Andreas Mitschke

Growth & Product Innovation · Author of *Known Before Built*



TALK TOPICS

01 Known before built

How enterprises decide what is worth building, before the big budget is spent

Keynote · Executive session · Guest lecture

02 The AI productivity fallacy

Why engineering speed was never the bottleneck, and what is

Keynote · Fireside · Panel

03 Stop asking customers what they think

Customer research that predicts what people will actually do

Workshop · Guest lecture

04 One growth engine

Marketing and product experiments that move revenue, long after launch

Fireside · Panel

FORMATS AND LENGTHS

Keynote
20, 30 or 45 min

Fireside chat
30–45 min

Panel
45–60 min, as one of 3–5 panelists

Executive session
90 min, leadership team, up to ~15

Workshop
90 min or half day, up to ~30

Guest lecture
60–90 min, MBA and executive education

All talks in English or German.

ABOUT ANDREAS

Andreas Mitschke has spent more than fifteen years running growth and product experiments. His non-linear journey began at age 15. Before leaving his teens, he had run web design services, coded a Windows utility, and built a travel experience platform. From there, his path led from UX design to growth and product, across B2C and SaaS companies as well as B2B industrial and deep tech organizations. He has advised startups and scale-ups through funds including 500 Global and Loyal VC, evaluated and brokered deal flow for venture funds across Europe, New York, and Silicon Valley, and helped build Germany's largest academic deep tech program. Closer to the ground, he coached founders at Mannheim's startup centers and lectured on entrepreneurship and product discovery at universities in Germany. He is the author of Known Before Built: From Discovery to Decision for Enterprises in Transformation.

Abstracts for each topic are available

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