We cordially invite you to the 10th edition of Lift, the leading conference on digital innovation, taking place February 4-6 2015 in Geneva.

In order to celebrate its 10th anniversary in style, Lift offers an exclusive program, full of rich, rather intimate sessions in an interactive break-out format. Recognised amongst the Top 5 innovation- and entrepreneurship events in Europe, Lift brings together participants from over thirty countries.

Confirmed Speakers

This February high-profile speakers will explore the impact of digital technologies on our society, among them renowned innovators such as

- Alexander Rose, Executive Director of the Long Now Foundation, building a ten thousand year clock in the desert of Nevada
- Stefan Thomas, CTO of one of the most promising bitcoin start-ups in Sillicon Valley, backed by investors such as Andreessen Horowitz and Google Ventures
- Frederic Jacobs, Security Researcher at WhisperSystems, the solution chosen by Whatsapp for encrypting all their messages
- Adrian Hon, author of "A History of the Future in 100 Objects"
- Kate Darling, Research Specialist MIT Media Lab and fellow at the Harvard Berkman Center
- Xavier Damman, co-founder of Storify.com, the largest social media curation platform used by top publishers, brands and organizations around the world
Lift to Space with the European Space Agency

The Lift15 Conference will open with a pre-Lift Plenary Session by the European Space Agency (ESA) on Wednesday the 4th of February, as Switzerland is co-presiding the 2015 ESA Council. ESA and Lift will welcome startups, economic actors and innovators to explore new business applications around satellite data and stimulate the emergence of new ideas and services, through interactive and joint breakout formats, spread over two days and hosted within the conference’s programme.

Seedstars World Competition: 45 Entrepreneurs from 37 Countries

In its role as innovation platform, hosting selected partner initiatives, Lift15 will host the Seedstars World Competition. 45 entrepreneurs from 37 countries will present their business ideas at the grand final to win an equity investment of up to USD 500'000. Meet the entrepreneurs and attend one of their five dedicated workshops. Don’t miss the masterclass dedicated to Women Entrepreneurs: The Female Touch: How Women Entrepreneurs Are Coming out on Top on Wednesday.

35 Workshops to Connect Innovators

Going a step beyond the traditional conferences, Lift15 roll-outs an intense program of workshops, masterclasses and debates: Douglas Arellanes, Sourcefabric co-founder, will present hands-on ways to verify citizen media reports with the open-source Citizen Desk software at his Real-time Fact-checking in Mozambique Workshop. Chris Taggart, co-founder of OpenCorporates and named in the Top 10 Digital Social Innovators to watch out for by The Guardian, will show participants how to map the most powerful companies in the world with open data. Finally, the Swiss National Science Foundation will host a workshop to
discuss crowd-funding in science.

The conference schedule is available at http://liftconference.com/lift15/schedule and media materials can be downloaded directly at http://liftconference.com/about/press/kit

**Venue:**
Centre International de Conférences Genève (CICG)
17 rue de Varembé, Geneva
Parking: free for conference participants
Transport: Bus no. 5, stop “Vermont” / Bus no. 28, stop “Nations” / Bus no. 8, stop “UIT” / Tram no. 15, stop “Nations”

We look forward to welcoming you at Lift!

Best regards,

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