Welcome to our 3rd Tiger Entrepreneurs Conference!

The Princeton Entrepreneurship Council remains focused on our mission, which is to engage the Princeton entrepreneurial ecosystem through educational programming, mentoring, and funding. This conference was designed to put these components at the center of the programming.

During our day together you will experience a sample Princeton class, many panel discussions on a variety of entrepreneurial topics, a keynote address and fireside chats, and a showcase of startups selected by the Princeton Alumni Angels. Use the breaks and the networking reception to connect with others in this community of like-minded entrepreneurs. By the end of the day, we hope you will better understand the many ways that Princeton is engaging with entrepreneurs.

But don’t let it end there – continue to engage after the conference. Sign up for our newsletter, schedule time with our mentors on our online OfficeHours platform, connect with Princeton-focused investors, attend a TigerTalks event, network, and continue to support one another.

Stay in touch! Stay engaged!
Stay connected!

Anne-Marie Maman ’84
Executive Director
amaman@princeton.edu

Princeton Entrepreneurship Council (PEC) was established in 2015 as the advisory and coordinating body on entrepreneurship programs at Princeton University. PEC works closely with existing campus organizations to enable Entrepreneurship the Princeton Way.

Visit us at 34 Chambers Street in downtown Princeton, or on the web at entrepreneurs.princeton.edu.

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Conference booklet design by Wright Seneres. © 2019 The Trustees of Princeton University
Entrepreneurship is defined at Princeton as follows: you are an entrepreneur any time you initiate transformation through risk-taking actions and value-creating organizations.
ANNE-MARIE MAMAN ’84  
Executive Director, Princeton Entrepreneurship Council  
amaman@princeton.edu

Anne-Marie is the Founding Executive Director of Princeton Entrepreneurship Council. Signature programs managed by Anne-Marie and her team center around engaging and educating entrepreneurs of all levels and ages in locations around the country. The focus of PEC is on programming, mentoring and funding. PEC also focuses on Princeton’s outreach to the local entrepreneurial ecosystem. In this role Anne-Marie managed the creation, design and recent launch of Princeton Innovation Center BioLabs, a 31,000 SF wet lab, dry lab and desk co-working space for high growth startups in Central New Jersey. She holds an AB from Princeton and an MBA from the Kellogg School of Business, Northwestern University.

RODNEY D. PRIESTLEY  
Professor and Vice Dean of Innovation, Princeton University  
Associate Director, Princeton Center for Complex Materials

Rodney D. Priestley is the Vice Dean of Innovation at Princeton University. He is a Professor in the Department of Chemical and Biological Engineering and the Associate Director of the Princeton Center for Complex Materials. He obtained his PhD in Chemical Engineering from Northwestern University in 2008. He completed a NSF/Chateaubriand postdoctoral fellowship at Ecole Supérieure de Physique et Chimie Industrielles de la Ville de Paris. His research interests include polymer glasses, nano-confined polymer dynamics, polymer thin film and nanoparticle formation, MAPLE and responsive polymers. He is the recipient of numerous awards including the Quadrant Award, ACS New Investigator Grant, 3M Non-Tenured Faculty Grant, NSF CAREER Award, AFSOR YIP, Presidential Early Career Award for Scientist and Engineers, Alfred P. Sloan Fellowship and Camille Dreyfus Teacher-Scholar Award, AICHE MSED Owens Corning Early Career Award; and was named to The Root 100 list of most influential African Americans and World Economic Forum Young Global Scientists.

DON SEITZ ’79 P10  
Assistant Director, Alumni Engagement, Princeton Entrepreneurship Council  
donseitz@princeton.edu

Don manages a number of initiatives to engage alumni across the Princeton entrepreneurial community. These include a number of educational-focused events from large conferences (such as the NYC Tiger Entrepreneurs Conference) to smaller, more intimate evening panel discussions called TigerTalks in the City and TigerTalks on the Road across the U.S. and globally. He also manages a “flash” mentoring platform called OfficeHours that enables you to schedule time with a mentor to discuss and help resolve a specific startup challenge. Finally, he is the primary PEC liaison to Princeton Alumni Angels and organizes a number of Startup Showcases and VC Roadshows to further connect Princeton startups with the investor community. He consults regularly with alumni entrepreneurs to help connect them with fellow Tigers. He holds an AB from Princeton and an MBA from Harvard Business School.
JOHN DANNER  
Entrepreneurship Specialist, Electrical Engineering, Keller Center, Princeton University  
Lecturer (Continuing), Senior Fellow, University of California, Berkeley  

John’s class will focus on “How Savvy Leaders Turn Failure From Regret to Resource”.

