

TUESDAY
25 APRIL

THEATRE 1

FOUNDER'S FORMULA, SCALING UP & KEYNOTES

Chaired by **David Marsland**, Head of Audio,
Evening Standard & Host of How to be a CEO podcast

In association with  chromeOS

SME XPO

10:20 - 10:25	EVENING STANDARD WELCOME Jack Lefley, Acting Editor, Evening Standard
10:30 - 10:35	WELCOME INTRODUCTION Michael Hayman MBE, Co-Founder of Seven Hills
10:35 - 10:40	KEYNOTE: SCALING WITH TECHNOLOGY: HOW TO SUCCEED AND KEEP COMPETITIVE IN THE DIGITAL AGE Steven Young, Senior Vice-President & General Manager Dell Technologies UK
10:45 - 11:20	KEYNOTE ADDRESS: I BUILT A £100 MILLION+ BUSINESS: ASK ME ANYTHING (Q&A) Charlie Mullins OBE, Founder
11:25 - 12:05	SCALING UP: RECRUITMENT MASTERCLASS: HOW ENTREPRENEURS CAN HIRE WELL Tom Glanfield, Founder of LHi Group David Abrahamovic, Founder of GRIND Coffee Rajeeb Dey MBE, Founder & CEO of Learnerbly Moderated by Irene Graham OBE, CEO, ScaleUp Institute
12:10 - 12:40	SCALING UP: INSIGHTS FROM THE FRONT LINE: TRADING INTERNATIONALLY Marvin Berglas, Chief Executive & Creator of Marvin's Magic Smruti Sriram, CEO, Supreme Creations & Bags of Ethics Louise Hill, Co-Founder & COO of GoHenry Moderated by Brad Sheer, CEO of Stream
12:45 - 13:15	PANEL: UNLOCKING BUSINESS GROWTH THROUGH EXCEPTIONAL CUSTOMER EXPERIENCES Fraser Harper, CEO of P4D James Symes, CEO of Bike Club Moderated by Sandra Kater, Regional Vice President - UK Startups, Salesforce
13:15 - 13:45	BREAK
13:45 - 14:25	FIRESIDE CHAT: JEOPARDY - THE DANGER OF PLAYING IT SAFE Wilfred Emmanuel-Jones MBE, Founder of The Black Farmer Interviewed by David Marsland, Head of Audio at Evening Standard & Host of How to Be a CEO business podcast

EXHIBITION & NETWORKING - THROUGHOUT THE DAY

14:30 - 15:00

FIRESIDE CHAT: TUNING UP BUSINESS AS A BABY MARKET ENTREPRENEUR

Krept & Sasha, Founders of Nala's Baby

Interviewed by **David Marsland**, Head of Audio at Evening Standard & Host of How to Be a CEO business podcast

15:05 - 15:35

FOUNDER'S FORMULA: WINNING AT SOCIAL - HOW TO NAVIGATE THE OPPORTUNITIES, & PITFALLS, OF SOCIAL MEDIA

Ed East, Group CEO & Founder of Billion Dollar Boy

Sedge Beswick, Founder of SEEN Connects

Sarah Ashcroft, Influencer & Founder of SLA

Moderated by **Laurie Wang**, Digital Marketing Strategist

15:40 - 16:25

SCALING UP PANEL DEBATE: GETTING INCLUSION & DIVERSE RECRUITMENT RIGHT AT START-UPS & SCALE-UPS

Tanya de Grunwald, Founder of Good + Fair Employers Club

Suki Sandhu, Founder of Audeliss

Christopher Kenna, CEO North America & Founder of Brand Advance Group

Sophie Blinkhorn, Operations Director of Code First Girls

Moderated by **Sara Turnbull**, Social Entrepreneur, Chartered Environmentalist, Business Mentor & Author

