

HOW TO WEB 2019

BETTER PRODUCTS+
FASTER GROWTH

OCT 30-31, 2019 BUCHAREST, ROMANIA



HOW

TO

WEB



A solid fixture in the European events calendar, How to Web is one of the earliest influential startup European events. Started in 2010, it has accelerated the development of the startup culture in Romania and CEE.

10 YEARS

OF LEADING ENTREPRENEURSHIP & INNOVATION EVENTS

2009

1st startup conferences organized in Politehnica University Bucharest

2010

1st edition of How To Web conference, one of the first events in Europe on startups and entrepreneurship

2011

Participants & speakers come together from **10+ countries and 3 continents**

2012

Launch of Startup Spotlight competition and mentoring
Awarding **\$20.000** to the best selected regional startups

2013

Phil Libin, **CEO of Evernote** opens the event to 800+ international visitors, along with speakers from Ustream, Wooga, Soundcloud, Mozilla

2014

the conference agenda expands to **5 tracks** and **70+ speakers**

2015

1.000+ attendees join the international conf.
100+ speakers from UiPath, Accel London, Cyberghost, Product Tank, Prezi, Seedcamp

2016

80+ expert jury mentor and evaluate the **50+ startups** pitch on stage during the 2 days of the conference

2017

launch of **Demo Nights events** in Bucharest and Iasi

2018

80+ speakers among which Daniel Dines - UiPath and Chris Wylie ex-Cambridge Analytica
1.000+ attendees founders, innovators, builders & investors

HOW TO WEB 2019

How to Web 2019 showcases the startup methods, tactics and mindset to help founders, operators and developers build better tech and digital products and faster growth.

CONTENT

Bringing on stage thought leaders, international experts and local pros, with exceptional content on product & growth.

NETWORKING

Engaging an innovation-focused audience through 1to1 meetings, expo and networking areas.

STARTUPS

Competitions, growth programs and exposure to knowledge, resources, clients and investors.

