

High-growth technology business forum

Growth financing

Monday, 15 April 2024

17.00-18.00 CET (main event)

18.00-19.00 CET (optional meet-the-speakers session)

17:00 Introduction

Thomas Bereuter, Innovation Networks Manager, European Patent Academy,
European Patent Office

Dana Colarulli, Executive Director, Licensing Executives Society International
(LESI)

17:05 Growth Financing forum

Live case study presenter: **Lex Hoefsloot**

Co-Founder at Lightyear

Expert panel chair: **Willem Bulthuis**

Founder and CEO of Corporate Ventures Advisory GmbH

Expert panel representative from Europe: **Moritz von Klot**

Investment Team, Earlybird Venture Capital X
Munich, Germany

Expert panel representative from Asia: **Jamie (Soon Jia Mei) Soon-Kesteloot**

President, I3PM International Institute for Intellectual Property Management
Singapore & Paris, France

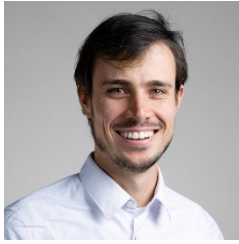
Expert panel representative from North America: **Ted Sichelman**

Professor, University of San Diego School of Law
San Diego, USA

18:00 Meet the speakers (optional)

19:00 End of the event

Case-study presenter biography



Lex Hoefsloot

Co-Founder at Lightyear

Eindhoven, The Netherlands

During his mechanical engineering studies at TU Eindhoven, Lex founded Solar Team Eindhoven, which won the Australian solar car race four times. In 2016, he co-founded Lightyear with fellow solar racers. As CEO, Lex led the company through ups and downs, proving solar cars are commercially viable and technically possible.

Case study description

A strong IP portfolio plays a key role in fundraising but also offers a venture many options to pivot or restart after financial difficulties. This forum provides unique insights into how a pioneering venture developing solar vehicles did this. Learn how to develop and implement a solid IP strategy to prepare for both successes and challenges.

The case study is presented by Lex Hoefsloot, the visionary, inspirational founder and (until recently) CEO of Lightyear – the developer of the first solar-powered production car. Started in 2016 by students winning the World Solar Challenge four times, the company designed and developed an efficient, well-designed family car, covered by solar panels. Series production started in 2022, with a triple-digit company valuation. In 2023, the company ran out of money, but pivoted and restarted with a focus on their world-leading solar-car roof technology.

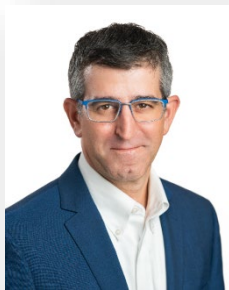
Hear about the exciting journey from student team to full car OEM to leading component supplier, with many ups and downs. Learn about the key role that the IP portfolio played in raising substantial funding and in pivoting and restarting the company. A global panel of venture capital and IPR experts will discuss what learnings high-growth tech business leaders can get from this case study.



Thomas Bereuter

Innovation Networks Manager, European Patent Academy, EPO
Munich, Germany

Thomas Bereuter is a certified licensing professional (CLP) with over 20 years' experience in international commercialisation of early-stage technologies. He has founded and supported several high-tech start-ups and university spin-offs. Mr Bereuter was also a driving leader of the business incubation and technology transfer waves in Austria in the early 2000s.



Dana Colarulli

Executive Director, Licensing Executives Society International (LESI)
USA

Dana Colarulli is an attorney and senior government affairs professional with more than two decades of experience working on legal-related technology policy and intellectual property issues in and with the private sector, the Executive Branch of the U.S. government and the U.S. Congress.



Willem Bulthuis – Expert panel chair

Founder and CEO of Corporate Ventures Advisory GmbH
Munich, Germany

Willem was 30 years in key positions at global high-tech corporations like Philips and NXP Semiconductors, in Europe and Silicon Valley. He now brings together ventures, investors and corporates to drive innovation with scalable impact, and is co-founder and board members at numerous sustainable energy, transport and construction ventures.



Jamie (Soon Jia Mei) Soon-Kesteloot – Expert panel representative from Asia

President, I3PM International Institute for Intellectual Property Management
Singapore & Paris, France

Jamie is an inspirational leader and IP expert, building bridges between R&D, intellectual property and business. Originally from Singapore, she does this for EssilorLuxottica in Paris. She is also president of the I3PM International Institute for Intellectual Property Management and of NextUp, stimulating diversity and inclusion in DeepTech innovation.



Ted Sichelman – Expert panel representative from North America

Professor, University of San Diego School of Law
San Diego, USA

Ted Sichelman is Professor of Law and Director, Center for Intellectual Property Law & Markets at the University of San Diego School of Law. He is co-author of one of the most-cited law articles on startups and intellectual property. Before becoming a law professor, he founded a venture-backed software company.



Moritz von Klot – Expert panel representative from Europe

Investment Team, Earlybird Venture Capital X
Munich, Germany

Moritz von Klot is part of the Earlybird Venture Capital X team, looking at pre-seed/seed deep tech topics, especially University spin-outs. Before that, he was investment manager at UnternehmerTUM and visiting investment analyst at Pelion Green Future, KPMG, and Imperial College London.