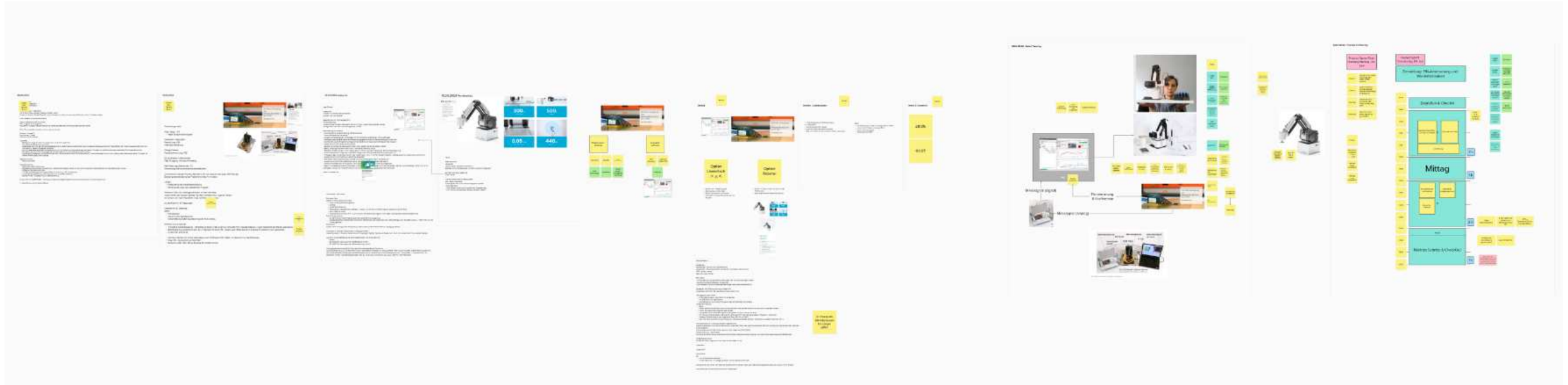
Co-innovating a new product

- One day at Langer EMV
- 1st half: Setting up the hardware and software
- 2nd half: Fine-tuning procedures and parameters
- Proof of concept achieved

-> **Basis for further decisions**



It is all about planning...



Before the product sprint:

- Multiple short meetings before the product sprint
- Preparation of instrument drivers and hardware
- ~1 day of preparation for 1 day product sprint

Requirements:

- Detailed work plan
- „External“ co-ordinator = Smart Systems Hub
- Definition of success (e.g. accuracy, repetitions)

First order from Langer EMV

- Funded innovation project
- Automating a setup („DPI measurements“)
- New product at Langer EMV
- Further cooperation is planned

SweepMe!
805 Follower:innen
2 Wochen • 🌐

🤝 Collaboration with [Langer EMV-Technik GmbH](#)

We are pleased to announce a successful collaboration with Langer ... mehr
Übersetzung anzeigen

👍 26 2 Kommentare • 6 direkt geteilte Beiträge

👍 Gefällt mir 💬 Kommentieren ➦ Teilen

Komentieren als SweepMe! ...

Relevanteste ▾

Smart Systems Hub
5.818 Follower:innen
2 Wochen • ...

What a great follow-up! 🚀
Übersetzung anzeigen

Gefällt mir • 👍 1 | Antworten • 1 Antwort

Results

- Working prototype
- New partnerships established
- Ongoing collaboration
- Insights about technology and methods
- New use case tested & found



Thank you

SweepMe! GmbH

axel.fischer@sweep-me.net

sweep-me.net

Bienertstr. 18, 01187 Dresden, Germany

More information at our Hub:disrupt booth
today!