50

international
speakers

4

stages

1500

attendees

100

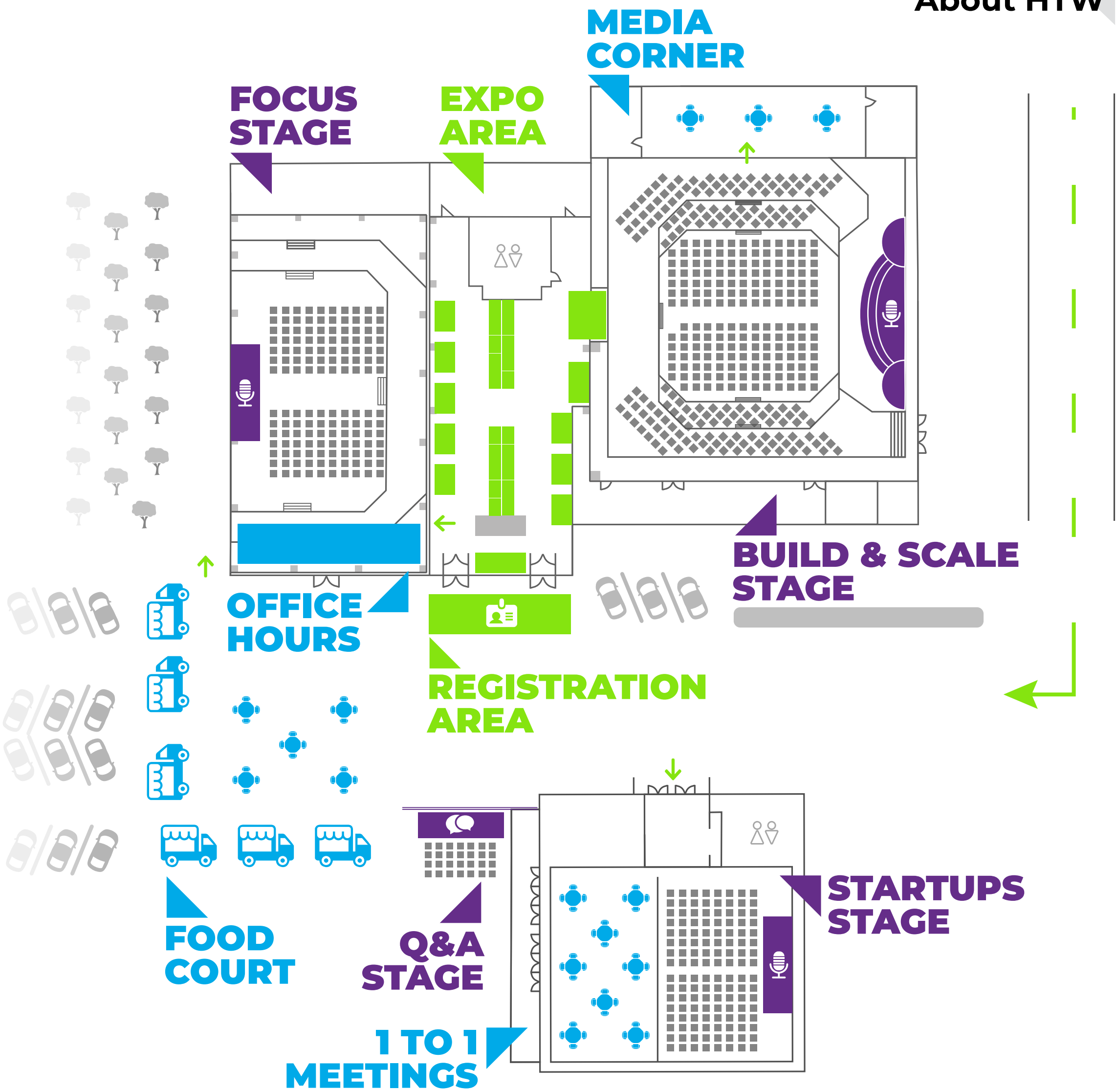
office hours

150

start-ups

EVENT MAP

FACE CONVENTION CENTRE,
BUCHAREST, ROMANIA



AGENDA

PRODUCTS AND GROWTH
FOCUSED CONTENT



BUILD & SCALE STAGE

Watch inspiring and practical keynotes and presentations from industry leaders and experts on **growth hacking, product positioning, UX experiments, content marketing, customer support** and more.

STARTUPS STAGE

See the best startups in CEE and Romania presenting and answering questions during our **two startup competitions**: UiPath CEE Automation First Awards and our traditional Startup Spotlight competition.

FOCUS STAGE

Get hands-on with experienced founders and operators discussing about **building winning teams, scaling sales, developing better products, building startups**, raising investment and more.

Q&A STAGE

Connect with How to Web's **speakers and ask them your questions** in open Q&A sessions. Find out how to create better products & faster growth from industry leaders, experienced professionals and local experts.

KEYNOTERS

INTERNATIONAL EXPERTS
AND THOUGHT LEADERS

+ 50 OTHER INTERNATIONAL EXPERTS,
GLOBAL BRANDS AND LOCAL HEROES



**SEAN
ELLIS**

FOUNDER & CEO
GROWTH HACKERS

The leading authority and brilliant mind who coined the term "Growth Hacking". Sean developed and applied his method at Dropbox, Eventbrite, LogMeIn, and Lookout, which led to breakout growth for these companies, all worth billions of dollars today



**APRIL
DUNFORD**

PRODUCT POSITIONING EXPERT
& AUTHOR
AMBIENT STRATEGY

Deep expertise in Product Positioning and a track record of 16 launched products while working with IBM, Sprint.ly and Tulip Retail. April is an experienced startup executive who helps startups scale their business and author of "Obviously Awesome".



**MICHAEL
PERRY**

DIRECTOR OF PRODUCT,
MARKETING
SHOPIFY

Michael specializes on product development for SMBs as it relates to tools that would simplify marketing. He is the founder of Kit, the virtual employee app for small businesses, which was acquired by Shopify in 2016.



**BOB
MOESTA**

FOUNDER | PRESIDENT & CEO
RE-WIRED GROUP |
DEMAND-SIDE
INNOVATION

Bob Moesta is a founder, maker, innovator, speaker & now a professor. Pioneer of Jobs To Be Done Theory; Innovation & new venture expert on creating, developing & launching of new products & services.



**LUCIANA
LIXANDRU**

PARTNER
ACCEL

Luciana is a venture capital investor in UiPath, Deliveroo and other future unicorns

SPEAKERS

GLOBAL EXPERTS AND LOCAL PROS

How to Web 2019 showcases the startup methods, tactics and mindset to help you build better tech & digital products and faster growth.

During the two days of the conference we host on stage global experts and local pros for inspiring keynotes and interactive sessions, dedicated to startup founders, product owners, developers, online marketers, growth hackers, innovators and investors.



