

## Bay Area Tiger Entrepreneurs Conference Agenda

**Day One: Thursday, April 11**

**Google, MP3 1170 Bordeaux Drive, Bldg 3, Sunnyvale, CA**

### **Morning**

**8:00 Check-In Begins and Continental Breakfast**

**9:00 Welcome and Overview**

- Don Seitz '79, Assistant Director of Alumni Engagement, Princeton Entrepreneurship Council
- Anne-Marie Maman, '84 Executive Director, Princeton Entrepreneurship Council

**9:15 X, Alphabet's Moonshot Factory Host Welcome**

- Karen Roter Davis '94, Leadership Team at X, the moonshot factory

**9:25 Alumni Panel: Corporate Innovation Models for Success**

- Brendon Kim '89, EVP, Samsung NEXT
- Rick Waldron '84, Former Nike and Intel Innovation Head
- Karen Roter Davis '94, Leadership Team at X, the moonshot factory
- Pierre Theodore, '90, VP, J&J Scientific Innovation

Moderated by Bill Wescott '85, CEO, BrainOxygen

**10:10 Keynote Speaker**

- Kathy Ireland P21, Founder and CEO, kathy ireland Worldwide

**10:55 Morning Break**

**11:20 Class # 1: History of Entrepreneurship** (from a new course under development exploring the topic)

Derek Lidow '73, Professor, Princeton University; former CEO and founder, iSuppli: author, *Startup Leadership* and *Building on Bedrock*

### **Afternoon**

**12:10 Alumni Panel: Social Impact Entrepreneurs**

- Adriana De La Rosa '95, Chief Development Officer, 2-1-1 Orange County
- Sara Wallace Beatty '12, Head of Communications and Marketing, Global Development Incubator (GDI)
- Aoi Senju '16, Founder and CEO, Jumpstart
- Randy Wiggins '05, Manager, Tech & Society, Omidyar Network

Moderated by Megan Martin Strickland '07, Senior Business Development Manager, ReBoot Accel

**12:55 Lunch Break**

**1:40 Class # 2: How a Startup Can Succeed Without Selling Its Soul** (from REL 219, Business Ethics)

- David Miller, Ph.D., Director, Princeton University Faith & Work Initiative

**2:30 Alumni Panel: Capital Fundraising – Opportunities and Trends**

- Marcus Stroud '16, Partner, TXV Ventures
- Matt Quilter '74, Partner Fenwick West
- Laura Melahn '07, Partner, GV
- Brett Paschke '90, Head, Equity Capital Markets, William Blair & Company

Moderated by Ilya Kirnos '99, Founding Partner, SignalFire

**3:15 Afternoon Break**

## Day One, April 11 (continued)

### 3:35 Alumni Panel: Exciting Initiatives in Ed Tech

- Ellen Siminoff '89, CEO, Shmoop
- Minerva Yeung '96, Founder, IvyCube
- Bethany Coates '98, Co-founder, BreakLine Education
- Emily Grassberg Sands '09, Sr. Director, Data Science, Coursera

### 4:20 Panel: How Alumni Can Engage with Princeton's Entrepreneurial Ecosystem

- Anne-Marie Maman '84, Executive Director, Princeton Entrepreneurship Council
- Cornelia Huellstrunk, Executive Director, Keller Center for Innovation in Engineering Education
- Kim Betz, Executive Director, Career Services
- Michelle Moon '99, Director, Princeton Alumni Angels (PAA)
- Chip Hay, Corporate Engagement and Foundation Relations

### 5:05 Break

## Evening

### 5:30 Startup Showcase: Six Premier Princeton Startups Selected for the PAA Spring Pitch Cycle, sponsored and judged by venture firms focusing on Princeton startups and Princeton Alumni Angels (with cash prizes for Judges' Winner and People's Choice Winner)

- Luke Armour '13, Managing Director, Chac Ventures
- Mark Poag '93, Managing Director, Fitz Gate Ventures
- Tom Meyer '87, Managing Director, Nassau Street Ventures
- Joelle Rauh '02, Director, Princeton Alumni Angels

### 6:30 Networking Reception (co-sponsored by Princeton's Campus Life and Career Services)

- Brief comments by Kim Betz, Executive Director, Career Services

### 7:30 Showcase Winner awards announced

### 8:30 Close of Day One

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## Day Two: Friday, April 12

Gap Inc., 2 Folsom Street, San Francisco, CA

## Morning

### 8:00 Check-In Begins and Continental Breakfast

### 9:00 Welcome and Overview

- Don Seitz '79, Assistant Director of Alumni Engagement, Princeton Entrepreneurship Council
- Anne-Marie Maman '84, Executive Director, Princeton Entrepreneurship Council

### 9:10 Class # 3: Social Entrepreneurship (from EGR 498, Special Topics in Social Entrepreneurship)

- Marty Johnson '81, Professor, Princeton University and CEO, Isles, Inc.