TUESDAY

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THEATRE 2

FINANCE & INVESTMENT & FUTURE TRENDS

Chaired by **Irene Graham OBE**, CEO, ScaleUp Institute

Evening Standard



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10:30 - 10:35

WELCOME INTRODUCTION

Irene Graham OBE, CEO, ScaleUp Institute

10:40 - 11:10

FINANCE & INVESTMENT MASTERCLASS: HOW TO SECURE INVESTMENT AND RAISE CAPITAL IN ORDER TO SCALE

Julia Elliott Brown, Equity Fundraising Expert & Specialist Coach Behind Enter the Arena

Megan Hale, CEO of Team Repair & 2022 AXA Startup Angel Winner

Daina Spedding, Investor, Business Growth Fund

Lauren Crawley-Moore, Senior Business Development Manager, UK Primary Markets, London & The South, LSEG

Moderated by **Irene Graham OBE**, CEO, ScaleUp Institute

11:15- 12:15

ELITE BUSINESS: NOW IS THE TIME TO INNOVATE YOUR BUSINESS MODEL

Piers Linney, Founder of Moblox, Former Investor on Dragon's Den

Michael Hayman MBE DL, Entrepreneur & Author, Co-Founder of Seven Hills

Lara Morgan, Founder, Investor & Entrepreneur

Andrea Reynolds, CEO & Co-Founder of Swoop Funding

Moderated by **Oli Barrett**, Co-Founder

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12:20 - 13:00

FINANCE & INVESTMENT: TRADING INSIGHTS ON HOW CROWDFUNDING SPURRED US TO SUCCESS (& WHAT TO WATCH OUT FOR)

Anthony Eskinazi, Founder of JustPark

Laura Mimoun, Founder of Kaleido Salad Rolls

Mike Turner, Co-Founder & Managing Director of Bird & Blend

Moderated by **Umerah Akram**, Head of Private Markets, London Stock Exchange plc

13:05 - 13:25

FIRESIDE CHAT: BUILD A SUSTAINABLE FUTURE WITH GREEN COMPUTING

Michael Wyatt, Director of Chrome Enterprise EMEA, Google

Jeannette Pearce MBE, Serial Entrepreneur, Non Exec Director, Business Mentor & Author

Sara Turnbull, Social Entrepreneur, Chartered Environmentalist, Business Mentor & Author

Interviewed by **Jonathan Prynne**, Consumer Business Editor, Evening Standard

13:25 - 14:30

BREAK

14:30 - 15:00

FUTURE TRENDS: VCS ON THE TECH OF THE FUTURE

Vanela Bushi, Co-founding GP, H Tree Capital

Harry Briggs, Entrepreneur & Investor at OMERS Ventures

Gregory Dewerpe, Founder of A/O Proptech

Moderated by **Louise Brett**, Vice-Chair, Deloitte UK

15:05 - 15:35

FUTURE TRENDS: BEING A FEMALE FOUNDER - BEATING THE ODDS TO BUSINESS SUCCESS

Steph Douglas, Founder of Don't Buy Her Flowers

Helen Pattinson, Founder of Montezuma's

Trinny Woodall, Founder & CEO of Trinny London

Moderated by **Dr Anino Emuwa**, Managing Director at Avandis Consulting & Founder 100 Women @ Davos

15:40 - 16:25

KEYNOTE: REGGAE REGGAE FORCE: THE POWER OF A GREAT BRAND

Levi Roots, Who Built His Reggae Reggae Sauce Caribbean Food & Drink Products Into a £30 Million Empire

Interviewed by **Irene Graham OBE**, CEO, ScaleUp Institute

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THEATRE 1

**FOUNDER'S FORMULA,
SCALING UP & KEYNOTES**

Chaired by **Jeannette Pearce MBE**,
Serial Entrepreneur, Non Exec Director, Business Mentor & Author