**VLADIMIR
OANE**

FOUNDER & CEO @ [DEEPDASH](#)
Product Good Practices



**UDIT
BATRA**

PRODUCT OWNER @ [BOOKING.COM](#)
Data Insights



**DAN
TOMA**

FOUNDER @ [OUTCOME](#)
Product Experiments



**CARLOS
ESPINAL**

MANAGING PARTNER @ [SEEDCAMP](#)
Corporate/startup Innovation



**JEROEN
CORTHOUT**

FOUNDER & CEO @ [SALESFLARE](#)
Building startups



**SEAN
SHEPPARD**

FOUNDER @ [GROWTHX AND
GROWTHX ACADEMY](#)
Product / Market Fit



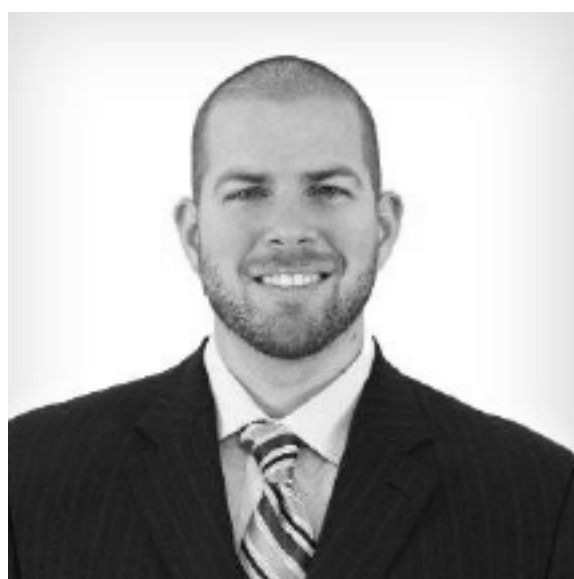
**IRINA
SCARLAT**

HEAD OF GROWTH CEE @
[REVOLUT](#)
Team Development



**ENIS
HULLI**

PARTNER @ [500STARTUPS
ISTANBUL](#)
Early Stage Investments



**TREVOR
HATFIELD**

CEO & FOUNDER @ [INTURACT](#)
B2B Sales



**DAVE
HOGUE**

UX LEADERSHIP @ [GOOGLE](#)
UX / UI



**JAG
SINGH**

MANAGING DIRECTOR @
[TECHSTARS](#)
Early Stage Investment



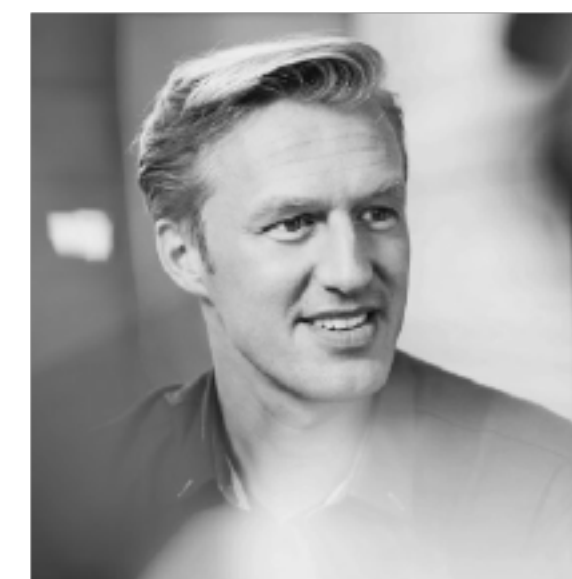
**GEORGIOS
GATOS**

VP OF GROWTH @ [WORKABLE](#)
B2B Sales



**VALENTIN
RADU**

FOUNDER @ [OMINICONVERT](#)
Growth + Sales



**GUIDO
JANSEN**

CUSTOMER EXPERIENCESPECIALIST @
[VAIMO](#)
Growth



**DAVE
COLLINS**

SEO & CONTENT MARKETING @
[SOFTWARE PROMOTIONS](#)
Content Marketing



**RAUL
POPA**

CEO & FOUNDER @ [TYPING DNA](#)
Fundraising



**LINCOLN
MURPHY**

CUSTOMER-CENTRIC GROWTH EXPERT
@ [SIXTEEN VENTURES](#)
Customer Support



**JON
BRADFORD**

FOUNDER @ [GROWTHX AND
GROWTHX ACADEMY](#)
Corporate & Startup innovation



**MARCIN
GRODZICKI**

CHIEF PRODUCT OFFICER @
[SOTRENDER](#)
Product Metrics



**CHRIS
ABAD**

DIRECTOR OF DESIGN@
[DROPBOX](#)
Product-Centric Design

NETWORKING

GETTING THE MOST
OUT OF THE EVENT

The right Crowd



Founders, product owners, digital marketers and growth engineers, all under the same roof. Interact and **share your passion** for creating and scaling tech products.

Office Hours with experts



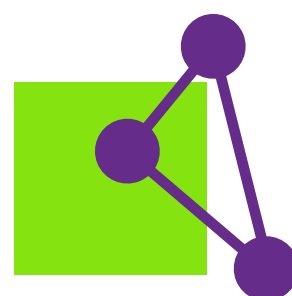
Book **1-to-1 sessions** with experienced and successful founders, investors and experts in developing products and growth.

Mobile App



Interactive easy to use mobile app to keep up to date with **all event information** and engage with the audience and guests.

Networking Area



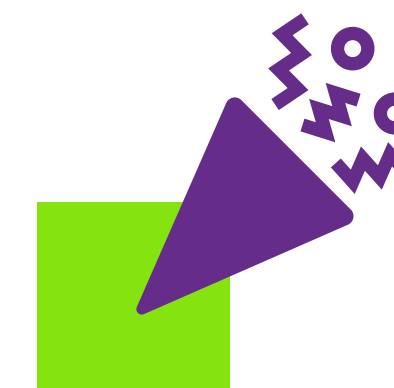
Take advantage of the networking space and event mobile app to find **fellow attendees** who are looking for networking or business opportunities.

Startup Area



Discover the **next wave of CEE tech startups** in the Startup Area of the conference. Demo Nights winners and Startup Spotlight participant startups are **showcasing their products** in search of partners, press and investors.

Official Party



There's more than just great content and networking. Deepen your new connections and **have fun** during our official party, at the end of the 1st conference day.

STARTUP PROGRAMS

CONNECT TO THE NEXT WAVE OF INNOVATION

STARTUP SPOTLIGHT

Startup Spotlight offers to 20 of the best early stage startups from CEE the chance to pitch on stage, meet investors and specialists and grab great prizes. The access to the program is free, and the winners are selected by a jury of industry experts.

STARTUP SEARCH

We support corporate efforts to **connect with potential business partners** from the tech & startup sector. We provide contacts to highly curated startups based on partner's specific needs, along with logistic support for meeting the selected representatives during the event.

UI PATH AUTOMATION FIRST CEE AWARDS

Hosting the final of the Automation First CEE competition, organized by UiPath, which provides capital, mentorship, sales & marketing exposure, and technical support for 12 months to **B2B automation software startups** from CEE.

HOW TO WEB DISRUPTORS

In 2019 we'll be launching the first edition of the **Eastern Disruptors report**, showcasing the most innovative and fastest growing startups in CEE and the lessons learned in building their digital revolutions.

