

Lecture Thursday | June 6th, 2019 | 11:15 a.m. – 12:00 p.m.

Dr. Bernd Storm van's Gravesande

Founder of Bits & Pretzels



Rethink the Matchmaking Strategy

Lecture Title:

"Bits & Pretzels: It's a Perfect Match for Startups!"

Content of the lecture:

Bits and Pretzels is all about perfect matches: Founders meet founders, founders meet investors, founders meet talents, founders meet research, founders meet corporates — and vice versa. In their conversation, Bernd and Holger highlight some of the success factors for good matchmaking among all participants and discuss the various formats Bits and Pretzels have developed to support it. From personal matchmakers for individuals to the famous Munich Oktoberfest morning on the very last day, the event is centered around founders for each and every minute.

CV of Dr. Bernd Storm van's Gravesande:

Dr. Bernd Storm van's Gravesande is co-founder of the contract management service [aboalarm \(www.aboalarm.de\)](http://www.aboalarm.de), that he sold to the media company ProsiebenSat1 Media SE. In October 2013, Bernd also founded Bits & Pretzels as a cozy Bavarian founders breakfast with the intention to create a networking platform for the Munich start-up ecosystem. As a co-host, Bernd especially works to help Bits & Pretzels connect and develop partnerships. Thereby, the event has grown to the huge founders festival, where more than 5.000 entrepreneurs meet to discuss current start-up topics.

Earlier in his career, Bernd served as Director Strategy Consumer & Devices at Fujitsu Siemens Computers as well as Business & IT Consultant at Cap Gemini Ernst & Young. Bernd holds a PhD in Management & Information Technology from the Witten/Herdecke University. He studied at Duke University, Vienna University of Economics and Business and at the University of Manchester.