

**Gartner: “By 2021, more than 50% of established companies will be leveraging lean startup techniques”**

Learn from leading experts and corporate innovators how established companies are successfully leveraging the Lean Startup methodology to drive both innovation and sustainable growth at the Lean Startup Way track at GOTO Copenhagen on Sunday, October 1, 2017

### Track Speakers



**Jyoti Shukla**

Senior Director, User Experience  
at Nordstrom



**Søren Brogard**

CTO at TrackUnit



**Klas Bendrik**

Vice President & Executive  
Partner at Gartner



**Michael Gronager**  
CEO at Chainalysis



**Michael McKay**

Design Evangelist

### Program for the Lean Startup Way

WHY COMPANIES NEED LEAN STARTUP  
TECHNIQUES

*Klas Bendrik*

ON SECRET MISSIONS -  
THE SUCCESSFUL JOURNEY OF CHAINALYSIS

*Michael Gronager*

LEAN DESIGN THINKING

*Michael McKay*

WHY THE LEAN STARTUP CHANGES  
EVERYTHING

*Soren Brogaard*

USING LEAN CONCEPTS THAT HELP THE  
DESIGN TRANSFORMATION AT NORDSTROM

*Jyoti Shukla*

PANEL: THE LEAN STARTUP WAY TIPS  
AND TRICKS USING LEAN STARTUP

Joern Larsen, Michael Gronager & Klas Bendrik

Register with the promo code “leanstartup” and get a 15% discount.  
For more information, please visit [gotocph.com/2017/tracks/34](http://gotocph.com/2017/tracks/34)