5+
startup
programs

150+
startups in
the programs

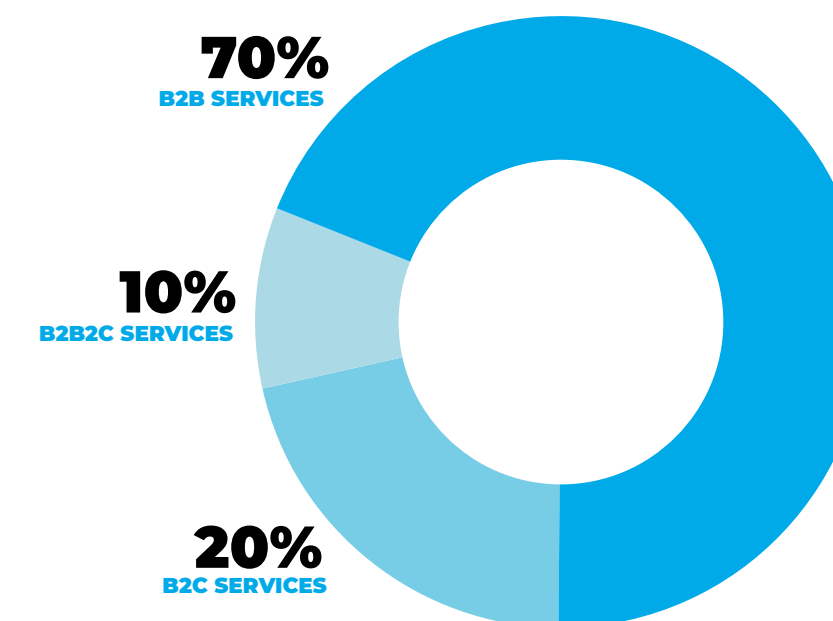
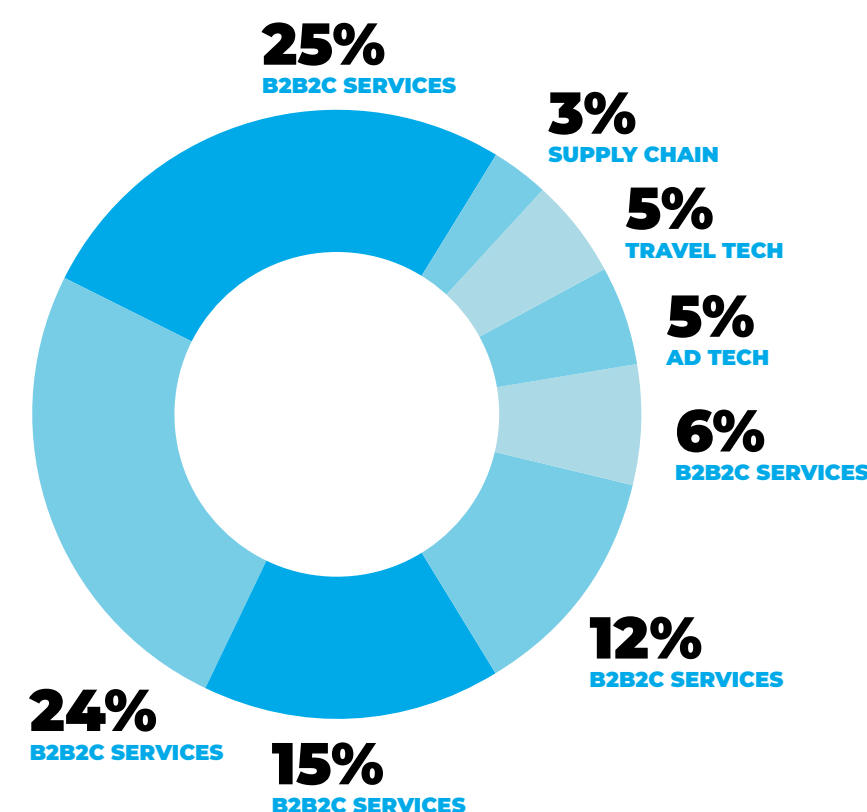
50+
expert
mentors

30+
institutional &
angel investors

200+
pre-scheduled
meetings

STARTUP SPOTLIGHT

THE FLAGSHIP STARTUP PROGRAM FOR CEE STARTUPS



How to Web's startup programs have provided access to investors, mentors, clients, corporates and press for over 500 of the top Romanian and CEE startups in the last 10 years.

Through Startup Spotlight, our flagship startup program, we provide unique opportunities to connect with the most relevant industry actors and the most exciting new startups in the CEE ecosystem.

Some of Startup Spotlight's alumni include fast-growing companies such as: TypingDNA, Medijobs, Retargeting. Omniconvert, Green Horse Games and many more.

PRE-CONFERENCE

ENGAGING THE ECOSYSTEM IN AN
EVENTS MOVEMENT BEFORE HTW

Community events

In the days before the How to Web conference (**28th & 29th of October**) we're supporting and partnering with all the major **tech, startup and innovation hubs** in Bucharest and other relevant partners to organise **meetups, networking and private events**, including:

- **VCs in CEE** (in partnership with Gecad Ventures), invite only event for investors in CEE

- **Community Builders** (in partnership with Rubik Hub), invite only event for startup program managers, hub managers, startup community managers in Romania and CEE

Speakers Dinner

In the evening before the How to Web Conference (on **29th of October**), we're meeting the movers and shakers of the Romanian and European tech industry, along with How to Web 2019 speakers, in a **private setting** during our Speakers' Dinner, celebrating this year's edition and building long-term connections.



