



**DIE ZEIT**

VERLAGSGRUPPE  
GEORG VON HOLTZBRINCK  
GMBH

## Workshop on Social Online Services and Entrepreneurship

[centercon.cdtm.de](http://centercon.cdtm.de)

September 18, 2006

Center for Digital Technology & Management (CDTM)

Ludwig-Maximilians-Universität München  
Technische Universität München

in cooperation with  
**DIE ZEIT** and  
**Verlagsgruppe Georg von Holtzbrinck**





## \_Program

### **Basics Sessions**

In the beginning of the workshop our speakers will introduce you to the main building blocks and paradigms defining today's Social Online Services and Web 2.0 landscape.

#### **09.00 - Introduction**

Speaker: Dr. Rüdiger Salat (Holtzbrinck Trade Publishing)

*Dr. Salat welcomes the guests to the workshop and gives a brief overview about the topics of the day and a short introduction to the Center for Digital Technology and Management (CDTM).*

#### **09.15 - What is Web2.0 & Social Online Services**

Speaker: Oliver Wagner (Creative Director Lycos Europe, Blogger agenturblog.de)

*Oliver Wagner gives a broad overview of trends in the field and aims at a common concept formation of Web2.0 and Social Online Services.*

#### **10.00 - The Paradigm Shift in Web2.0**

Speaker: Andreas Neus (IBM Institute for Business Value)

Andreas Neus will talk about the fundamental paradigm shifts in new generation web applications and how they support new business models.

#### **10.45 - Coffee Break**

Real Life Social Networking.





## **Entrepreneurs' Experience and Status Quo**

The second part of the workshop focuses on how Web2.0 technologies are employed in today's businesses. Leading Entrepreneurs in the field will give insights into their experiences in setting up innovative new web services.

### **11.10 - Founder's Experience : qype**

Speaker: Stephan Uhrenbacher (Founder and CEO qype.de)

*Stephan Uhrenbacher will talk about qype, an online platform where users portrait and evaluate restaurants, bars, shops and public places in their own city - resulting in a city guide based entirely on users' input.*

### **11.50 - Wrap Up**

Moderator: Dr. Rüdiger Salat (Holtzbrinck Trade Publishing)

*Dr. Salat will summarize the main insights of the talks so far.*

### **12.00 - Lunch Break**

*Real Life Social Networking. Lunch will be provided.*

### **13.10 - CDTM Project Presentation**

Speaker: CDTM Students

*The Center for Digital Technology & Management outlines a Web 2.0 and Social Online Services project to be conducted by students after the workshop.*





## Future Outlook

In the third part of the workshop, leading experts will discuss topics highly relevant for assessing the future development of Social Online and Web2.0 Services. The panelists will delve into a couple of the most controversially discussed topics in the field and provide valuable input for an audience dealing with strategic issues of next-generation web services.

### **13.30 - Panel I: The Value of User Generated Content for Firms**

Moderator: Dr. Stephan Roppel (Holtzbrinck Business Development and eLab)

Panelists: Manuel Uhlitzsch (CEO TagWorld GmbH), Martin Weber (Holtzbrinck Networx), Gero von Randow (Chief Editor ZEIT Online), Dirk von Gehlen (Chief Editor jetzt.de), Oliver Wagner (Creative Director Lycos Europe, Blogger agenturblog.de), Klaus Eck (prblogger.de)

*What is the value of user generated content really and how can companies use it for their benefits? Is it a goldmine or is Jean-Rémy von Matt right by referring to the "Klowand des Internets".*

### **14.45 - Coffee Break**

*Real Life Social Networking.*

### **15.15 - Panel II: How to keep the crowd around?**

Moderator: Karl Szwillus (Productmanager Lycos IQ),  
Panelists: Lukasz Gadowski (Founder and CEO spreadshirt.de), Stefan Wimmer (VP Marketing billiger.de), Dr. Christian Götsch (CEO Experteer), Frank Böhnke (General Partner Wellington Partners), Martin Heibel (Implemens GmbH)

*How sustainable are business models in the field of Social Online Services? Which actions can be taken to keep the crowd around?*

### **16.30 - Wrap Up**

Moderator: Dr. Rüdiger Salat (Holtzbrinck Trade Publishing)

Dr. Salat will close the conference by summarizing the main insights of the day.