He teaches courses on innovation, strategy and venture development at UC Berkeley-Haas School of Business and Princeton University. In addition, he anchors programs for UC’s Center for Executive Education and other international sponsors, and guest lectures on various campuses, including Yale, Harvard and universities overseas. He is also a senior moderator for the Aspen Institute.

A frequent, highly regarded keynoter and speaker at conferences and seminars around the world, including TEDx, TED Global, association meetings and many corporate events.


He advises senior executives in business, government and nonprofits in a variety of settings globally – on issues of strategic and leadership significance.

For those of you who are fans of TED, he’s also the guy who came up with the idea for TED U[niversity]. He received his JD, MPH and MAEd degrees from UC Berkeley, and his BA from Harvard University. He and his wife live in Berkeley and New York City, and have three sons. He is a LinkedIn Open Networker (LION).
Tech Trends and Investment Opportunities

10:00 - 10:40

FABRICE GRINDA ’96
Co-Founder, FJ Labs

Fabrice Grinda is among the world’s leading Internet entrepreneurs and investors. He has served as CEO for three multinational companies and was named the #1 Angel Investor in the world by Forbes. He is currently running the startup studio and venture fund FJ Labs, which he co-founded with Jose Marin.

Prior to FJ Labs, Fabrice was co-founder and co-CEO of OLX, one of the largest websites in the world. He started his entrepreneurial journey at 23 when he co-founded and was CEO of Aucland.

Prior to Aucland, he worked as a management consultant for McKinsey & Company where he began his career after graduating from Princeton summa cum laude in 1996 with an AB in Economics and was awarded the Halbert White ’72 Prize in Economics and the Wolfe Balleisen Memorial Prize.

Fabrice has made over 500 investments, had over 150 exits and achieved a 68% IRR on his investments.

ELIZABETH MYERS ’92, Moderator
Managing Director, Head of Global Equity Capital Markets, JPMorgan

Elizabeth Myers is a Managing Director and Head of the Global Equity Capital Markets (ECM) group at J.P. Morgan. Ms. Myers joined J.P. Morgan 27 years ago. Over the past 22 years in ECM she has executed numerous IPOs, follow-ons and convertible transactions for clients across the globe, spanning a range of industries including financials, technology, real estate, industrials, healthcare, natural resources and consumer products. Prior to joining ECM, she worked for several years in J.P. Morgan’s Mergers & Acquisitions group and focused on transactions across a range of industries. Ms. Myers has an M.B.A. from Harvard Business School and a BA in Economics from Princeton University.

10:40 - 11:00
Morning Break
The Future of Cities and Work

11:00 - 11:45

**JOHN NIEHAUS ’08**  
Director, Strategy & Operations, WeWork

John is a Director in WeWork’s Strategy & Operations group. He leads several cross-functional initiatives across Sales, Development, Real Estate, Operations, Technology, and Finance. Prior to WeWork, John spent 5 years in Corporate Development at The Madison Square Garden Company and three years in Investment Banking at Morgan Stanley. He received an MBA from Harvard Business School in 2013 and an AB in Economics from Princeton in 2010.

**MARC RICKS ’96**  
Chief Operating Officer, Sidewalk Labs

Marc is COO at Sidewalk Labs, an Alphabet company that seeks to bridge urbanism and technology to improve cities. His career spans the public and private sectors. He served as senior policy advisor and chief of staff to New York City’s Deputy Mayor for Economic Development and Rebuilding, where he worked on initiatives such as Hudson Yards and the High Line. At Vornado Realty Trust he advanced public-private projects such as the expansion of Penn Station into the former Farley Post Office. He previously led transportation and energy infrastructure investments at Goldman Sachs. Marc serves as the Chair of the Friends of Governors Island and a director of the Regional Plan Association.