WORKSHOPS

GROWTH HACKING FRAMEWORK



**SEAN
ELLIS**

FOUNDER & CEO
GROWTH HACKERS

Sean Ellis coined the term "Growth Hacking" and is considered the founder of the worldwide Growth Hacking movement. He developed and applied Growth Hacking at companies like Dropbox, Eventbrite, LogMeIn, and Lookout, which led to breakout growth for these companies (all worth billions of dollars today).

Sean is also co-author of "Hacking Growth", which has been translated into 16 languages, and founder of GrowthHackers.com. He is an experienced entrepreneur and founded Qualaroo (a customer insight company with clients such as Uber, Intuit, Starbucks, Amazon) and served as CEO until its acquisition by a private equity firm.

Today Sean helps companies around the globe accelerate customer and revenue growth through workshops, keynote presentations and select advising roles. His work has been featured in the New York Times, the Wall Street Journal, WIRED, Fast Company, Inc.com, TechCrunch and on MSNBC.

WHO & WHY SHOULD ATTEND

Growth Hacking is about accelerating sustainable business growth through rapid experimentation in product development, marketing and user experience.

Sean's Breakout Growth Workshop will help you and your cross-functional team of 2 to 5 people apply growth hacking directly to your business. The workshop is intended for companies that have achieved product/market fit, ranging from startups to later stage corporates whose growth is often restricted by entrenched functional silos and legacy execution habits.

While most businesses want to replicate the growth hacking approach used by Silicon Valley's fastest growing startups, many teams struggle to implement it in their own organization. A limited number of companies are included in each workshop so Sean can provide hands-on help to your team to overcome the typical challenges of Growth Hacking. His insights are based on lessons he has learned applying Growth Hacking in the early days of many well-known startups and helping to drive growth transformation at successful enterprises like Microsoft and eBay.

MUST ATTEND FOR:

Cross-functional teams including product managers, online marketers, growth hackers, founders. At the very least, the attending team should include the marketing leader and the product leader. All products should be post product/market fit.

WHAT CAN YOU LEARN

Below is an outline of the content that his workshop typically covers:

- How Today's Fastest Growing Companies Drive Breakout Success
- Defining Your North Star Metric for Sustainable Growth
- Growth Hacking to Accelerate Value Delivery and Sustainable Growth
- Overcoming Organizational Friction to Cross-Functional Growth
- Unlocking Growth with Effective Onboarding and Activation
- Creating and Optimizing Engagement Loops
- Creating and Optimizing Referral Loops
- Funding Growth with Effective Revenue Loops
- Scaling Profitable Customer Acquisition Five Step Framework for Breakout Growth
- Creating a Company-Wide Culture of Growth and Experimentation

Your ROI on the Workshop

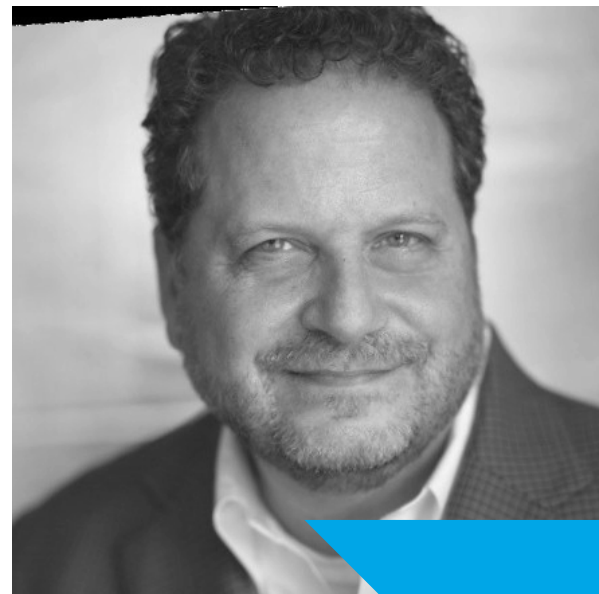
Following the workshop, you and your cross-functional team will be able to effectively define your North Star Metric, diagram your full value delivery engine and significantly accelerate the velocity of high leverage experiments that lead to breakout results. Companies that effectively apply the learnings from the workshop are able to add millions of additional dollars to their revenue and amplify their mission to serve customers - providing a strong ROI on the time and money invested in the workshop.

OCT 29TH
PULLMAN HOTEL
8H DURATION
ENGLISH SESSION

3,300 EUR + VAT / TEAM OF 2-5 PEOPLE
LIMITED TO 15 SEATS
ADDITIONAL 25% DISCOUNT ON HTW TICKETS

WORKSHOPS

JOBS TO BE DONE FRAMEWORK



BOB MOESTA

FOUNDER | PRESIDENT & CEO

RE-WIRED GROUP |
DEMAND-SIDE
INNOVATION

Among the principal architects of the Jobs to be Done theory in the mid-90s along with Harvard Business School Professor Clayton Christensen, Moesta has continued to develop, advance and apply the innovation framework to everyday business challenges. Currently president & co-founder of The ReWired Group, a Detroit, Mich., Innovation consultancy & incubator, he is also a fellow at the Christensen Institute.

Specialties: "Jobs-to-be-Done" (JTBD), Innovation Management, New Product Development, User Interface Design, Experience Design, Robust Design, Business Model Design, Portfolio Management, Product Line Architecture, Sales, Marketing, Competitive Strategy, Marketing Research, Branding, Start-ups, Sales Management, Design of Experiments, Data architecture, Data Analysis, Time Management.

