

# AWS Partner Programme: Navigating the future: 2024 Investment and technology trends



February 29 | 09:30 – 13:00  
Fira Gran Vía | Hall 8.1 | Beta Lab

Book a priority spot [here](#)

## 09:45-10:25 | Revolutionize your startup velocity: mastering GenAI for rapid innovation (*session in English*)

Immerse yourself in the game-changing world of Generative AI with our exclusive panel! From ground breaking strategies to leveraging the power of artificial intelligence.

*Speakers:* Ariadna Font Llitjós, Co-founder and CEO, Alinia | Ramón Navarro Bosch, Co-founder and CTO, Nuclia | Alvaro Higes, Co-founder and CEO, LuzIA | Oscar Méndez Soto, CEO and Founding Partner, Stratio.

*Moderator:* Miguel Vilariño, Manager Startup Solutions Architecture, AWS Europe South

## 10:30-11:10 | Confessions of a Founder's journey and startup revelations (*session in English*)

Unlock the secrets to success as three seasoned founders spill the beans on their entrepreneurial odyssey: failures, pivots, triumphs and more! Don't miss out on this exclusive opportunity to gain insights and ask burning questions.

*Speakers:* Bernat Farrero, Co-founder and CEO, Factorial | Samir Tahraoui, Co-founder and CEO, LablaBee | Benoit Menardo, Co-founder, Payflow.

*Moderator:* Arantxa Palacio, Startup Strategic Business, AWS Europe South

## 11:15-11:55 | The keys to a successful fundraising in 2024 (*session in Spanish*)

Discover the keys to successful fundraising in the challenging landscape of 2024! Join us for an exclusive fireside chat with seasoned investors, where we dive into the strategies that will set your startup apart

*Speakers:* Luis Garay, Partner, Samaipata | Mercè Tell, General Partner, Encomenda | Aniol Brosa, Partner, Inveready.

*Moderator:* Aleix Casals, Senior Business Development Manager for Startups, AWS Iberia

## 12:00-12:40 | Female Tech Leaders Breaking Barriers: Fireside chat on VC Funding, Tech, and Startup Dreams (*session in Spanish*)

Join us for an insightful discussion on overcoming implicit biases in the fundraising landscape for underrepresented founders. Uncover the challenges faced by female founders and leaders and gain firsthand strategies from our panel.

*Speakers:* Cristina Bentué Arantegui, Co-founder and COO, IriusRisk | Marta Antunez, Hub Director, Wayra | Beth Faus, Principal, Seaya

*Moderator:* Veronica Tisera, Head of Startup Marketing, AWS EMEA South