**ALEXANDER SHERMANSONG ’97**  
President, Civic Consulting USA

Alexander is Founder of Civic Consulting USA, designing innovation programs for mayors, creating civic partnerships for companies, managing mayor/governor transitions, and fostering equitable entrepreneurial ecosystems. This approach has been recognized by Harvard’s Kennedy School and selected as a strategic partner by the White House. An active board leader for urban tech startups, media, theater, education, and health, Shermansong focuses on sustainable growth and greater impact -- and now serves on the faculty of New York University and as a publicly elected garbage commissioner.

**TOM WRIGHT ’91**  
President, Regional Plan Association

Tom is President and CEO of Regional Plan Association, a metropolitan research, planning, and advocacy organization. As President and in his role as Executive Director from 2001-2015, Wright has helped lead many RPA initiatives such as the 2017 Fourth Regional Plan. Before RPA, Wright was deputy executive director of the NJ Office of State Planning where he coordinated production of the NJ State Development and Redevelopment Plan. In addition, he was RPA’s New Jersey director and coordinator of the award-winning Mayors’ Institute on City Design. Today he is a visiting lecturer at Columbia’s Graduate School of Architecture. He graduated from Princeton with a degree in History and a certificate in American studies.

**CAMERON CARR ’03, Moderator**  
Global IoT Strategy, Scale and Smart Cities Lead, Microsoft

Cameron is the Global IoT Strategy, Scale and Smart Cities lead for Microsoft. He is responsible for strategies and motions that foster the convergence of IoT, Cloud, AI and the various people and organizations necessary to land broad smart cities initiatives. Most notably Cameron has led comprehensive initiatives across the City of Houston and Charlotte with many more in flight. He is also responsible for the strategies around IoT scale for various IoT verticals such as Smart Buildings, Smart Agriculture, Energy, and Transportation.
Blockchain Technologies and Crypto Assets

**Dror Futter ’86**
Partner, Rimon Law

Dror is a Partner at the Rimon PC law firm, representing start-up companies and their investors. He was the general counsel of Vidyo, Inc., a venture-backed videoconferencing company, the general counsel of New Venture Partners LLC, a venture capital firm specializing in corporate spinouts, and a Corporate Counsel to the CIO of Lucent Technologies. Dror was the co-founding chair of the PLI VC Law program and its Blockchain 2.0 Law program. He is a mentor at the Keller Center at Princeton University, the Columbia IBM Blockchain Accelerator and the dLabs (SOSV) Blockchain Accelerator and an Entrepreneur in Residence at the Stevens Institute of Technology.

**Brigid McDermott ’90**
Vice President, Digital Transformation, IBM

Brigid, who holds a BSE in Mechanical and Aerospace Engineering from Princeton and a MBA from MIT, started with IBM in 2006 and is currently the VP of Digital Transformation. Prior to this, Ms. McDermott was Vice President of IBM Food Trust. Before that she held many IBM roles including Vice President, Corporate Strategy and Vice President of Global Sales, Citigroup. Prior to IBM, Ms. McDermott worked for start-ups in the middleware space, McKinsey & Company and NEC. She started her career as an AI developer and is fluent in Japanese and conversational in Spanish and French.

**Michael Weiksner ’95**
Founder and Chief Executive Officer, Pocketful of Quarters

Mike is Co-Founder and CTO of Pocketful of Quarters, the first prepaid game token on the blockchain. Team has previously created $10B+ in video game hits. Backed by Michelle Phan. Winner on Meet the Drapers. “Solves a common problem faced by gamers” -- Business Insider. Our Rise9 influencer network reaches 700M followers.

**Kim Quinones ’82**, Moderator
Executive Director, NYC Blockchain Center

Kim joined the NYC Blockchain Center as Executive Director in April 2019, but her career has spanned the finance, government, and non-profit sectors. She spent three decades as a Public Finance banker in New York and Los Angeles, specializing in infrastructure and general fund financings for large and frequent issuers of municipal bonds. She also served as CFO of a NYS state public authority and in the Office of the Mayor of NYC. In the non-profit sector, she has been an advocate for women through her involvement in the Financial Women’s Association of NY and California Women Lead.
CHRISTOPHER HALPIN ’98
Executive Vice President and Chief Strategy & Growth Officer, National Football League

Chris Halpin is the EVP/Chief Strategy & Growth Officer of the NFL. In his role, Chris and his team drive League-wide strategy, long-range planning and Data & Analytics. He also oversees key growth areas for the NFL, including managing the League’s rapidly expanding international business and leading its activities in legalized sports betting.

