

Program Overview

PriceCon June 29, 2017 - Bonn, Germany

A blurred photograph of a crowd of people at a conference, showing the backs of several individuals in the foreground. The image is dark and out of focus, serving as a background for the registration information.

REGISTER NOW
pricecon.eu

About

PriceCon is a 1-day conference-style event designed for startups, business founders and individuals interested in the topic of pricing. Exploring new ways of building sustainable business models by identifying ways to monetize your products and services and by applying successful pricing techniques & tactics.

Schedule

The agenda is designed to deliver high-quality content focusing on how to improve your pricing skills and strategy.

In 4 workshop tracks attendees can choose from 2 sessions running simultaneously. During lunch break and networking sessions attendees can connect to and network with each other. After the workshops 5 international startups will present their pricing stories, revealing secrets and sharing practical experience.

Welcome & Keynote by Simon Kucher & Parnter (requested) 9:30am

1 st round of workshops 10:30am	"Digital Pricing"	By Christian Kolodziejczak, Senior Consultant EY / Lead Competence Circle Pricing Deutscher Marketing Verband
	"Value Added Pricing"	Britta Muzyk-Tikovsky, Founder & Managing Director Capscovil / Diversity Natives
2 nd round of workshops 11:30am	"Behavioral Pricing"	Dominik Gunkel, Head of SME/ wdp GmbH
	"Personalized Pricing "	Samuel Athlan, Product Manager StarOfService
Partner Presentation 12:30pm	"Pricing Feedback Community"	

Lunch Break & Networking 1:00pm

3 rd round of workshops 2:30pm	"What is it worth for me? A brilliant solution to an age old pricing challenge"	Bryan Cassady, Managing Director Fast Bridge Consulting
	"tdb"	Alexander Chemenda
4 th round of workshops 3:30pm	"Supporting Founders in your Portfolio"	Katka Letzing, Fintech Vertical Lead Kickstart Accelerator
	"Unleash the power of value based pricing"	Philip Huthwaite, CEO Black Curve

Coffee Break 4:30pm

1 st startup story	(Title tbd)	Lucian Cramba, Founder & CEO Fast Order App
2 nd startup story	The importance of a strategy	Louis Antoine Muhire, Founder & CEO Mergims
3 rd startup story	From freemium to premium	Meri Sørgaard, Product Marketing Manager appear.in
4 th startup story	Pricing in a social business	Ganesh Muren, Founder & CEO Saora Industries
5 th startup story	How to become successful with just 1\$ a month	Chris Stoikos, Founder & CEO Dollar Beard Club Alex Brown, Founder Dollar Beard Club

End speech, Beer & Networking 6:00pm

Speakers

We're bringing together international startup & business founders and pricing experts to let them talk about the challenges they faced and what made them successful. Unlike other formats these people have accomplished what they're teaching and speak from real-life experience.

Featured Speakers



Alex Brown

Co-Founder The Dollar Beard Club



Chris Stoikos

Co-Founder & CEO The Dollar Beard Club



Meri Sørgaard

Product Marketing Manager appear.in



Jan Dominik Gunkel

President Digantro, Inupio GmbH



Louis Antoine Muhire

Co-Founder & CEO Mergims



Ingrid Ødegaard

Co-Founder & Product Development appear.in



Katka Letzing

Fintech Vertical Lead Kickstart
Accelerator



Lucian Cramba

Co-Founder & CEO Fast Order App



Ganesh Muren

Co-Founder & CEO Saora Industries

Scope & Coverage

PriceCon is aiming to be as engaging and actionable as possible! Visitors can choose from different topics, workshops and networking sessions to pick exactly what's most valuable for them. Pricing is not the usual but definitely one very important aspect to achieve business success.

Connect

Email - info@pricecon.eu

Follow us online

Facebook - [@ThisIsPriceCon](#)

Twitter - [@ThisIsPriceCon](#)

Instagram - [@PriceCon](#)

[#PriceCon](#) [#ThisIsPriceCon](#)