<https://www.linkedin.com/company/sweepme/>

About me

Education and Credentials

- M.Sc. Industrial Management, Diploma Electrical Engineering
- PMI PMP® and PMI-ACP® certified



20+ years of experience in the electronics industry

15+ years of experience managing international teams

10+ years in international Project Management

- managing Projects – eGovernment, IoT, Smartcard, Medical applications
- Creating and growing an international project management organization
- developing and implementing project management framework / governance



6 years in Asia (Thailand), factory director, responsible for a global PM Team

back to Dresden in summer 2024

Travelling, Muay Thai, Enduro (offroad)



Sebastian Gallschütz

Building Success: The crucial role of Project Management in Startups



About me

Education and Credentials

- M.Sc. Industrial Management, Diploma Electrical Engineering
- PMI PMP® and PMI-ACP® certified



20+ years of experience in the electronics industry

15+ years of experience managing international teams

10+ years in international Project Management

- managing Projects – eGovernment, IoT, Smartcard, Medical applications
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6 years in Asia (Thailand), factory director, responsible for a global PM Team

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Agenda

- What are Startups and why we need them?
- Influences that are impacting Startups
- Common causes why many Startups fail
- Typical Startup Environment
- Pivotal role of Project Management in Startups
- Key Management approaches in Startups
- Real-world examples of successful Startups
- Things to remember & Best practices
- Recap & Q&A

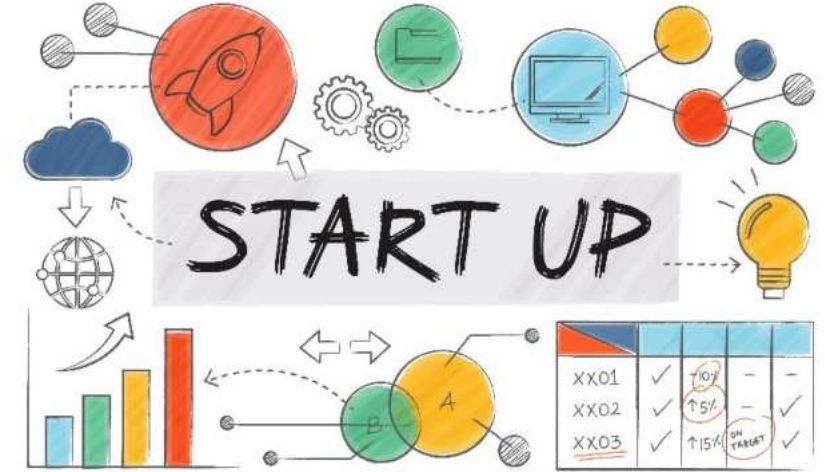
**“It’s not about ideas.
It’s about making ideas happen.”**

Scott Belsky

Scott Belsky - American entrepreneur, author and early-stage investor in diverse startups such as Uber, Pinterest, and others. CEO & Founder of Behance LLC.

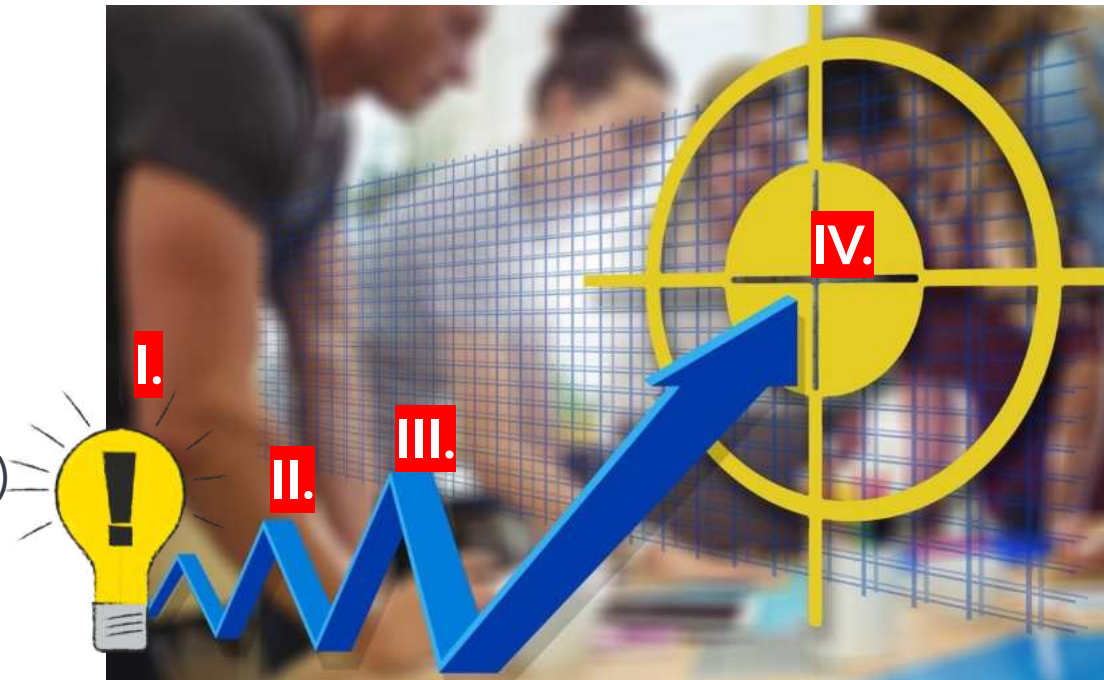
What characterizes a Startup?

