



# HSE FEST

## INTERNATIONAL UNIVERSITY STARTUPS & SPIN-OFFS FESTIVAL

**24–28**  
JUNE

2019

ST. PETERSBURG, RUSSIA

**Dates:** 24-28 June 2019

**Venue:** Kantemirovskaya St., Building 3A, St. Petersburg, Russia

**General partner:** Rostelecom PJSC

**Organizer:** Higher School of Economics — St. Petersburg

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## About the Festival

The festival is a platform for the formation of an international startup community. It enables startups to get feedback on their projects from leading Russian and foreign experts, as well as to find partners in the person of leading Russian corporations and venture capital investors. A nice bonus is the opportunity to win prizes from the festival partners.

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## Uniqueness

For the first time, teams from leading universities in the USA, Great Britain, Germany, Italy, Sweden, Norway, Turkey, Russia, Israel and Estonia come together at the campus of the Higher School of Economics in St. Petersburg.

The festival is held from 24 to 28 June in the form of a mini-acceleration program for the finalist teams, who come to Russia to present their technological developments.

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## General Partner

The festival is held with the support of PJSC Rostelecom — one of the largest Russian companies in the field of high technologies. The chairman of the festival jury is President of PJSC Rostelecom Mikhail Oseevsky.



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## Partners

PJSC VimpelCom

Kaspersky  
Laboratory JSC

Commercialization  
Reactor



## Festival 2019

June 24–28, HSE University — St Petersburg hosted the International University Startups & Spin-Offs Festival (HSE Fest). Young entrepreneurs from Tallinn University of Technology with their project Timey — a start-up company producing small-scale chemical indicators showing whether food products are stored and transported at the right temperature — received the first prize of 10 000 USD for the business development.

Teams from universities of the USA, Israel, the UK, Germany, Italy, Sweden, Norway, Turkey, Estonia and Russia gathered at HSE University — St Petersburg. For four festival days the participants attended the events of the acceleration programme: the leading Russian and foreign experts shared with them their knowledge in the field of marketing, fundraising and PR.



“For us the festival became a new starting point”, — says Anastasia Telichko, a student of HSE University — St Petersburg, member of the team “Sphere”. *“During this week we leveled up our understanding of how start-ups function at the very first stages, how to enter business environment, how to interact with your clients and partners, how to structure the project and present it in the best possible way”. “Now we are developing a new concept for our start-up and are looking for the new strategy of international promotion. We’ve received an important feedback from the experts, and now we understand what’s the right direction for further development”, — adds Anna Gomarteli, another team member.*



Anya Berlova from “Any Berlova Designs” project (Leeds School of Business at the University of Colorado, Boulder) also shared her thoughts of the festival: *“The mission of my company is to stand up to bullying around the world and support individuality in children. We have developed a smart device application that will help us to achieve this goal. Here I met amazing people, investors, partners and just learned as much as I could about what entrepreneurship is like in Russia, the Russian market, and new ideas and experiences”.*



On Friday, June 28, the participants presented their projects at the final pitch session. In 10 minutes, the teams told how they were going to advance and commercialize their products. Startups were evaluated by the expert jury headed by Mikhail Oseevsky, President of Rostelecom company.

The first place and a grant of 10 000 USD was awarded to the project Timey from Tallinn University of Technology. The team of uFraction8 project from Scotland won a grant of 7 000 USD, and the third prize of 5 000 USD was awarded to Artiness project from Italy. Two projects also received People's Choice Awards: Timey and Annoto project from Israel.



The winning start-up — Timey — produces chemical indicators aimed at controlling that cooled food products are stored and transported at the right temperature. Their technology allows not only controlling the quality of products; in case of any malfunction, it helps to indicate at what stage of the supply chain it occurs. Thus, Timey technology helps to avoid disputes between the manufacturer and the vendor regarding the responsibility for the damaged product.

