



CREATE YOUR OWN 2011

European Networking Event on Mass Customization and the Creative Consumer

Berlin, May 30 & 31, 2011. cyo2011.com

CYO 2011 – The Idea

The CYO 2011 is a unique opportunity to explore the reality and future behind individualization, co-creation, and personalization -- mega trends that are shaping the European consumption landscape. Consumption is no longer about fitting in. It's about standing out and declaring your individuality. The term "Create Your Own (CYO)" denotes start-ups and corporate entrepreneurship catering to the creative consumer and serving the personalisation movement.

The CYO 2011 conference offers a detailed look at innovative European start-ups that are quite literally giving people what they want. Plenary presentations and panels discuss the market for mass customisation, new business models connected with the trend, the latest technologies that make it happen, and what are the success factors for sustainable CYO businesses.

Supported by the European Commission, a consortium of European companies and research organisations is hosting the CYO 2011 for the first time in Berlin, Germany, on May 30 and 31st, 2011.

CYO 2011 Agenda

Monday, 30th of May 2011: CREATE YOUR OWN 2011 Showcase & Evening Event

*The **opening event** will feature over fifty co-creation entrepreneurs, makers, researchers, technology experts, policy maker, and investors from around Europe. A press conference and demo exhibition will present the makers and shapers of personalization and customization in Europe to a wider audience.*

17:00 Opening Talk: Greetings & Event Overview

17:30 Showcase Exhibition Opening: *Experience some of the best European CYO consumer good companies*

19:00 Press event, film screening and reception: Create Your Own -- The Official Movie, produced and directed by the [London College of Fashion](#)

Unique opportunity for all entrepreneurs and companies offering customized or personalized products & services:

CYO 2011 Showcase / Demo Exhibition: Demonstrate your Mass Customization Offerings

If your company is offering mass customization products or services, participate at the CYO 2011 showcase exhibition. This will be a **great opportunity to showcase your offerings to a wider public, the CYO 2011 participants, and to a large group of invited journalists**. **Participation is easy:** Just reserve your space and bring some product samples, material options, flyers, and perhaps a laptop to demo your configurator face-to-face. There is no need to organize a big booth or exhibition concept. *The fee for participating at the exhibition is Euro 250,- only (including full participation at the business conference and all receptions of the CYO 2011), but place is limited.* For more information, head to the CYO 2011 website now!

Tuesday, 31st of May 2011: CREATE YOUR OWN 2011 Business Conference

The business conference will provide a detailed look at innovative European start-ups and established companies that are profiting from the fact that all people are different – by mass customization.

9:00 Welcome Address: John Cleuren, DG Research, European Commission

9:30 CYO Opening Presentation: **The Mass Customization 500 – A Benchmarking Report of 500 CYO Offerings**, Frank Piller (RWTH Aachen) & Dominik Walcher (Salzburg University of Applied Sciences)

10:00 Best Practice: **How to sell dreams – The Success Story of Personal Novel**, Jan-Christoph Goetze (PersonalNOVEL)

10:30 Coffee & Networking Break

11:00 Best Practice: **Implementing Mass Customization at a large European Retailer – A Success Story** Lotta Nordin (MiAdidas)

11:30 Panel I: The Market for Customization & Personalization – Where Will We Go?

Moderator: *Frank Piller, RWTH Aachen*

- Thorsten Harzer, Boston Consulting Group/RWTH: “Development of the European CYO market”
- Tom de Bruyne, Boondoggle: “How to sell your innovativeness”
- Michael Bruck, Chocri: “How to take the plunge to the US”
- Oliver Hickfang, Juuway: “Perspectives for European companies to sell custom goods in China”
- Rolf-Christian Wentz, Business Angel: “When are MC start-ups promising?”
- Paul Blazek, CyLEDGE: “Mass Customization at the edge: the most quirky CYO businesses”

12:30 Lunch

13:30 Panel 2: The Power of Communities - Open Innovation meets Mass Customization

Moderator: *Thomas Fischer, ITV Denkdorf*

Panel Keynote: **How to Realize the Ideas of Consumers**, Hervé Francois (Color Textil) & Niels Hendriks (KH Limburg)

- Hervé Francois, Color Textil: “Designers as professional customers”
- Niels Hendriks, KHLim: “How to satisfy customer’s needs”
- Ellen Mutchler, Color Textil/ Digifabrix: “How to develop professional exchange platforms”
- Sue Jenkyn-Jones, London College of Fashion: “How to support the customer by Style Advice”
- Michiel Willemse, TNO: “3D printing of jewelry”

15:00 Coffee Break

15:30 Panel 3: Business Models and Platforms to Run a Successful Mass Customization Business

Moderator: *Sergio Dulio, Milano*

Panel Keynote: **Platforms as Collaborative Business Models for the Future of Mass Customization: The Cases of BivolinoServices and Customax**, Bas Possen, Customax, and Michel Byvoet, Bivolino

- Andreas Kortmann, Matteo Dosso: “Being successful in a BtoBtoC market within 12 countries”
- Carine Moitier, Bivolino: “Bringing art into the customized apparel market”
- Philip Rooke, Spreadshirt: “How to let customers make money with their designs”
- Martin Meuser, Customate: “How to collaborate with big players”
- Màrius Cirera, MUNICH Sports: “From traditional sports’ shoes to mass customized trendsetters”

17:15 Wrap up and results of the “Makers Incubator” (workshop)

17:30 Reception and Exhibition



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Registration

Tickets for the full conference can be purchased online at the event website: www.cyo2011.com and are **Euro 200,- only** until May 10 (Euro 350,- thereafter and onsite). Visiting the CYO2011 exhibition is free and open to everyone. Press accreditation via the address below.

Reserve your ticket today at www.cyo2011.com

CYO 2011 Location

Theater Aufbau, Aufbau Haus,
Moritzplatz 1, Berlin-Kreuzberg, Germany



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The European Commission

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