### 10:00 Alumni Panel: Founder and Investor Insights in Consumer and Med Tech

- Nikhil Basu Trivedi '11, Partner, Shasta Ventures
- Erik Blachford '89, Partner, Technology Crossover Partners and former President, Expedia
- John Chang '91, Founder and CTO, Willow
- Karen Drexler '81, Founder and CEO, Sandstone Diagnostics

Moderated by Don Albert '79, former President North America, AdsWizz; executive at Skype and eBay

## Day Two, April 12 (continued)

### 10:45 Morning Break

### 11:05 Keynote Speaker

- Tom Siebel P11, Founder and CEO, C3

### 11:55 Alumni Panel: Life Sciences – Perspectives of Founders and Investors

- Alice Zhang '10, Co-founder, Verge Genomics
- Trevor Martin '11, Founder and CEO, Mammoth Biosciences
- Valerie Delva '06, Senior Director, R&D Strategy and Operations, Gilead
- Anita Gupta Modi '08, VP of Product Strategy, Science 37

Moderated by John Diekman '65, Founding Partner, 5AM Ventures

## Afternoon

### 12:40 Lunch

### 1:35 Alumni Panel: Emerging Opportunities in Tech

- Abhinav Agrawal '04, Founder and CEO, Rocket
- Bryton Shang '12, Founder and CEO, Aquabyte
- Amit Mukherjee '10, Partner, NEA
- Will McCalpin '12, Product Manager, Snoop

Moderated by Brian Ascher '89, Partner, Venrock

### 2:20 Alumni Panel: The Fast Lanes of Transit Tech

- Jeff Russakow '90, CEO, Boosted Boards
- Charity Allen '00, Former Senior Product Counsel, Waymo
- Kevin Weiss '79, CEO, Spireon
- Jamie Lowrey '18, Public Policy & Strategy Analyst, Greenfield Labs (Ford Motor Company)

Moderated by James Mister '10, Future Mobility and Smart Cities Adviser, Bavarian U.S. Offices

### 3:05 Afternoon Break

### 3:25 Alumni Panel: Startup Experiences of Younger Alumni

- Jack Altman '11, Founder and CEO, Lattice
- Paul Dornier '17, former CEO and founder, Meetingbird
- Christine Marzano '07, Actor and Co-founder, DNABlock
- Minqi Jiang '12, Co-founder, Macro

Moderated by Max Greenwald '17, Product Manager, Google and Founder and CEO, IgniteSTEM

### 4:10 Alumni Panel: Arts Entrepreneurship – The Intersection of Creativity and Innovation

- Ted Gagliano '82, President, Post-Production, Twentieth-Century Fox
- Stephanie Rosenbaum Klassen '90, Food writer and critic
- Ruth Gerson '92, Singer and vocal coach
- Khalil Sullivan '04, Band manager and theatrical producer

Moderated by Erik Blachford '89, Arts entrepreneur and investor

### 5:00 Break (and walk to evening reception)

## Evening

### 5:30 Networking Reception and Arts Party (co-sponsored by Princeton's Lewis Center for the Arts) Salesforce, Ohana Room, 30<sup>th</sup> Floor, 350 Mission Street, San Francisco

- Brief comments by Michael Cadden, Chair, Lewis Center for the Arts

**Day Three, Saturday, April 13****DLA Piper, 555 Mission Street, San Francisco****Startup Workshops** (co-sponsored by Keller Center for Innovation in Engineering Education)**8:00 Continental Breakfast****9:00 Startup Workshops #1**

- **Capital Fundraising**, led by Cack Wilhelm '06, Partner, Accomplice VC and Laura Melahn '07, Partner, GV
- **Discovering a Successful Product Strategy**, led by Julia Macalaster '12, COO, Def Method
- **Arts Entrepreneurship in Film and Entertainment: Tigerwood 101**, led by Ted Gagliano '82, President, Post-Production, Twentieth-Century Fox; Bill Wescott '85, CEO, BrainOxygen; Loic Bailly, Owner, 2451 LLC; and Ben Wolstenholme, CEO, Madefire (4+ hour workshop from 9:00 am to 1:00 pm)

**11:00 Startup Workshops #2**

- **High-Performance Team Building**, led by Ed Zschau, Jr. '86, Director, Parker Remick and Ian Thomson '09, Executive Recruiter, One Bridge Partners
- **Wellness and Mindfulness**, led by Jaclyn Long '98, Founder and Director, Mind Body Moms