*"We are going to split the money into two parts. We'll spend the first one on producing the stock of indicators, so that we can satisfy the needs of companies as quickly as possible. The second part will be spent on patenting. Estonian market is not so large, so we are to enter the international market", — comments Tatiana Zaretskaya, representative of the team of developers.*



Director of the project office "Technology development" of Rostelecom company, Liubov Simonova-Emelyanova shares her impression of the festival: *"We should develop entrepreneurship not only on the basis of the already formed companies, we need a wider look. We pay a lot of attention to student projects, and work with them in different forms. We are mostly interested in the technology solutions developed by Russian students, but are also looking for foreign projects aiming to enter the Russian market. Organization of the international student festival is our first experience of collaborating with HSE University — St Petersburg in the sphere of developing innovative entrepreneurship. The projects presented during HSE FEST were really interesting. We consider some of them as pilot projects for further development with the support of Rostelecom. We'll study them in detail".*

Sergey Kadochnikov, Director of HSE University — St Petersburg underlined: *"Development of the entrepreneurial university environment, forming the relevant skills and competencies are one of our most important tasks for the future. It is also important to provide students with the opportunity of getting acquainted with international innovative start-ups, give them a chance to make new contacts with potential partners from different countries and exchange experience. HSE FEST became the first step of our campus in this direction, and we're going to develop further".*





**TECH TRACKS****Digital health**

As technology continues to help us achieve previously unattainable results in healthcare, we take a look at the hot topics at the frontier of human health.

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**EdTech**

We believe in the power of technology to transform the education process and the ability of education to build innovative future generations. Thus, we will explore the latest developments in the area and overlook promising new technologies.

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**Neurotechnology**

Brain-computer interfaces could change the way people think, soldiers fight, and Alzheimer's is treated. However, one of the biggest challenges is that first, we need to understand better how the human brain works. In this track, we will explore the latest developments and answer many open-ended questions.

**ACCELERATION FIELDS****Startup Management**

Startups are incredibly stressful to run, given the fact that the products are maybe at an embryonic stage. In this section, we will examine how successful entrepreneurs learn about managing, growing and scaling startups. As well as discover modern, innovative practices and tools that can have a tremendous impact on your success.

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**Growth Hacking & Marketing**

We will focus on innovative ways of marketing products and services using digital technologies, mainly on the Internet, but also including mobile phones, display advertising, and any other digital medium.

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**Fundraising and Financing Strategies**

If you're hoping to launch a startup, chances are you'll need some funding down the road. In this section, we will examine a variety of fundraising challenges that lie ahead of a university startup or spin-off set to raise funding from venture capitalists and other possible sources.

**SCHEDULE****MONDAY, 24<sup>th</sup> JUNE / ROOM 345**

10:00 – 10:15	<b>2019 Opening Ceremony</b> <b>Philip Kazin</b> , Deputy Director of National Research University “Higher School of Economics” — Saint Petersburg
10:15 – 11:45	<b>Opening Session</b> This session serves as an opportunity at the start of the festival to address all event attendees together and introduce participants to one another
11:45 – 12:05	<b>Coffee Break &amp; Networking</b>
12:05 – 13:00	<b>How to get customers with 0 budget and how to scale your marketing as your business grows</b> <b>Roman Kumar</b> , One of co-owners (ex-CMO) of Qlean — World’s 3-rd on-demand cleaning company. CEO & Founder of Qmarketing Agency, Russia, Moscow
13:00 – 14:00	<b>Lunch</b>
14:00 – 15:00	<b>Referral Marketing: How Micro Influencers Can Bring Macro Sales</b> <b>Alexander Nevidimov</b> , BitRewards, Russia, St. Petersburg
15:00 – 16:00	<b>10 Steps to Win: Expanding to the USA</b> <b>Robert Neivert</b> , Venture Partner, 500 Startups, USA, San Francisco
16:00 – 16:15	<b>Coffee Break &amp; Networking</b>
16:15 – 17:50	<b>Strategy Session: Building a Successful Marketing Strategy</b> <b>Konstantin Homchenko</b> , CEO and Founder, Chili Marketing <b>Alexander Nevidimov</b> , CTO, BitRewards <b>Alexander Krass</b> , CEO and Founder, FriendWork
17:50 – 18:20	<b>Dinner</b>
19:00 – 21:00	<b>Boat Trip</b>

