



Startup Weekend
Kraków

Summary



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150 Attendees, 33 Mentors, 9 Judges, 20 Organizers,
100 pizzas, 800 sandwiches, months of preparations and
countless sleepless nights... all this for
Startup Weekend Krakow 2012!

**That was such an amazing weekend! 3 days of pitching, working, talking,
planning, designing, creating... but let's start from the beginning.**

Day 1 Friday (20.01.2012)

We started SWKrakow with official Opening Ceremony, thanking our sponsors and all contributing companies that helped in organizing the whole event. After brief introduction, our special guest Don Dodge – Advocate Developer at Google delivered a speech about startup history and what possibilities it brings.

After official introduction, Networking & Pizza by Ganymede started. All Attendees had a chance to get to know each other while having a delicious pizza for dinner. When everyone felt full, all the Attendees met James Digby – a Startup Weekend Facilitator who came on stage with such an energy that electrified all the Attendees with great inspiration and enthusiasm.



At 8.30pm we started sharing ideas – official Pitching on stage. Everyone had a chance to stand in front of the audience and present their idea for project. We got 40 pitchers, including a 10-year-old Boy (Krystian), who evoked a true fever on Twitter and quickly became 'the youngest pitcher ever'.

After presenting all the ideas, voting started. Audience voted for the best pitches, which were then developed during the whole weekend. After getting voting done, we got ideas for startups,





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which were considered the best. The full list of Final startup projects you can find here: <http://krakow.startupweekend.org/2012/01/22/list-of-startup-weekend-krakow-projects/>

When we got a full list of chosen projects, teams started to form, discussing ideas, looking for the members, filling in empty spaces to work on every project. After that, first working started. Many of Attendees stayed till late night hours, some of them even stayed for the night, sleeping everywhere :)



Day 2, Saturday (21 January, 2012)

Day 2 started with breakfast (delicious sandwiches!), a lot of coffee and inexhaustible, positive energy. Teams had time till noon, when Mentors Introduction started. During the whole three days Attendees might have asked for help over 30 Mentors (including representatives of such companies as Allegro Group, Interia.pl, Onet, Empathy, Ganymede



and many more), who turned out to be the best Mentors we can imagine. They were very open, helpful, trying their best to answer every question, come to every table and get to know all of the projects. They didn't hesitate to share their knowledge, give tips, show a way to develop idea but also criticize, when it came

down to mistakes that teams might have been up to.

After Mentors Introduction, stage was taken by Aleksandra Kubicka (from Allegro Group), who attracted teams' attention to how important PR is when it comes to entering the market with new product or service.

At 2:00pm, when everyone got hungry, we got dinner sponsored by KOMPANY. After re-charging batteries, teams got back to work,





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continuously asking all of the Mentors for help. What is important – during all the weekend also Judges were very active. They joined Mentors’ force and also spent all three days getting to know every project, helping as well. SWKrakow Attendees’ tweets show how much grateful Attendees were for all the Mentors’ and Judges’ effort put into their ideas:

- “The mentors at the #swkrakow event were amazing - very high-profile folks dedicating their weekend to teach young folks about entrepreneurship and help them with their piece of advice.” @MichaelNozbe
- “Grzegorz Wojcik - CEO Allegro has done the incredible work. He was working with every team on this event! I'm impressed! Thx” @Monopol
- “Thank you for a wonderful weekend! It was a mind blowing experience! So many people to learn from!” @luc_zmudzinski
- “Thank you #swkrakow especially mentors, judges and other great people who helped us and opened our eyes on thousands things.” @Game_Teller
- “totally great people and event :)” @kaniama

On Sunday we were the second most mentioned hashtag on Twitter! :)



At 3:15pm, Lidia Janoszka (from Ganymede) entered the stage; she was talking about computer games and their impact on today’s society.

After that, we got second Mentors Introduction – just in case, to make all of the teams aware of how priceless their help can be.

At 6:00pm we got Snack Break (great Krakow pretzels!) and Teams went back to working on their projects. Energy didn’t want to leave this place during the whole time! You could’ve seen people sitting anywhere possible, searching for ideas, solutions, tips, prompts, inspirations... we are not even able to describe the atmosphere you could feel in the air – it was extraordinary!





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After this hard work – time for After Party! Sponsor – KOMPANY invited all of Attendees to join their networking space and have fun at the Literki Club nearby. But... some of folks didn't want to disturb their hard work and again stayed in all night.

Day 3, Sunday (22 January 2012)

On the last day morning, James Digby had one-on-one time with every team to do 'Pitch Training' individually. Teams learned what's the most important when it comes to Final Presentations and why they are essential if they wanted to win.

Till the last moment, all of the Teams kept preparing their selves for the Final Presentations, which started at 5:00pm. When it all began, Twitter has gone crazy! :)

After watching 21 Final Pitches (3 teams dropped) (and standing on chairs to re-load energy) It was time for voting – Attendees used a special cards for picking the best one, Judges sit down and had a mini-conference on who should win. After voting, we got winners!

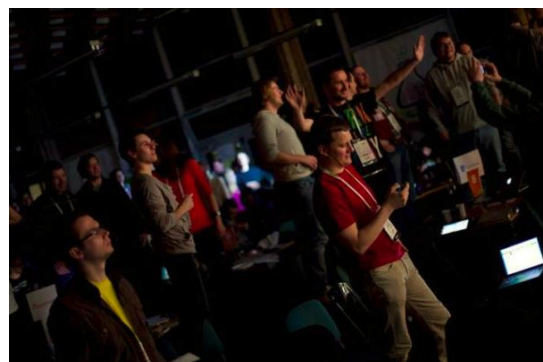


Chosen by judges:

1. Square It!
2. Game Teller
3. Ereboo

Chosen by the audience:

1. Square It!
2. PocketPill
3. Ereboo





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We finished Startup Weekend Krakow with Closing Ceremony, when Allegro Group emerged their winners of their contests (for the best logo, best startup story and best PR/marketing), and we coronated our winners.



After that, all of Attendees, Mentors, Judges and Organizers gathered on stage and celebrated these three days together.

We are really proud to be the ones who organized first Startup Weekend Krakow and we hope it was NOT the last one!





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We would like to thank everyone who was a part of this amazing event, especially our sponsors, without whom anything of these wouldn't be possible.

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