10:15 - 10:25	<p>WELCOME INTRODUCTION</p> <p>Jeannette Pearce MBE, Serial Entrepreneur, Non Exec Director, Business Mentor & Author</p>
10:30 - 11:10	<p>KEYNOTE ADDRESS: BUILDING A BUSINESS THAT'S PLANET-POSITIVE</p> <p>Deborah Meaden, Investor & Business Leader</p>
11:15 - 12:00	<p>FOUNDER'S FORMULA: HOW TO SECURE BIG MARKETING OPPORTUNITIES ON A SMALL BUDGET</p> <p>Kathryn Burn, Founder of Pyfamily Alex Latham, Co-Founder of Chip Grayson Hart, Founder of PureSport Gordon Glenister, Author of Best-Selling Book Influencer Marketing Strategy</p> <p>Moderated by Jeannette Pearce MBE, Serial Entrepreneur, Non Exec Director, Business Mentor & Author</p>
12:05 - 12:35	<p>SCALING UP DISCUSS AND DEBATE: CYBER SECURITY & DATA SAFETY - HOW TO PROTECT YOUR BUSINESS</p> <p>Stav Pischits, CEO of Cynance Charles Delingpole, Founder of ComplyAdvantage Sean Towns, Systems Engineer EMEA, Dell</p> <p>Moderated by Stav Pischits, CEO of Cynance</p>
12:35 - 14:00	BREAK
14:00 - 14:30	<p>SCALING UP DEBATE AND DISCUSS: SCALING UP WITHOUT DAMAGING SUSTAINABILITY</p> <p>Sahar Hashemi OBE, Co-Founder of Buy Women Built & Coffee Republic Katie Lopes, Founder of Stripe & Stare Paul Brown, Founder of BOL Foods</p> <p>Moderated by Neha Rajesh, Marketing Lead Chrome Enterprise EMEA, Google</p>
14:35 - 15:15	<p>FOUNDER'S FORMULA: DOORS TO MANUAL - HOW TO PREPARE FOR AN EXIT</p> <p>Jamie Waller, Sold His First Business, JWB for £33m Alex Depledge MBE, Founder of Hassle.com (which she sold for c £30 million) & now Resi</p> <p>Moderated and closing remarks by Margaret Rice-Jones, Chair, ScaleUp Institute & Senior Independent Director, De La Rue plc</p>

EXHIBITION & NETWORKING - THROUGHOUT THE DAY

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THEATRE 2
**FINANCE & INVESTMENT
& FUTURE TRENDS**

Chaired by **Christiana Stewart-Lockhart**, Director General, EISA

10:15 - 10:25	<p>WELCOME INTRODUCTION</p> <p>Guy Tolhurst, Founder & Group Chief Executive Officer, Indagate Group</p>
10:30 - 11:10	<p>FINANCE & INVESTMENT: INFLATION MANIA, HOW TO MANAGE THE INCREASING COSTS OF RUNNING A BUSINESS</p> <p>Harriet Hastings, Founder of Biscuiteers Jonathan Recanati, CEO & Founder of Farmer J Deirdre Mc Gettrick, Founder & CEO of ufnish.com Karen Ko, Commercial Finance Director, Pleo</p> <p>Moderated by Sara Turnbull, Social Entrepreneur, Chartered Environmentalist, Business Mentor & Author</p>
11:15 - 12:00	<p>FINANCE & INVESTMENT DISCUSS & DEBATE: SCALING UP VIA VCS, BANK FINANCE & ANGELS</p> <p>Jeremy King, Founder of Attest Rob Abrahams, Co-Founder of Coat Paint Helena Barman, VC Investor at Eight Roads</p> <p>Moderated by Guy Tolhurst, Founder & Group Chief Executive Officer, Indagate Group</p>
12:05 - 12:35	<p>FUTURE TRENDS MASTERCLASS: OFFICE, HYBRID OR WFH, TACKLING MODERN WORKPLACE CULTURE & WELLBEING</p> <p>Iain Griffin, Founder of Seatfrog Greg Marsh, Co-Founder & CEO of Nous Perrine Farque, Author of The Successful Hybrid Team</p> <p>Moderated by Graham James, Chief Revenue Officer of Sodexo Engage</p>
12:35 - 14:00	BREAK
14:00 - 14:40	<p>FUTURE TRENDS PANEL: LONDON: THE NEW PALO ALTO?</p> <p>Saul Klein, Entrepreneur, Investor & Tech Campaigner Mazdak Sanii, Co-founder & CEO of Avant Arte Peter Firth, Founder & Editorial Director, Evelyn Emilie Spire, Founder & CEO of Noala</p> <p>Moderated and closing remarks by James Watkins, Head of of Policy & Public Impact, the London Chamber of Commerce and Industry</p>