**TUESDAY, 25<sup>th</sup> JUNE / ROOM 345**

10:00 – 11:40	<b>How to acquire paying users and customers through Facebook: A practical step-by-step guide</b> Evgeny Marchenkov, co-founder and CEO of AdSide Media, St. Petersburg, Russia
11:40 – 12:00	<b>Coffee Break</b>
12:00 – 13:00	<b>How to build and use sales pipeline that doesn't suck</b> Dmitry Vorotnikov, Product Manager, Weigandt Consulting GmbH
13:00 – 14:00	<b>Lunch</b>
14:00 – 16:00	<b>Business Planning and Modelling: Drafting Roadmap for Growth</b> Oleg Amurjuev, Program Director at York Entrepreneurship Development Institute ("YEDI"), Canada, Toronto
16:00 – 16:15	<b>Coffee Break &amp; Networking</b>
16:15 – 17:20	<b>Predictable Revenue: Turn Your Business Into a Sales Machine</b> Vitaliy Novikov, University of Sales, Russia, St. Petersburg
17:20 – 18:20	<b>Building an effective PR strategy in order to build new sales channels and gain more value from the existing channels</b> Vitaliy Yanko, Managing Partner at SoftwareLead, Russia, St. Petersburg
18:20 – 19:20	<b>F2F Strategy Session: Building a Successful Sales Strategy</b> Vitaliy Novikov, University of Sales Vitaliy Yanko, SoftwareLead Evgeny Marchenkov, AdSide Media Dmitry Yugay, AdSide Media
19:20 – 19:50	<b>Dinner</b>
19:50 – 22:00	<b>City Tour</b>



**WEDNESDAY, 26<sup>th</sup> JUNE / ROOM 345**

10:00 – 11:00	<b>Actionable fundraising strategies, methods, hacks, and tricks that help find and get in contact with investors</b>  Sergey Fradkov, General partner, Startup Accelerator iDealMachine, New York, Berlin, St. Petersburg
11:00 – 12:00	<b>Pitching to Win: Structure</b>  Robert Neivert, Venture Partner, 500 Startups, USA, San Francisco
12:00 – 12:15	<b>Coffee Break &amp; Networking</b>
12:15 – 14:00	<b>Financial Projection Framework: From Assumptions to Key Indicators</b>  Oleg Amurjuev, Program Director at York Entrepreneurship Development Institute (“YEDI”), Canada, Toronto
14:00 – 15:00	<b>Lunch</b>
15:00 – 16:00	<b>How to set up a successful crowdfunding campaign. Strategy and Tactics</b>  Evgenii Dubovoi, CEO at Evapolar
16:00 – 17:00	<b>Predicting New Product Success or Failure</b>  Ivan Gorshunov, Managing Director, New Digital Services, VTB Bank, Russia, Moscow
17:00 – 17:15	<b>Coffee Break &amp; Networking</b>
17:15 – 18:00	<b>Strategy Session: Perfect Pitch Workshop</b>
18:00 – 18:30	<b>Dinner</b>
18:30 – 21:00	<b>Hermitage Museum Evening Tour</b>

**THURSDAY, 27<sup>th</sup> JUNE / ROOM 345**

10:00 – 11:00	<b>Pretotyping</b>  Karina Sotnik, Director, Business Incubation and Accelerator Programs, Science Center, United States, Philadelphia
11:00 – 12:00	<b>Corporate Startup Matchmaking</b>
12:00 – 12:15	<b>Coffee Break &amp; Networking</b>
12:15 – 14:00	<b>Smart Science and Technology: EdTech</b>  Igor Rozhdestvenskiy, Associate professor, Higher School of Economics, Saint Petersburg
14:00 – 15:00	<b>Lunch</b>
15:00 – 16:00	<b>Perspectives and Limitations of Noninvasive Neurotechnologies</b>  Anna Shestakova, Director of the Centre for Cognition & Decision Making, Higher School of Economics, Moscow
16:00 – 17:15	<b>Smart Science and Technology: Digital Health Innovations &amp; Trends</b>  Karina Sotnik, Director, Business Incubation and Accelerator Programs, Science Center, United States, Philadelphia
17:15 – 17:30	<b>Coffee Break &amp; Networking</b>
17:30 – 18:30	<b>Solution Factory</b>
18:30 – 19:00	<b>Dinner</b>
19:00 – 21:00	<b>Preparation for the pitching session</b>