- Lifetime 3-7 years, high growth potential, aim for rapid expansion
- Focus on innovative or disruptive products and services
- Limited financial, personnel and infrastructural resources
- Entrepreneurial team – founders with a vision
- Culture of collaboration and experimentation



Typical Startup Lifecycle

- I. Ideation & Conceptualization (Idea development)
- II. Developing the Business Model (BMC) and Product (MVP)
- III. Growth & Scaling (revenue, operations, team, add. funding)
- IV. Maturity & Exit (founders sell, buy back or go for IPO)





Why we need Startups?

- drive innovation and create jobs
- have a positive societal impact
- crucial for economic growth
- promote competition
- solve problems

Influences that are impacting Startups

external

- Market conditions and competition (econ. climate, trends, competitors)
- Technology changes (creates innovation or renders existing as outdated)
- Political stability & global events (political unrest / geopolitical tensions)
- Regulations and Laws (government policies, compliance standards)
- Supply chain dynamics (availability / cost of materials)



internal

- Human Resources - Leadership and Mgmt. Team, Team Talents and Skills
- Financial Resources, Business Model, Product or Service Quality
- Company culture, Agility - ability to adapt to new situations
- Innovation and R&D, Technology and Infrastructure
- Marketing and Branding, need to grow

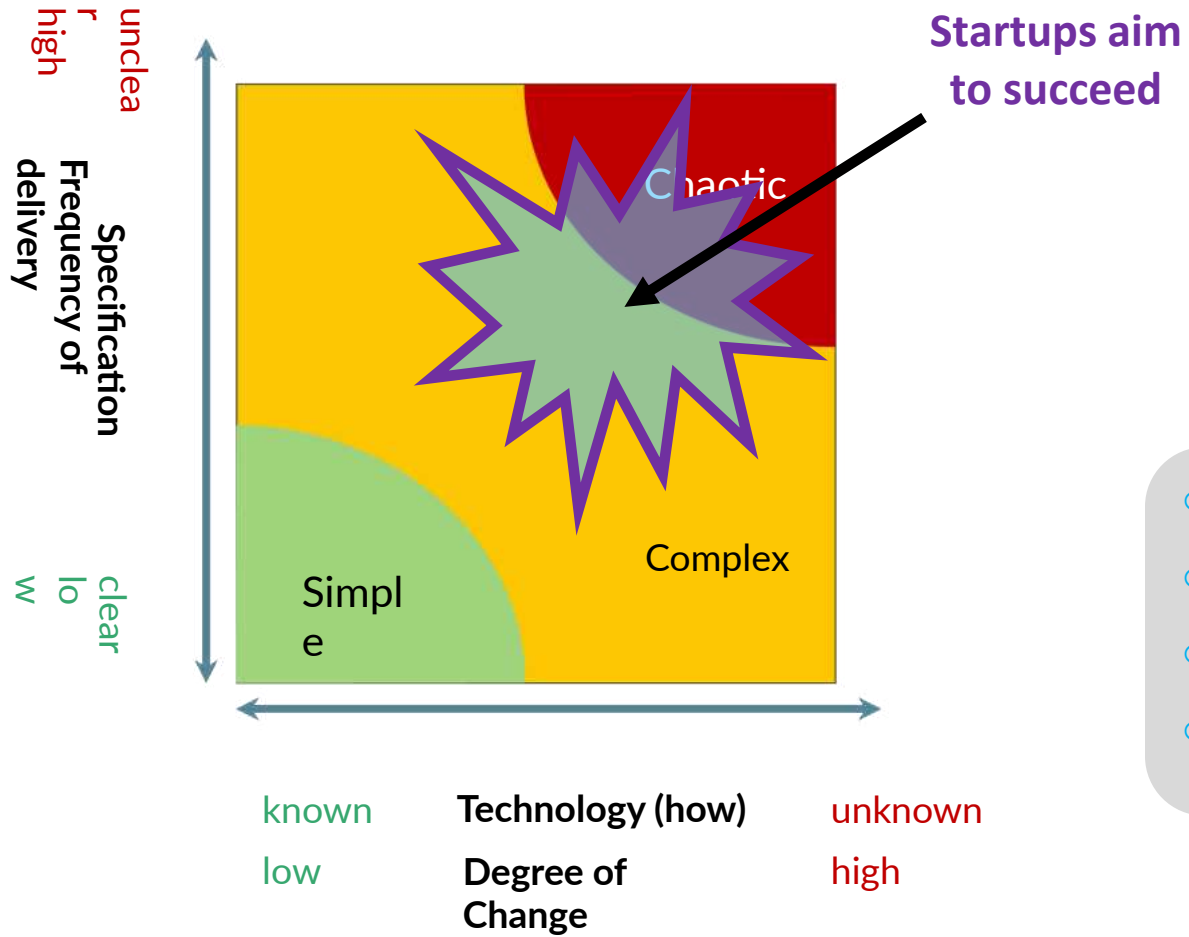


Common causes why many Startups fail

