Monday October 15

Redpoint Ventures
21 S Park St, Suite 100
San Francisco CA 94107

FUNDING

3:00 - 4:00
**Current Trends in Early-Stage VC**
Geoff Yang ’81, Founding Partner, Redpoint Ventures, in conversation with Amit Mukherjee ’10, Partner, NEA and Nikhil Basu Trivedi ’11, Partner, Shasta Ventures.

4:00 - 5:00
**AEF Founders Only Session - Introductions**

5:00 - 7:00
**Funder Meet-and-Greet**
Invite-only event. Seed funds and Princeton Alumni Angels. Goal: At least one real prospective funder for each company. Note: Any invited funder and/or angel can attend the event, even if they do not match with an AEF company, but the event is not open to non-funders.

7:00 - 9:00
**AEF + Feedback Panel Dinner**
Osha Thai, 311 Third Street, San Francisco CA 94107

Tuesday October 16

DLA Piper
555 Mission St #2400
San Francisco CA 94105

SUMMIT

8:15 - 10:00
**Working Breakfast**
8:15 - 8:30  Welcome - Gordon Ritter, Geoff Yang and Lauren Bender
8:30 - 10:00 Leadership Communication Workshop with JD Schramm, Senior Lecturer/Faculty Director, Columbia SPS (Bay Area); Lecturer, Stanford Graduate School of Business

10:15 - 11:15
**Building a High-Performance Team - How to Recruit, Staff and Manage**

Jack Altman ’11, CEO & Co-Founder, Lattice
Amy Knapp, Head of Talent, Redpoint Ventures
Katie McGonigal, Head of Talent, Scribd

11:30 - 12:15
**Ask Me Anything with Louis Beryl**
Bring your questions for Louis. Ask him anything about his time as a founder, a CEO, a venture partner and a board member.

Louis Beryl ’03, Founder & CEO, Earnest; Part-time Partner, Y Combinator

12:15 - 1:15 **Lunch**

1:15 - 2:00
**M&A and Strategic Partnering**
Learn how early stage companies should think about partnering with larger companies – both as a growth strategy and as an exit strategy. Gain insights into how to be an attractive partner and what to think about if you are approached for a partnership or acquisition.

Brad Rock ’80, Partner, DLA Piper
Wei Chen, Vice President and Associate General Counsel, Salesforce
Tuesday, October 16 (continued)

2:15 - 3:00
How to Build a Product or Service that People Will Want to Buy
As an entrepreneur, a consultant, an investor and a strategic partner with experience across a breadth of markets, Laurence Latimer has gained tremendous insight into creating a product or service that people want to buy. He will share his rules for successful product development.

Laurence Latimer *01, Head of Ventures, IEX Group

3:15 - 3:45
The Whys and Hows of Communicating with Investors and Future Funders
Too busy to communicate with your investors? Jean Drouin, founder and CEO of Clarify Health Systems, which just closed on a $57 million Series B led by KKR, will give you insights on how to build durable and meaningful relationships with funders, and why this is a smart thing to do both for the success of your company and for your career.

Jean Drouin ’94, Founder & CEO, Clarify Health Systems

4:00 - 4:30
Maximizing Willingness to Pay - Cranking Up Customer Economics
Serial entrepreneur Jasper Malcolmson shares strategies to help you get maximum economic value from your consumers.

Jasper Malcolmson ’94, Founder, Skylight

4:30 - 5:15
Optional Roundtables
Coaching Networks
Join Emergence Capital Partner Jake Saper to learn about coaching networks and to talk about ways you can position your company to ride the third wave of SaaS.

Jake Saper, Partner, Emergence Capital

Continue the Conversation
Continue the conversation with Laurence
Continue the conversation with Jean
Continue the conversation with Jasper

5:15
Closing Remarks and Next Steps
Afterward, please join us at Princeton Club of Northern California’s evening event.

#AEFsummit

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