

**Pioneers'17 augments Human Potential**

Vienna, May 29<sup>th</sup>, 2017 - The fundamental questions that Pioneers'17 (previously Pioneers Festival) will seek to answer this Thursday and Friday, center around human augmentation - the future-facing tech that will enhance human capacity to address world challenges. The event in Vienna will feature 500 selected startups and over 80 speakers including renowned global innovators such as the co-founders of Siri, Skype and Viv and the head of development behind Google Assistant. While the most promising startups will exhibit their creations, the selected Top 50 will pitch to win Pioneers Challenge powered by PwC. The ultimate prize includes mentorship with Silicon Valley's top minds, including Tim Draper and the opportunity to be featured on CNBC.com. CNBC will feature the winner as part of its new digital franchise entitled "The Brave One", a series that charts the rise of some of the world's most successful entrepreneurs. In total over 2500 attendees, among them scores of investors and innovation-hungry corporates, will file through the doors of the historic Hofburg Palace.

From **robotics** to **virtual reality**, and from **biotech** to **space tech** and **cyber security**, Pioneers'17 is about augmenting the human experience. How is the march of technology going to affect our everyday lives? What will it mean for the way we run our future societies? It's about the technological advances that have the power to enhance our lives, while always keeping our human identity and values at the centre of our thinking.

In the opening session, **Atomico's Siraj Khaliq** shares his thoughts on **Europe's deep tech potential** in a stage interview with Pioneers co-founder Jürgen Furian. **Artificial intelligence** will then form the major thread in the first day's program.

Among the sessions that will address these questions is **Artificial Intelligence Masterminds**, featuring AI guru **Babak Hodjat** of **Sentient Technologies** and **Google Assistant** architect **Behshad Behzadi**. **Skype** co-founder and **Future of Life Institute** co-founder **Jaan Tallinn** will later offer his much-anticipated thoughts on the ultimate long-term impact (and risks) of technology on our lives. And in the **Automation & The Future of Work** session, a panel of experts such as **Kathryn Myronuk** of **Singularity University**, **Andrus**



## Media Release

**Ansip**, VP of the **European Commission**, **Harald Mahrer**, **Austrian Federal Minister of Science, Research and Economy** and **Markus Braun**, **CEO of Wirecard Technologies** will look ahead to what implications this rapid technological progress will have on society.

The second day of Pioneers'17 will tackle a range of cutting-edge tech. Among others, these include cyber security, biotech and sextech. The **Listen to Your Body** session dives into biotech, and the growing possibilities for us to diagnose our own health. Later on 'Ethical Hacker' **Ralph Echemendia**, a former security advisor to Nasa, Google and the US Marine Corps, will perform live hacking into an audience member's phone! **Beth Moses**, **Virgin Galactic's** Chief Astronaut Instructor, will be on hand to give our attendees a crash course in space travel and explain how soon you can expect to be on Mars, while **Adam Cheyer** (the inventor of **Siri**) will show off just how close tech has gotten to what we used to think of as 'magic.' In **Getting Intimate With Tech**, we'll address 'sextech' in a panel discussion featuring MysteryVibe's Chief Pleasure Officer **Stephanie Alys**.

Furthermore, there will also be a conceptual exhibition about '**Augment Your Home**' and '**Augment Your Workspace**', where attendees will have the chance to experience tech that will change the way we live and work. Don't miss next-generation humanoid robotics from exhibiting startup Humanizing Technologies and professional locomotion solutions for VR by Cyberith.

For those interested in particular technologies, this year's expanded **Side Events** program will provide the right platforms for small, **curated communities** to meet and discuss initiatives and technologies. One of the highlights will be the **Diversity, Inclusion & The Future** panel discussion, which features five thought leaders including Gesche Haas of Dreamers // Doers.

And the famous networking opportunities? Our updated **Match & Meet** service will provide personalized recommendations that will automate the process of getting like-minded startups, corporates and investors discuss opportunities for collaboration. It will work hand-in-hand with our Piobot chatbot for a smooth schedule and meeting management experience.

**For the full agenda please visit:** <https://pioneers.io/piobay/agenda/95>

- Ends -



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### Note to the Editors:

#### **About Pioneers:**

Pioneers establishes business relationships between startups, executives, and investors. Established in 2009 in Vienna, Pioneers helps redefine industries by creating the platform to develop future technologies and introduce cutting-edge solutions.

#### **About Pioneers'17:**

The Pioneers flagship event takes place in the 500-year-old Hofburg Imperial Palace in Vienna and brings together a community of 2,500 founders, investors, and executives from over 100 nations. Of all future tech events globally, Pioneers has unparalleled access to European-wide tech leaders.

#### **About CNBC**

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