- **Insufficient Capital / Struggle to secure Funding** (38%)*
 - **Product - Market misfit (creating something nobody wants)** (35%)*
 - **Competitive Pressure – getting outperformed, fail to stand out** (20%)*
 - **Unsustainable business model – revenue + growth plan unrealistic** (19%)*
 - **Disharmony among team/investors - no common vision or goals**
 - **Regulatory / Legal challenges**
- Scaling before validating demand – impact on cost
 - Financial mismanagement (improper funds allocation)
 - Ignoring Customer Feedback and Market Trends
 - Marketing and Branding Failures
 - Lack of Adaptability and Pivoting



Typical Startup environment



- **VOLATILE** dynamic rate of change
- **UNCERTAIN** lack of predictability
- **COMPLEX** interdependent systems w/o clear cause and effect
- **AMBIGUOUS** challenges to interpret and understand situations, information, events

Dynamic and complex business environment

Pivotal role of Project Management in Startups

to navigate through a VUCA environment

➔ **effective Project Management practices are essential**

Why?

- aligns goals and stakeholders on the Vision
- provides focus, clarity and structure without sacrificing agility
- ensures optimization of limited resources (budget, time, talents)
- fosters collaboration and streamlines communication
 - - relationships with investors and customers
 - - clear R&R, open mindset, diverse team
- drives timely product deliveries to ensure regular feedback loops
- improves risk management – early identification and mitigation



