Beat: Business

B2B ROCKS - The LEADING EUROPEAN CONFERENCE For B2B And SaaS STARTUPS

Thursday 12 September 2019, At Station F

PARIS - SYDNEY, 13.09.2019, 09:23 Time

USPA NEWS - There are three critical areas of differences between B2C and B2B startups: :
* Return on Investment (ROI);
* Client Relationship;
* Decision-Making Process.

A B2B transaction is, by definition, an Investment; an Investment in Future Profitability, Cost Reduction, Timesaving, Productivity, Sales or Customer Satisfaction.

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A B2B transaction is, by definition, an Investment; an Investment in Future Profitability, Cost Reduction, Timesaving, Productivity, Sales or Customer Satisfaction. Unlike Consumers, Businesses never buy Technology simply to look good, for fun or for the user experience. Expectations of ROI are always built into the Purchase of New Technology.

B2B Markets are generally much smaller than B2Cs. Burning leads in B2C may not be a big deal if the Market has millions of Potential Customers, but, with substantially Smaller Markets in B2B, burning Leads quickly become a big deal. To succeed in B2B, Entrepreneurs need to build deep Relationships with a relatively small number of Companies. Relationship-Building Skills are critical to landing Long-Term Agreements and growing existing Relationships. This is one of the Reasons why B2B Companies are often Service-Focused and operate with a different Business Model.

B2B ROCKS "The leading European conference for B2B and SaaS startups", Second Edition, was held on Thursday 12 September 2019, at Station F (Paris). The Program was as follow :

MASTER STAGE :

- Using Community to Supercharge Growth
With Ryan Burke (SVP Sales, InVision)

- How to align B2B Sales and marketing, for good ?
With :
* Carole Offredo (VP Marketing, Dataiku)
* Kim Walsh (VP Startup, Hubspot)
* Michael Falorni (Head of Enterprise EMEA, Intercom)
* Alexandre Prot (Co-founder & CEO, Qonto)

- The most incredible Real-Time machine I ever built : Leveraging technology to accelerate product innovation
With Jean-Yves Simon (VP Product, AB Tasty) & Debanja Saha (VP of Data Analytics, Google Cloud)

- How to build and scale a brand as a B2B business
With :

* Alison Murdock (CMO, SocialChorus)
* Sven Lindner (Brand Director, Salesforce)
* Liam Boogar-Azoulay (ex-Brand Director, Algolia)
* Alex Delivet (Founder, B2B Rocks)

- From 1 to 100M€, how to scale your marketing smarter ?
With :
* Ségolène Finet (CMO, Talentsoft)
* Tricia Miller (Marketing Director EMEA, Twilio)
* Caroline Tailleferd - Guibert (VP Marketing, Tinyclues)
* Yves De Montcheuil (Ex-VP Marketing, Talend)

- How to make the most of your accelerator: the Alsid's story
With Anne-Sybille Pradelles (Head of Operations, Alsid) & Matthias Fille (Acceleration Program Director, Axeleo)

- How to setup your hiring process and scale company culture
With :
* Roxanne Crossley (Chief of Staff, Scality)
* Jessica Djeziri (Head of HR, Shift Technology)
* Hanno Renner (Co-founder & CEO, Personio)
* Jonathan Azoulay (Co-founder & CEO, Talent.io)

- Go-to-Market: how to evangelize a brand new market
With :
* Anne De Kerckhove (Co-founder & CEO, Freespee)
* Geoffrey Vion (Marketing Director, Contentsquare)
* Jean-Charles Samuelian (Co-founder & CEO, Alan)
* Jonathan Userovici (Investment Manager, Idinvest)

- Going international in a post-brexit era: Europe vs US vs Asia
With :
* Claire Houry (General Partner, Ventech)
* Renaud Visage (Co-founder & CTO, Eventbrite)
* Pontus Noren (Co-founder, Cloudreach)