WHO & WHY SHOULD ATTEND

The Workshop will help you discover why your customers choose (or don't choose) your products and services and what to do about it. Entrepreneurs and enterprise leaders alike recognize the importance of innovation, but few harness it effectively. Bob Moesta helps make it more predictable and successful.

This Workshop is based on over 30 years of research and practice by The Re-Wired Group and Bob Moesta, creator of over 3000 successful innovations.

Bob combines a systems view of product development with a deep understanding of the progress customers want to make in their lives, to help you shift from hit-or-miss innovation efforts to successful product development.

MUST ATTEND FOR:
Product owners, Business Analysts, User Interface Experts, Team Leaders, Developers, Testers.

WHAT CAN YOU LEARN

Objectives of the workshop

JTBD Theory:

Discover how customers' behaviors are driven by the progress they are trying to make and the circumstances they are in.

JTBD Interviews:

Observe and practice interviewing customers to discover why and how they choose and use specific products and services.

JTBD Specifications:

Create a concise summary of customer Jobs to Be Done to inform product development and improvement.

NOV 1ST 2019
PULLMAN HOTEL
8H DURATION
ENGLISH SESSION

590 EUR + VAT / SEAT
LIMITED TO 50 SEATS
ADDITIONAL 25% DISCOUNT ON HTW TICKETS

WORKSHOPS

PRODUCT / MARKET FIT



SEAN SHEPPARD

FOUNDER

GROWTHX AND
GROWTHX ACADEMY

Sean is a Founding Partner of GrowthX. Sean has over 20 years of experience bringing new products to market, including as a five-times sales founder. Sean's deep expertise has been codified into a proprietary market acceleration program and entrepreneurial sales training curriculum.

In addition to helping dozens of startups find product-market fit and predictable revenue models, Sean helps global multi-nationals to identify new applications for their existing technology portfolio, bring new products to market with profitable business models, and organize and train self-managing early product-stage sales and marketing teams. Sean's successful corporate advisory track record includes work for Bridgestone, Canon, Faurecia, and Clariant.

Sean is a globally recognized sales and marketing thought leader. He was named as One of the Top Sales Influencers You Should Be Following On Social Media, as well as Top 20 Inside Sales Influencers. Sean is a former professional golfer, PGA certified golf instructor, and an active mentor, advisor and guest lecturer at global startup accelerators, innovation conferences, and colleges and universities including Galvanize, Alchemist, GSV Labs and the London Business School.

WHO & WHY SHOULD ATTEND

The MXP Workshop is a single-day hands-on interactive workshop that teaches the comprehensive, step-by-step market development framework that GrowthX has successfully used to help 100s of startup founders and corporate innovators around the world bring new products to market and build highly profitable and scalable businesses.

Each unit of the market development framework is explored in detail and is complimented with collaborative discussions and hands-on learning exercises for participants to apply the learnings to their startup with direct feedback.

Participants leave the MXP Workshop with knowledge of the practical steps they need to take to find product-market fit and the confidence to execute.

MUST ATTEND FOR:

Startup founders, product owners, sales managers, online marketers, corporate innovators, especially for B2B startups.

OCT 29TH
PULLMAN HOTEL
8H DURATION
ENGLISH SESSION

250 EUR + VAT / SEAT
LIMITED TO 50 SEATS
ADDITIONAL 25% DISCOUNT ON HTW TICKETS

WHAT CAN YOU LEARN

Market Foundation - Review existing tools, resources, people and processes and identify the resource gap:

- Resource review and Planning
- Marketing and Sales process review
- Market and Sales Technology Stack

Market Messaging & Outreach - Understand the business problems your product solves and talk about the value of the product

- UVP and USP Frameworks
- Initial Attraction Frameworks
- Conversational Frameworks
- Marketing and Sales Funnel Creation
- Marketing and Sales Tech Implementation
- Campaign Creation and Execution
- Opportunity Framework Optimization

Market Discovery - Identify ideal customer profile(s) and focus efforts on a repeatable, scalable target market.

- Current Account Mapping
- Ideal Customer Profile Identification
- Customer Journey Mapping
- Business / Pricing Models
- Market Milestones Identification
- Customer and Data Acquisition Strategies

Market Results - Optimize sales efforts to minimize friction and increase learning and revenue opportunities

- Strategic Opportunity and Pipeline Management
- Onboarding and Implementation and Nurture Frameworks
- Product-market Feedback Loop
- Talent Acquisition Framework
- Hiring Roadmap

