



We cordially invite you to the **10th edition of Lift**, the leading conference on digital innovation, taking place **February 4-6 2015 in Geneva**.

In order to celebrate its 10th anniversary in style, Lift offers an exclusive program, full of rich, rather intimate sessions in an interactive break-out format. Recognised amongst the **Top 5 innovation- and entrepreneurship events in Europe**, Lift brings together participants from over thirty countries.

## Confirmed Speakers

This February high-profile [speakers](#) will explore the impact of digital technologies on our society, among them renowned innovators such as

- Alexander Rose, Executive Director of the Long Now Foundation, building a **ten thousand year clock** in the desert of Nevada
- Stefan Thomas, CTO of one of the most promising bitcoin start-ups in Silicon Valley, backed by investors such as **Andreessen Horowitz** and **Google Ventures**
- Frederic Jacobs, Security Researcher at WhisperSystems, the solution chosen by **Whatsapp** for encrypting all their messages
- Adrian Hon, author of "A History of the Future in 100 Objects"
- Kate Darling, Research Specialist **MIT Media Lab** and fellow at the **Harvard Berkman Center**
- Xavier Damman, co-founder of **Storify.com**, the largest social media curation platform used by top publishers, brands and organizations around the world

## **Lift to Space with the European Space Agency**

The Lift15 Conference will open with a pre-Lift Plenary Session by the European Space Agency (ESA) on Wednesday the 4th of February, as Switzerland is co-presiding the 2015 ESA Council. ESA and Lift will welcome startups, economic actors and innovators to explore new business applications around satellite data and stimulate the emergence of new ideas and services, through interactive and joint breakout formats, spread over two days and hosted within the conference's programme.

## **Seedstars World Competition: 45 Entrepreneurs from 37 Countries**

In its role as innovation platform, hosting selected partner initiatives, Lift15 will host the **Seedstars World Competition**. 45 entrepreneurs from 37 countries will present their business ideas at the grand final to win an equity investment of up to USD 500'000. Meet the entrepreneurs and attend one of their five dedicated workshops. Don't miss the masterclass dedicated to Women Entrepreneurs : [The Female Touch: How Women Entrepreneurs Are Coming out on Top](#) on Wednesday.

## **35 Workshops to Connect Innovators**

Going a step beyond the traditional conferences, Lift15 roll-outs an intense program of workshops, masterclasses and debates: [Douglas Arellanes](#), Sourcefabric co-founder, will present hands-on ways to verify citizen media reports with the open-source Citizen Desk software at his [Real-time Fact-checking in Mozambique](#) Workshop. [Chris Taggart](#), co-founder of OpenCorporates and named in the Top 10 Digital Social Innovators to watch out for by **The Guardian**, will show participants how to map the [most powerful companies in the world with open data](#). Finally, the Swiss National Science Foundation will host a workshop to

discuss crowd-funding in science.

The conference schedule is available at <http://liftconference.com/lift15/schedule> and media materials can be downloaded directly at <http://liftconference.com/about/press/kit>

**Venue:**

Centre International de Conférences Genève (CICG)

17 rue de Varembé, Geneva

Parking: free for conference participants

Transport: Bus no. 5, stop “Vermont” / Bus no. 28, stop “Nations” / Bus no. 8, stop “UIT” /

Tram no. 15, stop “Nations”

We look forward to welcoming you at Lift!

Best regards,

Abir Oreibi, for the LIFT team,

[press@liftconference.com](mailto:press@liftconference.com)

Tel. +41 76 513 20 29