- External growth: accelerate your growth by acquiring other businesses
With :
* Amélie Faure (Operating Partner, Serena)
* Alisa Roskach (Head of Strategic Partnerships, Fretlink)
* Jean Canzoneri (Co-founder & CEO, Ogury)
* Eric Dumain (VP Product, ObservePoint)

- Funding strategy: all the way up from to Seed to mega-rounds
With :
* Agathe Wautier (Co-founder & CEO, The Galion Project)
* Clément Buyse (Co-founder, PeopleDoc)
* Eric Larcheveque (Co-founder & Chairman, Ledger)
* Ismael Ould (Co-founder & CEO, Wynd)

FRENCH TECH CENTRAL :

- How do you build your B2B Saas business for scale ?
With Guillaume Princen (Head of Europe, Stripe)

- How to make your software evolve from a Product to a Platform

With :
* Marie Outtier (Co-founder & CEO, Aiden.a)
* Marion Darnet (Lead Product Manager, Privateaser)
* Sebastien Levaillant (VP Product, Payfit)
* Joseph Tempier (Head of Innovation Projects, Mirakl)

- Leasons learned from young graduate to Co-founder & CPO managing 100 employees
With Alexis Fogel (Co-founder & ex-CPO, Dashlane | Co-founder, Stonl)

- How engineer hiring can make or break your SaaS business
With Laurent Perrin (Co-founder & CTO, Front) & Pierre Queinnec (Co-founder & CEO, Jenji)

- How to shape the most reliable and secure tech in 2019
With :
* Apolline Aigueperse (Director of Cyber, CybelAngel)
* Giovanna Giammarino (VP Engineering & CISO, Alkemics)
* Jean-Baptiste Aviat (Co-founder & CTO, Sqreen)
* Maxime Cartan (Co-founder & CEO, Citalid)

- What it takes for a technology startup to have enterprise customers
With Pavlo Baron (Co-founder & CTO, Instana)

- Leverage the Value of Ecosystems when selling to large companies
With Mike Wolff (SVP Global ISV Partners, Salesforce) & Michaël Bentolila (Co-founder & CEO, InsideBoard)

- Sales as a Science, a scientific approach to B2B Sales
With Andy Farquharson (GM EMEA, Winning by Design)

- How to streamline your customer service process to gain in velocity
With :
* Ã…sa Nyström (VP Customer, Buffer)
* Harrison Rose (Co-founder & CCO, Paddle)
* Gilles Samoun (Founder & CEO, Salesmachine)
* Martial Graslin (Country Manager, Botify)

- How to manage cash (flow and burn) while growing
With :
* Jana Eisenstein (President, Mirriad)
* Marie Dessaint (CFO & Compliance Officer, Iris Capital)
* Kevin Kimber (CEO, Rimilia)
* Charles Miglietti (Co-founder & CEO, Toucan Toco)

- Bulletproof elements to raise Seed and Serie A round as a B2B startup
With :
* Cayetana Hurtado (Investor, Balderton Capital)
* Louis Coppey (Principal, Point Nine Capital)
* Ben Blume (Partner, Atomico)
* Bertrand Dufour (Partner, RSM France)

- How to make the most of your relationship with your investors
With :
* Pauline Roux (Partner, Elaia)
* Mathieu Viallard (General Partner, Axeleo Capital)
* Norbert Furnion (Managing Partner, Edenred Capital Partners)
* Adrien Chaltiel (Co-founder & CEO, Eldorado)

Source : B2B ROCKS -
The leading European conference for B2B and SaaS startups -Thursday 12 September 2019, at Station F (Paris)

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Article online:
https://www.uspa24.com/bericht-15910/b2b-rocks-the-leading-european-conference-for-b2b-and-saas-startups.html

Editorial office and responsibility:
V.i.S.d.P. & Sect. 6 MDStV (German Interstate Media Services Agreement): Ruby BIRD & Yasmina BEDDOU (Journalists/Directors)

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