**FRIDAY, 28<sup>th</sup> JUNE / ROOM 435**

10:00 – 10:20	<b>Opening of the 2019 Pitching Session Ceremony</b> Sergey Kadochnikov, Director, Higher School of Economics — St. Petersburg Introduction of the notable jury members, investors, opening words and wishes to startups before the session
10:20 – 12:20	<b>Pitching Session (Part 1)</b>
12:20 – 13:00	<b>Lunch</b>
13:00 – 15:00	<b>Pitching Session (Part 2)</b>
15:00 – 15:30	<b>Feedback from the jury members</b>
15:30 – 15:45	<b>The announcement of the winners of competition &amp; Inauguration</b> Top 3 winners of the pitching session will be awarded
15:45 – 16:00	<b>Coffee Break &amp; Networking</b>
16:00 – 16:45	<b>Press conference</b> Opportunity to officially distribute information and answer questions from the media, network with jury members, investors, and other attendees
16:00 – 18:00	<b>Networking with Jury Members</b>

## Notable Experts



**MIKHAIL OSEEVSKY**

President of Rostelecom,  
Chairman of the Management Board  
*Moscow, Russia*



**IVAN GORSHUNOV**

Managing director at VTB Bank  
*Moscow, Russia*



**ROBERT NEIVERT**

Venture Partner,  
500 Startups  
*San Francisco, USA*



**KONSTANTIN HOMCHENKO**

CEO & Founder, Chili Marketing  
*St. Petersburg, Russia*



**IGOR AGAMIRZIAN**

Vice President,  
HSE University  
*Moscow, Russia*



**ALEXANDER NEVIDIMOV**

CTO, BitRewards  
*St. Petersburg, Russia*



**KARINA SOTNIK**

Director, Business Incubation  
and Accelerator Programs,  
Science Center  
*Philadelphia, USA*



**SERGEY KADOCHNIKOV**

Director, Higher School of Economics —  
St. Petersburg  
*St. Petersburg, Russia*



**OLEG AMURJUEV**

Program Director  
at York Entrepreneurship  
Development Institute  
*Toronto, Canada*



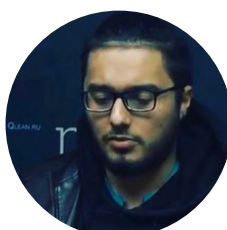
**PHILIP KAZIN**

Deputy Director, Higher School  
of Economics — St. Petersburg  
*St. Petersburg, Russia*



**VITALY NOVIKOV**

Head of Sales at EuroAuto chain  
*St. Petersburg, Russia*



**ROMAN KUMAR**

CEO of Qmarketing Agency,  
One of co-owners (ex-CMO) of Qlean  
*Moscow, Russia*

**EVGENIA BARCHENKO**

Business Development Director,  
GoTech

**KIRILL SOLOVEYCHIK**

CEO, Lenpoligrafmash

**VITALIY YANKO**

Managing Partner at SoftwareLead  
*St. Petersburg, Russia*

**ILONA GULCHAK**

Strategic Partnerships Manager,  
Commercialization Reactor Fund  
*Riga, Latvia*

**SERGEY FRADKOV**

General partner at Startup Accelerator  
iDealMachine  
*New York, Berlin, St. Petersburg*

**VITALY MZOKOV**

Head of Verification — Growth Center,  
Kaspersky Lab  
*Moscow, Russia*

**ALEXANDER KRASS**

CEO and Founder, FriendWork  
*St. Petersburg, Russia*

**IGOR ROZHDESTVENSKIY**

Associate professor, HSE University  
*St. Petersburg, Russia*

**SERGEY KOTYREV**

CEO and Founder at 1C-UMI  
*St. Petersburg, Russia*

**ANNA SHESTAKOVA**

Director of the Centre  
for Cognition & Decision Making  
Higher School of Economics

**EVGENY MARCHENKOV**

Co-founder and CEO of AdSide Media  
*St. Petersburg, Russia*

**DMITRY VOROTNIKOV**

Product Manager,  
Weigandt Consulting GmbH  
*St. Petersburg, Russia*

**DMITRY YUGAY**

Co-founder and CMO of AdSide Media  
*St. Petersburg, Russia*

**EVGENII DUBOVOI**

CEO at Evapolar  
*St. Petersburg, Russia*









## Startups



LONDON, UNITED KINGDOM

### ADVERTTU

Adverttu is an on-car Ad deployment platform that leverages Machine Learning & Artificial Intelligence technologies, which connects selected fleets of private vehicle owners with corporate Out-of-Home media buyers and brand advertisers.