DEMO NIGHTS

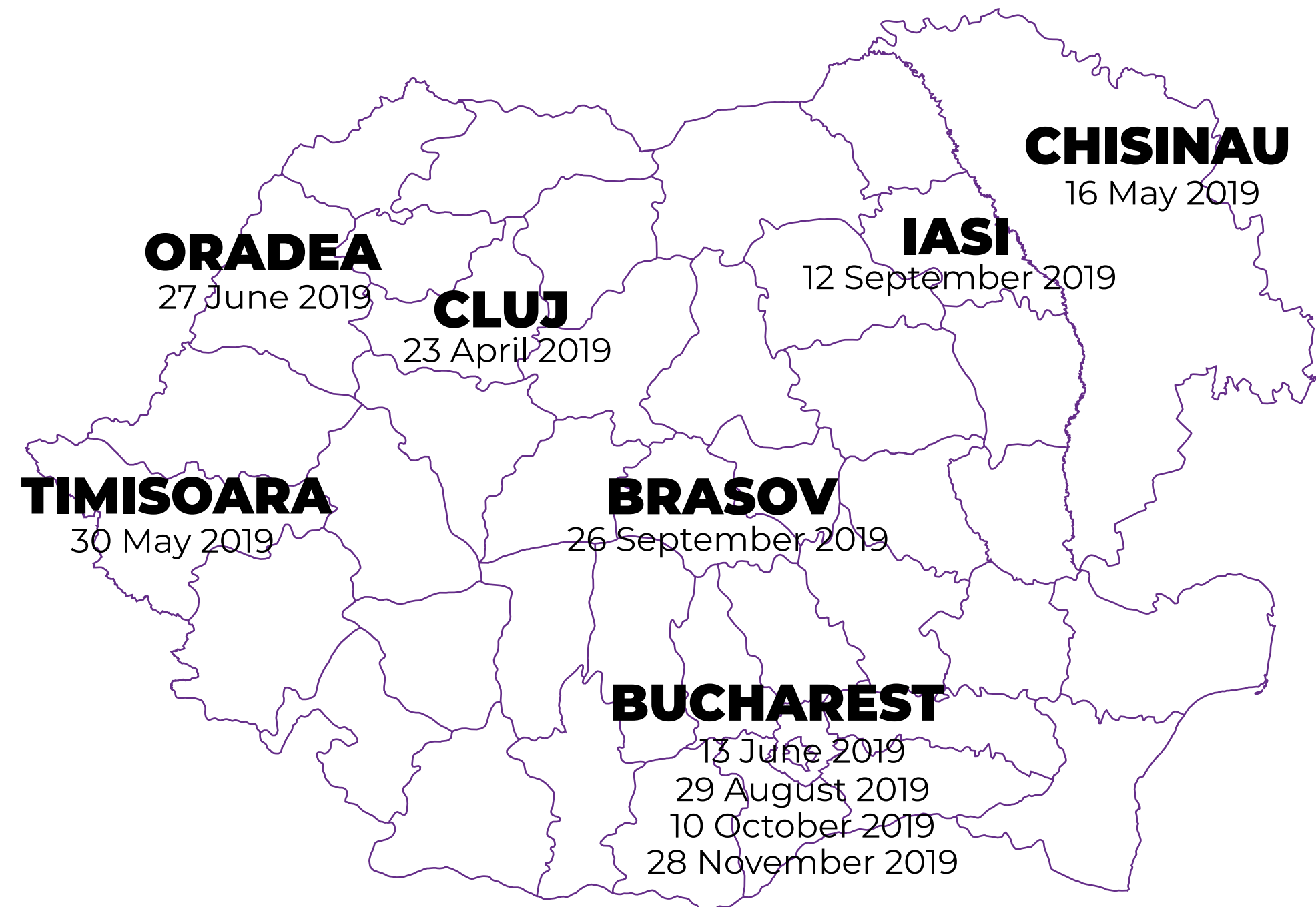
NETWORK EVENTS FOR THE TECH & STARTUP COMMUNITY

Throughout the year How To Web engages with the tech and startup community through numerous programs, meetups and events. All are meant to bring forward knowledge, expertise and help accelerate the growth of local tech and innovation projects.

The Demo Nights series **empowers the next wave of tech & digital entrepreneurs** and engage local tech communities across Romania and Moldova.

During each Demo Night we create the perfect environment for **founders and builders to demo their projects** and get value feedback, and we support the communities to **discover their local heroes** and learn valuable lessons during the fireside sessions.

At the end of the regional tour, the best projects are selected for How To Web's Startup Alee and fast-tracked to the Startup Spotlight program.



10

**regional
edition**

100+

**attendees
per event**

30+

**speakers &
startup juries**

110+

**competing
startups**

150+

**partner
communities**

GRASS-ROOTS CHAMPIONS

THE EVOLUTION OF COMPANIES THAT PITCHED AT THE EVENT

30% of startups that pitched at Demo Nights got funded by the end of the year

8,000,000 € total direct investment in startups
4 accelerators accepted teams in growth programs

BUCHAREST

Apiary Book www.apiarybook.com
50,000 € investment Techcelerator
25,000 € investment Bethnal Green Ventures

Blink Network www.blinktech.io
5,000,000 \$ investment Polychain & Polkadot

InstantFactoring www.instantfactoring.com
1,500,000 \$ credit line US investment fund

End Test www.endtest.io
Startup Spotlight Award, best AI
100,000 € convertible from Gapminder

CLUJ - NAPOCA

TIMISOARA

IASI

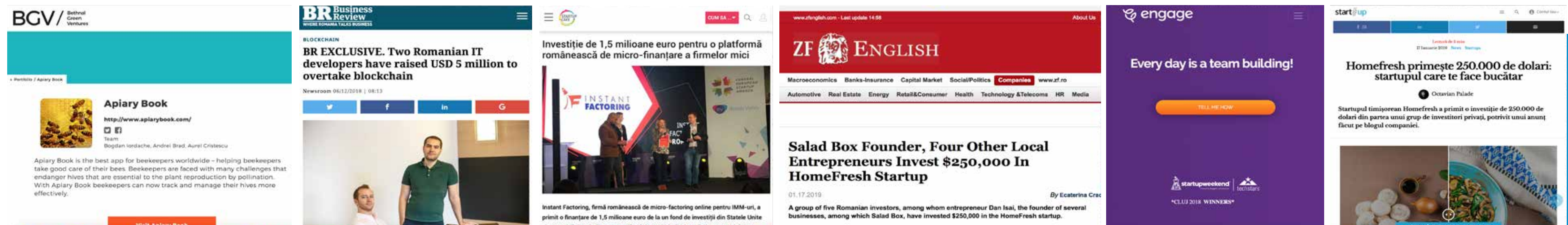
Engage App www.get.engageapp.today
50,000 € investment from Techcelerator

