



Online education: Hello, Future Investor investment basics

**Name of the event:**

**Hello, Future Investor: When Culture Meets Capital**

**Date:** March 12th, 2026, 12:00 -13:00 pm CET, online

---

**PROGRAM OF THE EVENT:**

**Speakers:**

- [Zuzana Zamborska](#), CoFounder of LUMUS and startup operator.
- [Ulrike Adler Stevens](#) is an investor, advisor, and connector working across culture, technology, and entrepreneurship. She has extensive experience supporting founders and initiatives in creative industries, cultural infrastructure, and impact-driven ventures, with a strong focus on long-term value creation and ecosystem thinking.

**PROGRAMME:**

**12:00 – 12:05: Opening note (*Zuzana Zamborska, LUMUS*)**

- welcoming to the event, the introduction of the LUMUS investment collective, its mission, purpose, biggest achievements
- explanation of the purpose of this event
- thanks to the partners (VAIA and VA)
- role of LUMUS in connecting Slovak diaspora and investment opportunities

**12:05 - 12:15 Culture tech in context (*Zuzana Zamborska, LUMUS*)**

- How culture tech fits into the broader investment landscape
- Why culture and creativity are becoming increasingly relevant for investors today
- Culture tech vs. traditional or “classic” tech: similarities, differences, and mental models
- Why understanding this space matters — even if you never invest in it directly

**12:15 – 12:45 When culture meets capital (*Ulrike Adler Stevens Vosahlikova, investor, advisor, and ecosystem builder*)**

- What culture tech actually means:  
how to think about the space beyond buzzwords and niche labels
- Where technology meets creativity:  
platforms  
IP-driven businesses  
communities  
cultural infrastructure  
new models of patronage and participation
- A closer look at why this category is gaining relevance now:  
changing consumer behaviour  
the rise of creator economies  
new digital business models  
growing interest in intangible assets and cultural IP
- How to think about culture as an investable asset class:  
from passion projects to scalable ventures  
what value creation can look like in culture-driven businesses  
how returns may emerge differently than in classic tech
- What makes culture tech different from traditional startup investing:  
different time horizons  
different growth dynamics  
different signals of traction and resilience
- Typical risks and misconceptions:  
what investors often misunderstand  
what to be cautious about  
what to look out for in early-stage opportunities
- How to start exploring culture tech thoughtfully:  
how early-stage investors can build conviction in an emerging category  
questions to ask before investing  
how to approach the space with curiosity and discipline

**12:45 – 12:55 Q&As**

**12:55 -13:00 Debrief and closing (*Zuzana Zamborska, LUMUS*)**

*This event is funded by the European Union NextGenerationEU, Component 10: Attracting and retaining talent, Investment 2: Strengthening relations with the diaspora, supporting civic initiatives, Call for support to strengthen relations with the Slovak diaspora with code 10I02-03-V01.*



**PLÁN [OBNOVY]**