Prior to his current role, Chris was SVP-Consumer Products & Licensing, overseeing the League’s gaming, apparel, hardlines and e-commerce businesses. Before that, he was the Vice President of Media Strategy & Business Development, charged with growing the League’s Media business through TV partners, digital/OTT opportunities and NFL Media (NFL Network, RedZone and Digital).

Prior to joining the NFL in June 2013, Chris was a Partner and Managing Director at Providence Equity Partners. During his 13 years at Providence, Chris worked across the firm’s investment activities in the Media & Entertainment, Wireless/Satellite and Business Services sectors, and also opened and served as Co-Head of Providence’s Hong Kong office. Chris started his career in the Merchant Banking Division of Goldman Sachs.

Chris is a graduate of Princeton University with an AB in Economics (Phi Beta Kappa, Magna Cum Laude), and is a board member of the Children’s Scholarship Fund, the Western Golf Association Evans Scholarship Fund, and Good Sports New York.
1:30 - 2:15 Building Sustainable Consumer Brands

BENJAMIN COGAN '12
Co-Founder and Co-Chief Executive Officer, Hubble Contacts

Ben is Co-Founder and Co-CEO at Hubble, one of America's fastest growing direct-to-consumer e-commerce companies. Cogan and co-founder Jesse Horwitz earned spots on Forbes' “30 Under 30” list in 2016 and over the past year Hubble has extended its footprint around the world. Cogan is also a co-Founder at Willow, an adult incontinence brand, Mockingbird, a baby stroller brand, and is an advisor to Resolved CX, a customer service platform for direct-to-consumer companies.

NELL DIAMOND ’11
Founder and Chief Executive Officer, Hill House Home

Nell is Founder and CEO of Hill House Home, a New York-based DTC bedding business she developed as part of Yale’s Start-Up Founder Practicum, an incubator for student-conceived companies of the School of Management from which she graduated in 2015 after receiving her AB in English Literature from Princeton. Since its 2016 launch, Hill House Home has been featured in Vogue, Wall Street Journal, and the New York Times, and has given Diamond a name in the Forbes “30 Under 30” list. Prior to Hill House Home, Diamond worked as a Retail Performance Analyst with LVMH as part of the Louis Vuitton US group at Yale and as a Fixed Income Analyst at Deutsche Bank in New York.

BRIAN JEONG ’11
Co-Founder and Chief Executive Officer, Hawthorne

Brian is a Co-Founder and CEO of Hawthorne, a men's personal care brand that delivers quality, tailored, and accessible fragrances, soaps, shampoos, deodorants, and more. Hawthorne is his second company with his co-founder. Prior to Hawthorne, Brian worked as a management consultant at BCG and Booz&Co., as well as a digital product manager focusing on future state digital shopping experiences.

SELENA KALVARIA '08
Senior Vice President of Brand, Away

Selena is the SVP of Brand Marketing at Away, a global lifestyle brand working to transform the entire travel experience. Selena drives the strategy for Away’s brand marketing team, overseeing how the Away brand comes to life across social media, e-commerce, integrated marketing campaigns, experiential, and more. After graduating from Princeton, Selena started her career working on Wall Street before leaving to pursue her passion for understanding the drivers of culture, consumer choice, and brand love. Prior to Away, she worked at Diageo and later joined Anheuser-Busch. Selena received an AB in art and archaeology and a certification in finance from Princeton, and she received an MBA from Harvard Business School.

