

Female Entrepreneurs and VCs: Realities, Opportunities and Challenges in the Greek and Israeli Ecosystems

Wednesday, November 9, 2022 | ACG Events Hall

Agenda

- 10:00 – 10:05** **Opening remarks**
Annie Triantafillou
Dean, School of Business and Economics (SBE), Deree-The American College of Greece (ACG)
- 10:05 – 10:10** **Agenda overview**
Katerina Voutsina
Associate Professor in Entrepreneurship, School of Business and Economics (SBE), Deree-The American College of Greece (ACG)
- 10:10 - 10:30** **Building a female-friendly Startup Ecosystem**
Tali Feldman Sivan
Serial Entrepreneur, Founder of Hameizot Female Founders Accelerator
- 10:30 - 10:50** **The emergence of the Greek female start-Up ecosystem**
Maria Hala
Head, Female Founders' Startups Cluster, International Chamber of Commerce Women Hellas (ICC Women Hellas) (ICCW Hellas)
- 10:50 – 11:10** **Coffee break**
- 11:10 - 11:30** **Do you aim to be a flamingo or unicorn – Healthy growth on the way to success**
Orit Goren, COO of jFrog
- 11:30 - 11:50** **Achieving success by solving everyday business problems**
Lela Dritsa (Deree-ACG alumna)
President and Co-Founder, Nannuka
- 11:50 -12:10** **The importance of the right team for startup success**
Lihi Pinto
Founder and CEO of Triple and Co, Co-Founder of syte.ai
- 12:10 - 12:40** **Panel Session: Challenges in the entrepreneurial journey**
Panelists:
Lela Dritsa, President and Co-Founder, Nannuka
Tali Feldman Sivan, Serial Entrepreneur, Founder of Hameizot Female Founders Accelerator
Orit Goren, COO of jFrog
Maria Hala, Head, Female Founders' Startups Cluster, ICC Women Hellas, ICCW Hellas
Lihi Pinto, Founder and CEO of Triple and Co, Co-Founder of syte.ai

Moderator:
Katerina Voutsina, Associate Professor in Entrepreneurship, SBE, Deree-ACG
- 12:40 - 14:00** **Break**

- 14:00 - 14:20** **The Greek VCs ecosystem**
Katerina Pramadari
Partner Unifund VC, Associate Professor, Athens University of Economics and Business (AUEB)
- 14:20 - 14:40** **New Funding tools available to HiTech Startups: Public R&D Partnership**
Irit Yaniv
Co-Founder and CEO Almeda Ventures
- 14:40-15:00** **The challenges of raising capital in Greece for med tech startups**
Barbara Geladakis (Pierce-ACG alumna)
Founder and CEO Rodi Fertility
- 15:20 - 15:40** **Investing in female-led startups – The VC point of view**
Sharon Barzik Cohen
Partner and CFO Qumra Capital
- 15:40 - 16:30** **Panel Session: Funding opportunities and challenges for Female Entrepreneurs**
Panelists:
Sharon Barzik Cohen, Partner and CFO Qumra Capital
Barbara Geladakis, Founder and CEO Rodi Fertility
Katerina Pramadari, Partner Unifund VC, Associate Professor-AUEB
Irit Yaniv, Co-Founder and CEO Almeda Ventures

Moderators:
Maria Pallidou, Associate Lecturer in Entrepreneurship, SBE, Deree-ACG and
Tali Feldman Sivan, Serial Entrepreneur, Founder of Hameizot Female Founders Accelerator
- 16:30 - 16:55** **The importance of networks for supporting Female Founders**
Marina Hatsopoulos
Tech Entrepreneur, Writer and President of the Hellenic Innovation Network
(via zoom)
- 16:55 - 17:00** **Closure**
- 17:10 - 19:00** **Reception – Networking**

The event is organized by the Entrepreneurship Management Program of the School of Business and Economics, Deree-The American College of Greece in collaboration with Hameizot, Female Founders Accelerator of Israel