Mindset of Adaptability



Vision and long-term goal alignment

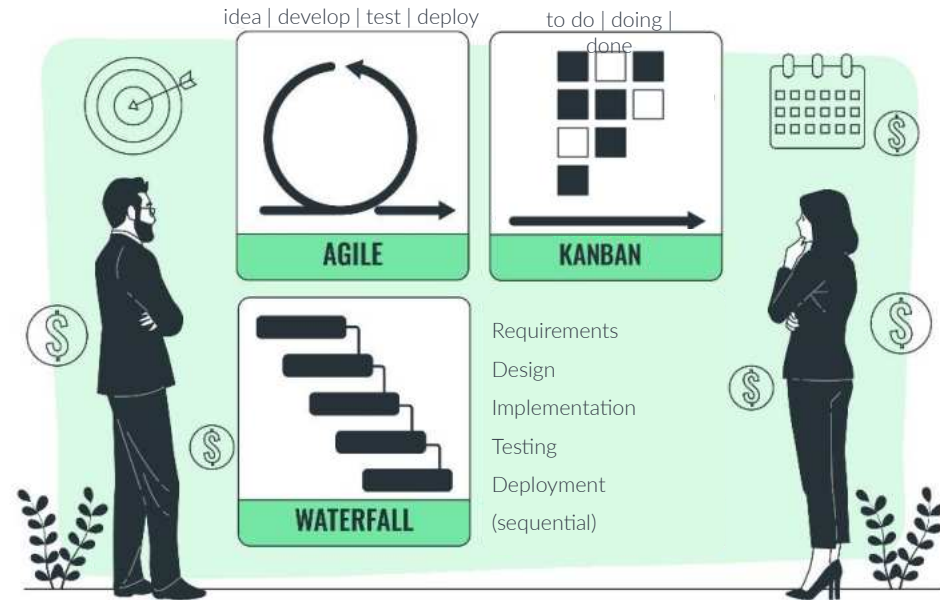
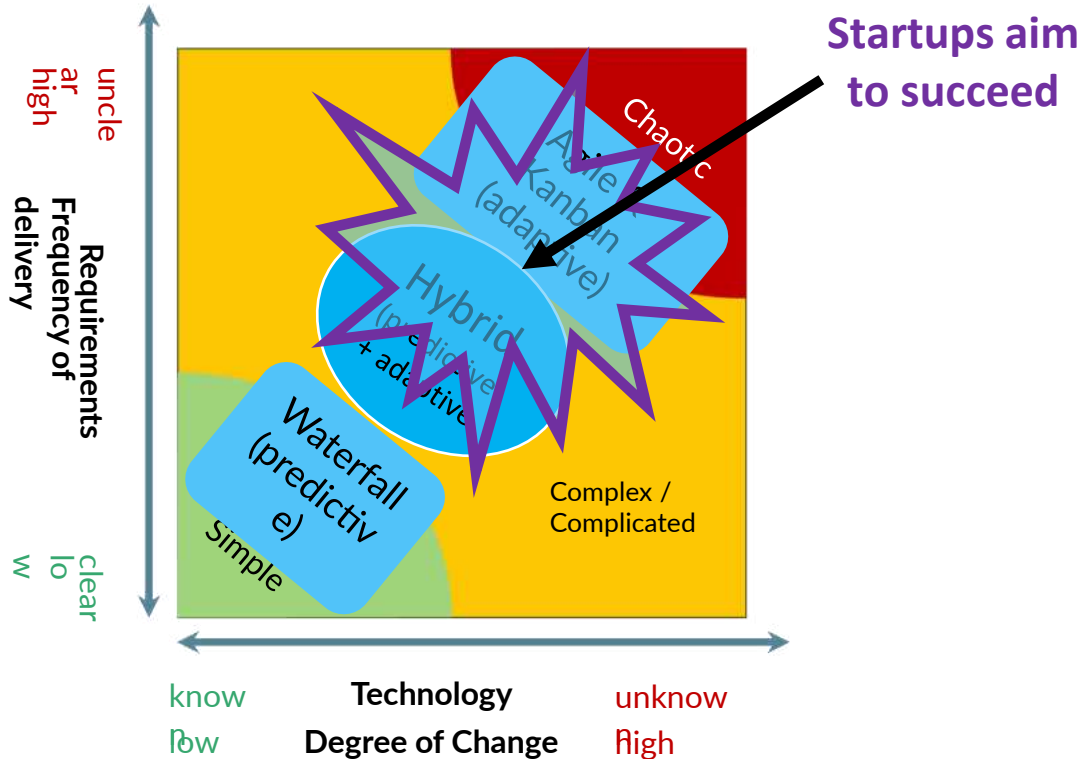


Collaboration & Stakeholder Engagement



Pro-active Risk Management

Key Project Management approaches in Startups



➔ Agile, Kanban, Lean or Hybrid Project Management approaches

- high adaptability, fast time to market, quick feedback, continuous improvement
- validated learning => build – measure – learn cycles (MVP)
- clear goals setting & prioritization (e.g. [OKR framework](#))

Real-World Examples

Flixbus (Intercity bus service company) Agile and Adaptable approaches



- cross-functional teams coordinate across operations, technology, marketing
- operational excellence, focus on HR and customers, continuous improvement
- People Analytics-driven approach emphasizing data-driven decisions