EXHIBITION & NETWORKING - THROUGHOUT THE DAY

WORKSHOPS 25 APRIL

The workshops at SME XPO offer visitors the opportunity to dive deeper into key topics and find answers to specific questions from expert hosts and moderators. Places are limited - please arrive early to guarantee your seat. Each session lasts 45 minutes.

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WORKSHOP 1

10:30	ACCA	Navigating your Start Up Journey - How Can a Chartered Accountant Guide you Beyond the Numbers?
11:30	Fathom HQ	Cash Flow Management: "The Secret to Surviving and Thriving in Uncertain Times"
12:30	Dell Technologies in association with Intel	How to Build your High-Performance Team
13:30	Intellectual Property Office	Understanding your IP
14:30	FreeAgent	Save Time and Money on your Business Finances with FreeAgent
15:30	AXA	Pitch Perfect: How to Nail your Elevator Pitch

WORKSHOP 2

10:30	Sodexo	Workplace Wellbeing Made Simple
11:30	Norwich BID	The Case for Place: Why Location Matters to your Team
12:30	Dotdigital	How to Make your Customers Last by Putting them First
13:30	ChromeOS Flex	The Upgrade your PCs and Macs have been Waiting for
14:30	Eurostar	Sustainability
15:30	Barclays Eagle Labs	Barclays Demo Directory - Solving for Founder/Investor Inefficiency - Host Benjamin Storey

WORKSHOP 3

10:30	DataLords	
11:30	Kene Partners	Change to How R&D Incentives Work for SMEs
12:30	Zoho Corp	Software to Make Money, Not Headaches
13:30	HedgeFlows	International Finances Made Easy & Fair: What you Need to Know to Grow your Business Like a Bamboo
14:30	Arch	Website and App Scoping Masterclass
15:30	Salesforce	From Spreadsheets to Success: How a CRM System Can Transform Your Small Business

WORKSHOPS 26 APRIL

The workshops at SME XPO offer visitors the opportunity to dive deeper into key topics and find answers to specific questions from expert hosts and moderators. Places are limited - please arrive early to guarantee your seat. Each session lasts 45 minutes.



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WORKSHOP 1

10:30	FreeAgent	Save Time and Money on your Business Finances with FreeAgent
11:30	Autonome	A New Way of Supporting Neurodiverse Staff that Delivers Social Value and Harnesses the Power of 21st-century Technology.
12:30	Intellectual Property Office	Understanding your IP
13:30	Salesforce	CRM 1-0-1: How to Find, Win and Keep Customers with One Single Platform
14:30	Dell Technologies in association with Intel	Negotiating your Way through your Founder Journey
15:30	AXA	Startup as You Mean to Go On: Setting up for Success

WORKSHOP 2

10:30	Sodexo	Workplace Wellbeing Made Simple
11:30	Eurostar	Supporting SMEs in their Growth and Globalisation
12:30	Barclays Eagle Labs	Growth Stage Financing and Funding Options - Tips, Hacks and Best Practices - Host Amandine Rochester
13:30	Remote Recruitment	How to make virtual assistance work for your business
14:30	Dotdigital	How to Make your Customers Last by Putting them First
15:30	ChromeOS Flex	Don't bin it, just flex it: Give your Devices a Second Life with ChromeOS Flex

WORKSHOP 3

10:30	Kene Partners	How R&D Tax Credits Work for SMEs
11:30	Arch	Website and App Scoping Masterclass
12:30	Zoho Corp	Software to Make Money, Not Headaches
13:30	DataLords	
14:30	HedgeFlows	Who is Talking about Bamboo and International Finances?
15:30	Remote Recruitment	How to make virtual assistance work for your business