ADAM TISHMAN ’09, Moderator
Co-Founder and Chief Executive Officer, Helix Sleep

Adam, a 2009 Princeton graduate and 2015 Wharton MBA, is the CEO & Co-Founder of Helix, a leading DTC sleep brand revolutionizing sleep through products matched with customers’ specific needs. Series A funded and located in New York, Helix has been named the best mattress of 2019. Recently, Helix launched its first national retail partner with CB2 and operates a sister brand, Birch, providing organic sleep products. Prior to Helix, Tishman worked at a consumer brand incubator that specialized in B2C start-up brand building. Today, he lives with his wife and son in New York.
2:15 - 3:00 Social Impact: Positive Momentum

MARGOT BRANDENBURG *06
Founder and Chief Executive Officer, MyStrongHome

Margot is the Founder and CEO of MyStrongHome. She is a seasoned entrepreneur and resource mobilizer for positive social and environmental change. MyStrongHome is a benefit corporation that sits at the intersection of resilience, finance and insurance. MyStrongHome fortifies houses against hurricanes and extreme weather, and finances the improvements through reductions in insurance savings. Currently active in the Southeast and Gulf Coast, the MyStrongHome model can be replicated in other parts of the United States and abroad.

MARGARET CROTTY ’94
President, Partnership With Children

Margaret, a Princeton grad who holds an MBA from Harvard Business School and a Master’s in Public Health from Columbia, has served in executive roles in the non-profit and private sectors. She serves as the CEO of Partnership with Children and previously ran Save the Children, was President and CEO of AFS-USA Intercultural Programs, and served as the Executive Director of a workforce development agency. In the private sector, Margaret spent time at EF Education, eventually serving as President of EF’s higher education business. Today she serves on several boards and serves as the Program Leader for Princeton AlumniCorps’ Emerging Leaders Program.

EMILY L. SPRATT *10
Art Historian, Art Technologist, Strategic Advisor

Emily L. Spratt is an art historian, technologist, and strategic advisor based in the Data Science Institute at Columbia University, where she is a research fellow collaborating with the Departments of Historic Preservation and Computer Science. She is currently developing a project on the use of AI-enhanced technologies for the analysis, generation, and curation of art and architecture, the ethics surrounding this subject, and its bearings on our visual culture. Emily did her doctoral studies in the Department of Art and Archaeology at Princeton University on Byzantine and Renaissance art, and also holds degrees from the University of California, Los Angeles, and Cornell University. Emily has been a consultant for The Frick Collection and Art Reference Library, was the former strategic advisor for Artory, the blockchain-based art market company, is the ethics advisor for the cultural heritage foundation Iconem, and is involved in sourcing, evaluating, and advising machine learning-related startup companies. Most recently she curated the exhibition “Au-delà du Terroir, Beyond AI Art” for the Global Forum on AI for Humanity in Paris, France, which was a direct outcome of the last G7 meeting on the responsible use of technology, and was hosted by President Emmanuel Macron.

ROY SWAN ’86
Director, Mission Investments, Ford Foundation

Roy leads the Ford Foundation’s Mission Investments team, responsible for approximately $1.3 billion in capital dedicated to advancing social justice and addressing inequality through impact investing. Previously, he was Managing Director and Co-Head of Morgan Stanley’s Global Sustainable Finance team. His Morgan Stanley team committed over $13 billion of the firm’s capital to community development transactions. Roy is a current or past board member of numerous nonprofits, including The Dalton School, Enterprise Community Partners, Low Income Investment Fund, the Partnership for After School Education, the Morgan Stanley Foundation, and others. Roy received an AB from Princeton and a JD from Stanford Law School, where he was an editor of the Stanford Law Review.

BILL WESCOTT ’85, Moderator
Managing Partner, BrainOxygen

Bill has a PhD in Engineering and Public Policy from Carnegie Mellon and a degree in Chemical Engineering from Princeton. In addition to leading three startups in e-learning, cleantech, and complex systems simulation, Bill was the Vice President, Innovation for Veolia Environment, where he co-founded and led the Veolia Innovation Accelerator. Wescott received the Social Innovation Leadership Award from the World CSR Congress. He currently serves as a Senior Fellow at the U.S. Council on Competitiveness, a member of the University of Washington advisory board, and an advisor to many client organizations through his firm BrainOxygen LLC.
JOSH BILENKER ’94
Founder and Chief Executive Officer, Loxo Oncology

Josh Bilenker is the interim Senior Vice President of oncology research and early phase development at Eli Lilly and Company. He was the founding CEO of Loxo Oncology, Inc., which was acquired by Lilly in 2019.