Airbnb (Vacation rental company) Agile and Lean approaches

- tested different ways of connecting hosts and guests
- used metric to track KPI to prioritize the development
- continuous testing and feedback analysis



Dropbox (Software company) Agile and Scrum approaches

- cross-functional teams created a small Prototype (MVP) to test core functionality
- leverage Critical Path Method and Roadmaps to focus on features with most value
- short development cycles, continuous testing and feedback analysis





Quick Tips & Recap

- ❖ create a common Vision among stakeholders
- ❖ build and refine your Business plan
- ❖ start small implementing Project Mgmt. practices
- ❖ leverage tools for workflow management
- ❖ continuously adapt, pivot, learn, and improve
- ❖ prioritize User feedback

Project Management is a growth enabler!

Start small, Plan smart, Scale effectively!



THANK YOU!



About the presenter

Prof. Dr. Peter Thuy



Prof. Dr. Peter Thuy is President of GPM – Deutsche Gesellschaft für Projektmanagement e.V., Germany's biggest independent project management association since 2022.

He studied business administration and received his doctoral degree and professorial qualification (Habilitation) from the University of Bayreuth.

He worked for more than 20 years as rector and Managing Director at the *IU International University*, a private university which he helped to develop from a small niche provider, specialized in tourism and Hotel management, into Germany's biggest university.

Prof. Thuy is also active as an expert and commission member in the field of accreditation and is a board member of the *Association of Private Universities (VPH)* for 12 years, of which he was elected as Chairman of the Board in 2019.



GPM DEUTSCHE GESELLSCHAFT
FÜR PROJEKTMANAGEMENT E. V.





**INNOVATION IN AN INTERNATIONAL
CONTEXT:
HOW PROJECT MANAGEMENT BUILDS
BRIDGES**

PROF DR PETER THUY

INNOVATION WITHOUT BORDERS



- Innovation is increasingly driving international collaboration
 - BROADER PERSPECTIVES ► RICHER IDEAS
- Diverse teams bring huge opportunities and challenges
 - CREATIVITY THRIVES ON CONTRAST
- Studies show that diverse teams are more innovative and successful
 - DIVERSE TEAMS OUTPERFORM HOMOGENEOUS ONES



WHY DIVERSITY FULES INNOVATION

- Different perspectives lead to new, creative solutions
- Diversity challenges asumptions
- There are various proofpoints that diverse teams are more innovative and sucessful

WHERE DIVERSITY BREAKS DOWN



TURNING FRICTION INTO FLOW

- Shared frameworks
- Collaboration tools and practices
- Strong project management as backbone
 - SUPPORTING CULTURAL TRANSITION
 - SHARED LANGUAGE OF GOALS AND PROCESSES
 - ENABLING TRUST AND PSYCHOLOGICAL SAFETY

CASE: ANDELA



- **Remote marketplace for talents**
- **Challenges:**
 - Hyper-growth with decentralized teams in UK, Poland, Russia, Lithuania, India.
 - Engineering speed sometimes clashed with compliance and cultural risk sensitivity
- **Project Management Solutions:**
 - dedicated **PMO** (Project Management Office) to scale Agile and Waterfall hybrids across teams.
 - **OKRs** to keep international team focus consistent.
 - Product managers as *cross-functional “glue”*, managing tension between legal, tech, and marketing across cultures



CASE: REVOLUT



- **Borderless digital banking with multi-currency accounts**
- **Challenges:**
 - Hyper-growth with decentralized teams in UK, Poland, Russia, Lithuania, India.
 - Engineering speed sometimes clashed with compliance & cultural risk sensitivity.
- **PM solution:**
 - Built dedicated **PMO** (Project Management Office) to scale Agile and Waterfall hybrids across teams.
 - Used **OKRs** to keep international team focus consistent.
 - Treated product managers as *cross-functional “glue”*, managing tension between legal, tech, and marketing across cultures



BUILDING THE BRIDGE



- **Diversity is an innovation driver**
- **Project Management unlocks its power**
- **Leadership makes the difference**