**Artjom Jekimtsev**  
University of Greenwich



PETAH TIKVA, ISRAEL

### ANNOTO

Annoto is a video engagement platform, that turns passive 1-way video into an active group learning experience while providing actionable insights.

**Kirill Slavkin**  
Ariel University



MILAN, ITALY

### ARTINESS S.R.L.

Artiness is a new company offering innovative solutions to exploit augmented reality in the clinical world. We have a challenging vision: to move beyond the limits of current clinical methodologies using the revolutionary power of augmented reality with 4D holograms.

**Filippo Piatti**  
Politecnico di Milano



DENVER, USA

### ANYA BERLOVA DESIGNS

Anya Berlova Designs has a mission: to inspire and teach children to stand up to bullying and peer pressure by building confidence in the unique individual they are.

**Anya Berlova**  
Leeds School of Business at the University of Colorado, Boulder





LUND, SWEDEN

**DOMO GREEN**

Domo Green is developing on-device AI and edge-computing products & service. Highlights are: process data locally at sensors, respond in real time, identify anomalies in high accuracy, simplify implementation, and finally reduce IoT solution costs.

**Yuan Xiong**  
Lund University



KRISTIANSAND, NORWAY

**GRIDD.AI**

Gridd.ai is building a virtual AI-robot that will be a revolution for enterprise streamlining and digital transformation.

**Lage Gundersen**  
University of Agder



BERLIN, GERMANY

**LETOS**

Letos is a startup working in the field of affective computing with application to predicting human behavior/emotional spontaneous reaction within heterogeneous environments.

**Refael Shamir**  
Potsdam University



SAN FRANCISCO, USA

**POLARIS TOOLS**

Polaris Tools is committed to making the antiquated migrant worker industry in Asia and the Middle East more safe, transparent and efficient. With technology, Polaris Tools ultimate aim is to prevent the abuse, exploitation and trafficking of migrant workers.

**Jaime Sebastian Deverall**  
Stanford University



NEWARK, USA

**RED CLOVER READER**

Red Clover Reader is tackling poor quality screen time and lack of diversity in children's literature by connecting families, children and educators in a fun online marketplace.

**Vishnu Srinivasan**  
University of Illinois at Urbana-Champaign



ANKARA, TURKEY

**SEYISCO**

Seyisco is a hardware enabled smart city company, enhancing municipal's daily tasks with IoT, AI and GIS technologies. First, we developed an IoT device that can find road problems like potholes and bumps and visualize it on cloud based software.

**Burak Kantarci**

Bilkent University Electronics Engineering



TALLINN, ESTONIA

**TIMEY**

Timey produces a chemical indicator, which shows whether a food has been kept in the right temperatures. With Timey, both the producer and reseller can be sure in the freshness and quality of their food.

**Laurent Läheb**

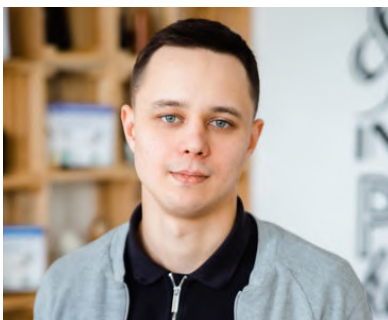
Tallinn University of Technology



FALKIRK, SCOTLAND

**UFRACTIONS8**

uFraction8 develops microfluidics-based filtration systems to help bio-manufacturers, who use biological cells in their production, to dewater and concentrate biomass with sustainable and scalable system outcompeting conventional filters and centrifuges.