From 2006 to 2013, Josh worked as a life sciences venture capital investor at Aisling Capital LLC. From 2004 to 2006, he served as a Medical Officer at the U.S. Food & Drug Administration, in the Office of Oncology. Josh trained at the University of Pennsylvania in internal medicine and medical oncology, earning board certification in these specialties.

He received his MD from The Johns Hopkins School of Medicine and his AB degree in English from Princeton.

RICHARD LIPKIN ’83, Moderator
Managing Director, Easton Capital Investment Group

Rick Lipkin is the Co-Founder, Treasurer, Director and Member, Investment Committee of the Cavendish Impact Foundation. He is also a Managing Director of Easton Capital. Previously, he was a Partner of Commerce Health Ventures, a life sciences healthcare fund, and Laird & Co., a private merchant bank; a biotech analyst consultant for a Goldman Sachs hedge fund and for DARPA; Executive Director of the Strang Cancer Prevention Center; and a prolific author, awarded the American Chemical Society’s Grady-Stack Award for research analysis. He studied theoretical neuroscience at Columbia University, and serves on many boards, councils, and committees for the Weizmann Institute of Science, Rockefeller and Columbia Universities, MBL, NYAS, and Montefiore Medical Center.

He is an honors graduate of Princeton, has an MBA from Columbia, and is a Senior Staff Associate in Columbia’s Department of Neuroscience.
RACHAEL BECKER DECECCO ’03  
Senior Vice President, Women's Professional Lacrosse League

A 2003 graduate of Princeton with a master's degree in healthcare administration from George Washington University, Rachael was 3x All-American, two-time National champion, and two-time National defender of the year lacrosse player. She is the only defender to win the Tewaaraton award in the history of the sport, and was recently inducted into the US Lacrosse National Hall of Fame. In addition to her success on the field, Rachael is the SVP of the Women's Professional Lacrosse League, and COO of the WPLL's Foundation. During the spring, Rachael serves as a color commentator for NCAA women's lacrosse on ESPN and the Ivy League Network.

BRETT GOODMAN ’90  
General Counsel, NBC Sports Group

A 1990 Princeton and 1995 Columbia Law graduate, Brett serves as General Counsel, NBC Sports Group, managing personnel responsible for legal matters related to each of NBCUniversal's sports-related businesses. Among other responsibilities, he negotiates long-term rights and revenue-sharing deals with sports organizations. He has served as lead drafter of NBC’s multiple winning Olympic rights bids, and he has led NBC's legal team in creation of the first-ever “flexible scheduling” concept with the NFL. Goodman first was employed by NBC after college, when he won an Emmy award as a researcher on the network's telecast of the 1992 Olympic Games in Barcelona.

KAREEM MADDOX ’11  
Producer, Spotify/Gimlet Media

Kareem Maddox is a Podcast Producer for Gimlet, acquired by Spotify in 2019, producing a show called “The Pitch”, a real-life look into the venture capital fundraising process. Before Gimlet, Kareem was a journalist at NPR member stations in Los Angeles and Colorado, producing daily newsmagazine shows and hosting “All Things Considered” at KUNC News. Outside of his media career, Kareem plays professional FIBA 3×3 basketball and is an Olympic hopeful for the 2020 Olympic Games, winning gold medals at the FIBA 3×3 World Cup in Amsterdam and at the 2019 Pan American Games in Lima.

DAN PORTER ’88  
Founder and Chief Executive Officer, Overtime

Dan Porter, who graduated with an AB from Princeton and a master’s from NYU, is the CEO and Co-Founder of Overtime, a sports network for the next generation of fans, generating a billion views a month and backed by VC’s like Andreessen Horowitz and Spark, and Kevin Durant and former NBA commissioner David Stern. Previously Porter was the head of digital at Endeavor. He also led and sold the gaming company OMGPOP for $200mm and ticketing company TicketWeb for $40mm. Dan was the creator of the Draw Something mobile game which was downloaded 250 million times. Earlier in his career, he led development for Richard Branson and the Virgin Group, worked twice in the music business, was a public school teacher, and was President of Teach For America.

