

## Morning Session (8:30–12:00)

- 08:30**      **Registration** and coffee and snacks
- 09:00**      **Opening Speech**, Welcome notes and introducing Falling Walls Lab Eastern Finland  
(Moderators: Parastoo Jalili & Tomi Tuovinen)
- 09:10**      **Keynote #1:** Jarmo Lumpus, serial entrepreneur, “*How AI is Rewriting the Startup Playbook*”
- 09:25**      **Pitching Part 1** (5-6 presenters)
- 10:15**      **Keynote #2:** Milla Koistinaho, Partner at Innovestor Life Science Fund, Associate Professor at UEF - “*Commercialising research results – what are investors looking for?*”
- 10:30**      **Pitching Part 2** (5-6 presenters)
- 11:20**      **Break** (15-20 minutes) (*entertainment/ music*) (*meanwhile the jury will decide the winner*)
- 11:40**      🏆 **Winner Announcement & Award Ceremony**
- Regional winner selected to represent Eastern Finland at the Falling Walls Global Finale in Berlin.
  - Certificate & recognition for top 3 presenters.
  - Group picture with the top 3 winners and all the partners
- 12:00**      **Closing** the morning session
- 12:00 – 13:00**      **Lunch** (*self-paid*)

