

# VIRTUAL ROUND TABLE

# EFFECTUATION

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APRIL 20TH 2023

**04:00 – 04:05**    **OPENING**  
**P.M. CET**

Brief introduction of the KIT Founders Forge & our honorable speakers.

Sylvia Wasz,  
Network and Project Manager,  
StartupSecure KASTEL,  
KIT Founders Forge

**04:05 – 04:10**    **WHY IS ENTREPRENEURSHIP**  
**P.M. CET**            **IMPORTANT FOR THE SOCIETY?**

Katharina Kuschel, Ph.D.  
Associate Researcher,  
KIT Institute for Entrepreneurship,  
Technology Management, and  
Innovation (EnTechnon)

**04:10 – 04:30**    **INTRODUCTION TO EFFECTUATION**  
**P.M. CET**

Learn from the research and practice how successful and experienced entrepreneurs make decisions through the effectual mode of action and get to know the five principles of effectuation.

Anita Berres,  
Consultant and coach in the fields of  
strategy & kinesiology,

Marcos González,  
Ph.D. Candidate at KIT-Entechnon /  
Chair of Entrepreneurship and  
Technology Management,  
KIT Institute for Entrepreneurship,  
Technology Management, and  
Innovation (EnTechnon)

**04:30 – 04:45**    **Q&A SESSION**  
**P.M. CET**

**04:45 – 05:30**    **ROUND TABLE**  
**P.M. CET**

Moderator:  
Sylvia Wasz,  
KIT Founders Forge

WITH

- Anita Berres: Consultant and coach in the fields of strategy & kinesiology
- Marcos González: Ph.D. Candidate at KIT-Entechnon / Chair of Entrepreneurship and Technology Management

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- Katharina Schmidt, Co-Founder and CEO apic.ai GmbH, Germany
- Shady Badr, Founder and CEO of AMWAL, Egypt
- Maximilian von Lonski, Founder of VISS, Germany

**05:30 – 06:00**    **Q&A AND DIGITAL NETWORKING**  
**P.M. CET**

**06:00**            **CLOSING**  
**P.M. CET**

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**IT DOESN'T MATTER WHERE YOU  
ARE - CONNECT AND JOIN US.**

**SEE YOU  
SOON!**

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**SYLWIA WASZ**

CONTACT

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