ANN RODRIGUEZ ’99, Moderator  
President, Borinquen Management LLC

Ann is President of Borinquen Management LLC, a consultancy serving the global sports industry. A twenty-year veteran of the sports industry, Ann's focus has been on early-stage ventures and business transformation projects with professional sports teams and in athletic retail. She has launched three start-up professional soccer teams, most recently Atlanta United FC. Ann most recently served as Chief Operating Officer of the WNBA. Currently, she consults on projects in global sports and is a start-up investor and public speaker. A respected leader in the sports industry, Ann was a winner of Sports Business Journal's “Forty under 40” Award in 2017.
MOLLIE MARCOUX SAMAAN ’91
Ford Family Director of Athletics, Princeton University

Mollie Marcoux Samaan is the Director of Athletics for Princeton University. During her first five years, she has overseen a department responsible for 59 Ivy League championships and the highest ranked Ivy League School in the Directors’ Cup standings.

Marcoux Samaan is committed to the well-rounded experience of the student-athlete that is summed by the motto of “Education Through Athletics” that provides the opportunity for Princeton student-athletes to “Achieve, Serve, and Lead” all while upholding the values of the “Be A TIGER” program.

Aside from the hiring of 13 head coaches, she has also overseen various facility projects including the “bubble” over Powers Field at Princeton Stadium. She graduated cum laude from Princeton in 1991 where she was a two-sport varsity athlete competing in ice hockey and soccer after majoring in history and writing her thesis on the history of women in sports from 1895 to 1946. As a senior, she was awarded the C. Otto von Kienbusch Sportswoman of the Year Award for “high scholastic rank, sportsmanship and general excellence in athletics” and the Patty Kazmaier Award as a member of the ice hockey team who made the greatest contribution to the program.

Following graduation, Marcoux Samaan served as assistant athletic director, assistant dean of admissions, assistant housemaster and coach of girls’ ice hockey and soccer at the Lawrenceville School. In her honor, Lawrenceville established the Mollie Marcoux Award to recognize the female hockey player who best exemplifies excellence in athletics and academics.
Startup Showcase

Featuring four Princeton startups selected for the Princeton Alumni Angels Fall 2019 Pitch Cycle, as well as HomeWorks Trenton, founded by 2019 Tiger Entrepreneur Award winner Natalie Tung ’18.

ROB WOLK ’91, Master of Ceremonies
Co-Founder, Princeton Alumni Angels of Greater New York

Rob currently manages private investments, with a focus on international and emerging market equities. Previously, Rob served as a Partner at the Carlyle Group in Hong Kong, where he was responsible for Carlyle’s Asian telecommunications and media investments. Prior to Carlyle, Rob was an Executive Director at Goldman Sachs International, where he helped build the firm’s communications, media and technology (CMT) mergers and acquisitions (M&A) and privatization practices. Rob is a member of the Alumni Council Executive Committee at Princeton and serves as the President of the Princeton Association of New York City and as Founder and Co-Chair of the Princeton Alumni Angels of Greater New York.

The four Princeton startups presenting at the Showcase:

Pocketful of Quarters
G. Michael Weiksner, PhD ’95, Founder and CEO
Pocketful of Quarters (POQ) helps make video games better for players. Quarters, POQ’s arcade token on the blockchain, is the first and only ERC-20 token to receive a no-action letter from the SEC.

SPARE
Michele Sconiers ’96, Co-Founder
A community-based cash network system for the unbanked and underbanked located in California. With its patented technology and experienced team, SPARE is changing the way financial services are affecting the often-forgotten and underserved communities of the world.

We Are The New Farmers
Daniel Bernstein ’14, Co-Founder and COO
We Are the New Farmers is a next-gen urban farm growing one of the most sustainable and nutrient-dense foods our planet has to offer, the microalgae Spirulina. As the first indoor commercial Spirulina farm in the United States, We Are the New Farmers hopes to unlock a new world of possibilities for this amazing superfood.

Altus Labs
Jeremy Kahn ’02, CEO
Cannabinoid-based treatment options for inflammatory and immune mediated diseases, disrupting the $17B steroid and NSAID markets for conditions including atopic dermatitis, arthritis, and itch.