**Monika Tomecka**

TOMSK, RUSSIA

**ELECTROCIRCUIT**

Engineering and creative thinking development system based on electronic kit supported with a complex of modern technologies.

**Dmitri Tkachev,**

Tomsk Polytechnic University



NOVOSIBIRSK, RUSSIA

**ENTERPLACE**

Introduces techniques of human centered design to create comfortable and legible environments. We focus on managing patient flows in healthcare by implementing wayfinding systems to clinics and hospitals. At the heart of our approach is combining scientific research of human behaviour with experiential graphic design.

**Vladimir Zyankin**

Novosibirsk State Academy of Architecture and Fine Arts





NOVOSIBIRSK, RUSSIA

### BESTRAIGHT

Is a system of therapeutic gymnastic in virtual reality game for patient with osteochondrosis.

**Andrew Terekhin**



NOVOSIBIRSK, RUSSIA

### XPECTANCY

Cloud risk control service in the financial markets for retail traders. The algorithms built into the system round-the-clock control the client's investment accounts and provide him with a stable psycho-emotional state when working in an environment with high uncertainty.

**Nikolay Zyatkov**

Technopark of Novosibirsk Akademgorodok



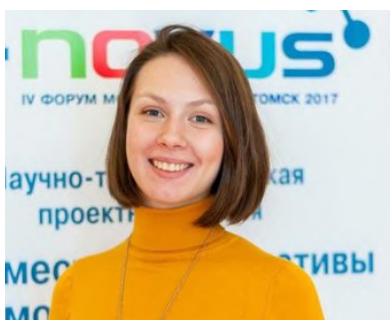
TOMSK, RUSSIA

### THE EDUCATIONAL GAME

A series of educational games for children of preschool age. Simple and interesting games. Playing this games children will learn something new.

**Ivan Alexeev**

Tomsk Polytechnic University



TOMSK, RUSSIA

### REA+

Helps people with multiple sclerosis to solve the problem of ineffective rehabilitation with help of intelligent selection of cases based on the experience of doctors, with use of biofeedback and Cross-cutting technologies.

**Ekaterina Spirina**

Siberian State Medical University



TOMSK, RUSSIA

### SWEETL

Solution to the problem of dietary which recommends you personalized recipes and also shows what products are recommended to include or exclude.

**Maxim Vakurin**

Tomsk State University of Control Systems and Radioelectronics



TOMSK, RUSSIA

### **SPIRO**

New generation Portable ultrasonic spiograph with a long recalibration cycle, intended both for individual use and for use in telemedicine services. Spiro designed for assess the state of respiratory system organs.

**Aleksandra Golubeva**

Tomsk State University of Control Systems and Radioelectronics



SAINT PETERSBURG, RUSSIA

### **THE SPHERE**

The product helps insurance companies to learn the driving style of the clients. The system consists of an electronic device, which brings together the data about the vehicle's movements and a cloud server, which analyses the data received from this electronic device. The results of analysis predict the probability of a traffic accident with this vehicle. It helps the insurance company differentiate the hull insurance tariff.

**Anna Gomarteli, Anastasia Telichko, Denis Kartashov, Artem Myasnikov**

Higher School of Economics



SAINT PETERSBURG, RUSSIA

### **GLOBAL MARITIME DIGITAL PLATFORM**

The platform provides digital documentation turnover in the area of maritime logistics ( registration of cargoes, costs calculations, tracking). The users of the platform are the shippers and the consignees, transport and logistics companies. The platform uses blockchain technologies (smart contracts), that ensure its transparency, flexibility and speed.

**Alexandra Andreeva**

St. Petersburg National Research University of Information Technologies, Mechanics and Optics















NATIONAL RESEARCH  
UNIVERSITY  
SAINT PETERSBURG

## About HSE University

HSE University St. Petersburg (Russia) is the lead organizer of International University Startups & Spin-Offs Festival and is internationally recognized academic center, ranked in the top 100 worldwide of higher education and research institutions in the field of sociology and international relations. Consistently listed as one of the top universities in Russia, HSE University is a leader in Russian education, and one of the preeminent economic and social sciences universities in Eastern Europe and Eurasia.

## Contacts



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