



HGE Assembly Executive Conference “Build to Sell - Driven by Intellectual Assets”

Build your company for the ultimate exit value from day one, based on technology intellectual assets, brand intellectual assets and operational excellence intellectual assets. This executive conference is targeting especially small business owners or start-ups with high growth aspirations. A panel of experts from the USA, Europa and Asia provide practical insights into why an exit of a company should not simply be a transactional event, but a long-term process that starts with a thoroughly managed development phase years before the actual exit event and culminates in a successful integration with the new owner.

This 2-hour online executive conference is very versatile in its delivery that will keep the audience engaged. It includes a combination of short lectures that provide a know-how foundation, a live case study presented by a founder and CEO, panel discussions based on audience questions and practical take away messages for the participants.

The live case study will feature Russ Scheppmann who will present and discuss his experience in building APS Technologies Group (APS) from a small startup into a global enterprise over the course of 11 years. Russ will talk about how APS developed and acquired its intellectual assets, built its management team and operational excellence, and how and why he decided to spin-off and keep part of his business for himself, all in an effort to attract a \$6 billion buyer, ABB, a leading global technology company. Russ will highlight his best decisions and provide insights on how to successfully prepare a business for an exit.

Executive Conference Program

- **Keynote Lecture “Build to Sell - Driven by Intellectual Assets”**
Juergen Graner (Founder and CEO, Globalator)
- **Lecture “Earn What You’re Worth”**
Patrick Monroe (M&A Lawyer, Monroe Law)
- **Lecture Panel Discussion (based on audience questions)**
Juergen Graner (Founder and CEO, Globalator)
Patrick Monroe (M&A Lawyer, Monroe Law)
- **Live Case Study “APS Technology Group”**
Russ Scheppmann (Founder and former CEO, APS Technology Group)

- **Live Case Study Panel Discussion (based on audience questions)**
Russ Scheppmann (Founder and former CEO, APS Technology Group)
Juergen Graner (Founder and CEO, Globalator)
Patrick Monroe (M&A Lawyer, Monroe Law)
Ching-Cheng “James” Hou (Entrepreneur, IP Lawyer and Professor)
- **Takeaway Messages**
Russ Scheppmann (Founder and former CEO, APS Technology Group)
Juergen Graner (Founder and CEO, Globalator)
Patrick Monroe (M&A Lawyer, Monroe Law)
Ching-Cheng “James” Hou (Entrepreneur, IP Lawyer and Professor)

Why you should attend?

- Practical strategies for business decision makers
- Short lectures that focus key elements of building and selling a business
- Featuring CEO of live case study
- Discussion of audience questions by global expert panel
- Valuable information, real world experience, insights from actual practitioners

Who should attend?

- Business decision makers in SMEs and start-ups (primary target group)
- Professionals interested in mergers & acquisitions
- Individuals interested in building a business for an exit