Also presenting:

HomeWorks Trenton
Natalie Tung ’18, Co-Founder and Executive Director
A community-based after-school, boarding program that provides academic and social-emotional enrichment activities to supplement public schools, empower women, and build community leaders.
Please join us for complimentary drinks and hors d’oeuvres. Co-sponsored by the Office of the Vice President for Campus Life and the Center for Career Development. Remarks by Xiaotang Huang, Associate Director for Employer Outreach.

Afterward, please join us at the Norwood Club, 241 West 14th Street, for an after-party hosted by Princeton Association of NYC and the Princeton Women's Network of NYC. (Prior ticket purchase required. No tickets will be sold at the door.)
TIGER TALKS
IN THE CITY

HOW GENOMICS ARE DRIVING NOVEL THERAPIES

Tuesday, December 10 @ 6:30pm
Panelists include:

Prof. Yibin Kang, Warner-Lambert/Parke-Davis Professor of Molecular Biology
Co-Founder of KayoThera

Jacob Van Naarden ’06, Co-Founder and COO of Loxo Oncology (acquired by Eli Lilly)

New York-Presbyterian David H. Koch Center
1283 York Ave., New York NY 10065

Co-hosted by Laura L. Forese, M.D. ’83 P13 P18
EVP and Chief Operating Officer, New York-Presbyterian

Register: bit.ly/tigertalksogenomics

PRINCETON SPARK PODCAST

Stories of Entrepreneurship
the Princeton Way

Available at princetonspark.com or in your favorite podcast app
OFFICEHOURS connects highly skilled mentor volunteers with students and early career alumni seeking professional advice. Our mentors have expertise in funding, legal, business development, customer acquisition, pitch decks, arts management, TV production, and much more.

Connecting with a mentor is easy!

■ SEARCH for a mentor by skillset and/or industry experience.

■ SCHEDULE a 30-minute meeting time with your mentor of choice, in-person or by phone, during the mentor’s “office hours”.

■ PREPARE for the meeting by providing the mentor with background information regarding the issue or challenge you’d like to discuss, and the outcome you hope to achieve.

■ MEET with your mentor!

OfficeHours is a program of Princeton Entrepreneurship Council, Keller Center, Lewis Center for the Arts, and Princeton Alumni Angels

More info / Find a mentor: bit.ly/OfficeHoursMentoring
INVEST IN YOUR CLASSMATES.
WE DO.

We are a private venture capital fund exclusively for Princeton alumni. Our fund invests in a diversified portfolio of venture-backed companies founded or led by fellow alumni. If you are an accredited investor and looking for a smart, simple way to add VC to your portfolio, join us.

This year’s fund - Nassau Street Ventures 2 - is now open to new investors.

www.nassaustreetventures.com/alumni • invest@nassaustreetventures.com

Important Disclosure: The manager of Nassau Street Ventures Fund 2 is Alumni Ventures Group (AVG), a venture capital firm. AVG and the fund are not sponsored by, affiliated with, or otherwise endorsed by Princeton University. For informational purposes only; offers of securities are made only to accredited investors pursuant to the fund’s offering documents, which describe the risks, fees and other information that should be considered before investing. AVG’s funds are very long-term investments that involve substantial risk of loss, including loss of all capital invested.

CHAAC VENTURES

Investing in Visionary Princeton Founders Since 2015

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$25mm currently under management to back Princetonians

Fund II still open to investors for a limited time

ABOUT FITZ GATE VENTURES:

• Through its 200 “Friends of Fitz” advisory board comprised of Princeton alumni, faculty, administrators, trustees and students as well as the broader worldwide alumni network, Fitz Gate engages with the Princeton community to help it discover and diligence the best startups and then help its founders succeed (introductions to more capital, customers, mentors).

• Fitz Gate’s portfolio companies have received follow-on funding at premiums from Sequoia, Canaan, Tribeca, Andreessen Horowitz, Citi Ventures, Spark Capital, Focus Financial Partners (KKR) and other leading VC firms after Fitz Gate invested.

• Fitz Gate’s principals teach venture capital both at Princeton (grad school seminar series) and at Rice University Jones School of Business (MBA).

• Two of Fitz Gate’s portfolio company founders have already won Princeton University’s highest award for excellence in entrepreneurship - one in each of Fitz Gate’s first two years in business.


www.fitzgate.com

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Fitz Gate Ventures is not legally affiliated with or endorsed by Princeton University.