Clever Wash www.cleverwash.ro
50,000 € investment from Techcelerator

Homefresh www.homefresh.ro
250,000 € private investment

XVision www.xvision.app
50,000 € investment from Techcelerator

Nifty Learning www.niftylearning.io
Startup Spotlight Award - best pitch
accepted at TechStars Berlin accelerator



PARTNER

BE AMONG THE NAMES THAT
CHANGE THE INDUSTRY

PROMOTE YOUR SERVICES

Promote your service or product to a selected audience of founders and startup like-minded people.

STARTUP ENGAGEMENT

Connect with some of the best startups from the new CEE innovation wave.

EMPLOYER BRANDING

Gain visibility and promote your employer brand to an audience of innovative tech professionals.

IMPACT THE ECOSYSTEM

Empower tech founders and pros by providing access to top-level knowledge, connections & capital.



MEDIA EXPOSURE

OF LEADING ENTREPRENEURSHIP & INNOVATION EVENTS

FOR INNOVATION-FOCUSED PROFESSIONALS

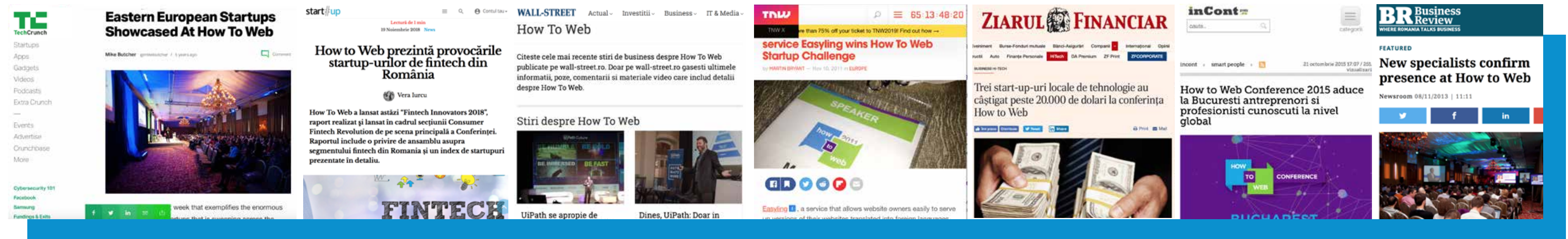
How to Web gathers startup-minded professionals and founders from the tech/digital industry and beyond: startup founders, product developers, growth hackers, online marketers, innovators and investors.

ADVERTISING CAMPAIGN

Through a combination of content advertising, online advertising, PR and other special projects, the How to Web advertising campaign is designed to reach over 1M participants and 10M views.

COMMUNITIES

In order to reach our target audience, How to Web is partnering with online and offline publications, along with tens of relevant communities, both online and offline, such as hubs, meetups, virtual communities, startup programs and more.



MEDIA CAMPAIGN

AUDIENCE AND ACTION STEPS OF COMMUNICATION PLAN

We see ourselves as educators and empowerers of the startup, product-related and growth-related communities. Our **main audience** are active, hands on product developers, growth hackers, founders, investors, freelancers, idea generators in the startup and corporate worlds.

The conference will follow a **communication plan** based on carefully picked contextual advertising (on topics related to growth, product, education) and on search-intent specifically for what the benefits of the audience will be in relation to the event.

How to Web will **educate and inform** and you can be sure of your and our brand association with the most relevant topics and names in the industry.



PRE-CONFERENCE AND ONLINE & OFFLINE BRAND EXPOSURE

Online channels through direct incentive and contextual paid campaigns and organic reach (website, social media channels, Google Ads, blog readers, email subscribers).

Tech and startup Communities, Events, Educational platforms that we are partnering and associating with. Exposure in offline events, influencers and speakers outreach as well as press releases.



CONFERENCE ATTENDANCE EXPOSURE

Brand exposure to 1500+ attendees from Romania and CEE. Through www.howtoweb.co and social media channels (Facebook, Twitter, Instagram, LinkedIn).



AFTER - CONFERENCE EXPOSURE

Exposure in event press release. Social media, Blog and Newsletter follow-up. Visibility in influencer, speakers outreach and post event report exposure.

CONTACT

team@howtoweb.co

WWW.HOWTOWEB.CO



I love the energy, and it's not just about the speakers or the amazing people that you have here, but also about the **audience that you build**. That's highly important because I think great synergies and **great opportunities happen outside of the main stage** on the networking area as well.

Rafael Pires
Co-founder/[Startup Pirates](#)



Attending How to Web had a **direct impact on my team** and what we do at CyberGhost. It's **THE place to exchange information and get inspired** by the very best. Everybody that matters in tech should be here!

Robert Knapp
Co-founder/[Cyberghost](#)

