

TÜSİAD/BBI Innovation and Startup Cluster How to Survive COVID-19 Crisis and Look Beyond

14 January, 11.00 (CET) / 13.00 (IST) Thursday via Zoom¹

The COVID-19 pandemic has brought most businesses to a standstill, especially hitting the startup ecosystem hard. Startups are facing many problems ranging from investment shortfall to the need to quickly overhaul business plans, substantial workplace changes, as well as, the question of how to lead their own teams in this changing environment. In this cluster meeting, we aim to explore how startup managers and founders in Germany and in Turkey are adapting to survive these multiple challenges posed by the current coronavirus crisis, discover ways to look beyond the existing circumstances while survival remains the imperative focus and inquire collaboration opportunities between Turkish and German start up communities.

Connection Details:

Join Zoom Meeting

<https://tusiad-org.zoom.us/j/88036750054?pwd=ZVhDVGtKZGhJY21oOG1vZ3RLT3ZSdz09>

Meeting ID: 880 3675 0054

Passcode: 535082

AGENDA

Welcome Note by

Cansen Başaran-Symes, Advisory Board Co-President, BBI and Chairperson of the Board, Allianz Turkey
Irem Oral Kayacık, Board Member & President of Entrepreneurship and Youth Roundtable, TÜSİAD & Owner, developer and manager of Agora Shopping Center and Odak Office Tower

Discussion animated by **Firat İşbecer**, Member, TÜSİAD and CEO, Commencis

Keynote Addresses by

Florian Nöll, Head of Innovation & Corporate Development and NextLevel Leader, PwC Deutschland
Barış Özistek, Member, TÜSİAD & CEO, Netmarble

Q&A

¹ The web browser client will download automatically when you start or join your first Zoom meeting and is alternatively also available [here](#) for manual download.

Florian Nöll, is an experienced entrepreneur and expert for startups, digital business models and venture capital. With a newly established team, he drives innovation and corporate development at PwC. He advises family entrepreneurs, SMEs and corporate executives and helps them to collaborate with startups. With PwC's NextLevel team he supports founders to grow and succeed. Mr. Nöll is co-founder and venture partner at DC&F Capital Partners.

In 2005, the German business newspaper Handelsblatt wrote about the - at that time 22-year old - "In terms of business creation Nöll himself is already an old hand" The serial founder founded his first company at school. Companies like smartorder.de and spendino, a cloud solution provider for nonprofit organizations, followed. In 2012 he co-founded the German Startups Association and served as its executive chairman for seven years.

Barış Özistek intermediated the sale of two successful internet companies within the SHR group, which he joined as the company CEO in 2011. He has been acting as Chairman of Netmarble EMEA (Europe, Middle East, Africa) since 2013. Global Gaming Company Netmarble with its head Office in Seoul/Korea has offices all over the world including Istanbul and Dubai. Joygame, Wolfteam, Paramanya, MARVEL Future Fight, BTS World and Lineage 2: Revolution are Netmarble's most known brands in Europe, Middle East and Africa.

Baris Ozistek is Co-founder and Board Member of Bogazici Ventures which is one of the leading venture capitals in the region with its technology investment funds and cryptocurrency funds. Mr. Özistek is one of the founders of "StartersHub", the largest venture building program that supports Startups in Turkey. He acted as Board Member at StartersHub between 2015-2020. Mr. Özistek has worked for several companies at top executive positions such as Adecco and Bureau Veritas in Turkey, Caspian Sea and Middle East & North Africa region.

He holds an MBA in Finance and Marketing in addition to his MSc degree in Energy and a Bachelor of Science in Mechanical Engineering from Yildiz Technical University. After studies on multiple trainings of management, sales and marketing, he completed an advanced leadership programme from IMD Business School / Switzerland. Mr. Özistek serves as a member of the executive board at Turkey Informatics Foundation, which is one of the leading non-governmental organizations in Turkey. Barış Özistek takes an active role in leading non-governmental organizations such as TUSIAD (Turkish Industrialists' and Businessmen's Association), Women in Tech association, TUBISAD (Turkish Informatics Industry Association), GIRVAK (Entrepreneurship Foundation) and Blockchain Turkey Platformu (BCTR).

Firat İşbecer is an entrepreneur and a seed investor. His first venture Pozitron, a mobile software company focusing on digital banking, commerce and mobile payments became one of the fastest growing enterprise software companies in Europe with clients across the globe. After multi years of growth and a successful international expansion, Pozitron was acquired by London-based fin-tech star Monitise plc in 2014. After the acquisition, Mr. İşbecer joined Monitise and oversaw the company's regional operations as the MEA Managing Director. Monitise MEA quickly became one of the most profitable business units of Monitise Group. In 2017, Monitise Group was fully acquired by the US-based, Fiserv Inc, one of the world's largest fin-tech companies with more than 50,000 employees. Shortly after the acquisition, Mr. İşbecer left Fiserv and founded his newest venture, Commencis. Commencis helps leading brands grow and scale in digital, powered by its Big Data, Analytics and Cloud products.

In September 2019, Commencis expanded to Berlin, Germany by announcing finbyte, a joint-venture in fintech solutions. Besides Commencis, Mr. İşbecer is also an active seed investor and Member of Galata Business Angels, Turkey's first angel investor group. After graduating from Robert College in Istanbul, he received his Bachelor's Degree from Galatasaray University, and his Master's Degree from a joint programme by Université Paris 1 Panthéon-Sorbonne and École Normale Supérieure in Paris.