

# REUNIONS 2019 ENTREPRENEURSHIP EVENTS



**Princeton  
Entrepreneurs'  
Network**

*Serving 10,000 alumni since 1997*

## 22nd Annual Princeton Entrepreneurs' Network (PEN) Startup Conference and Competition

*Sponsored by Princeton Entrepreneurship Council, Keller Center, Nassau Street Ventures, Def Method, Chaac Ventures, LivePlan, E-Club, and Fitz Gate Ventures*

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### 8:30 | Registration opens

Light breakfast offered.

Conference will take place in the Friend Center.

### 9:00 - 9:55 | Startup Workshops

#### **A Methodology for Defining Your Product Strategy**

Learn an effective process to develop and validate your startup's product strategy. Featuring Julia Macalaster '12, COO, Def Method. Sponsored by Princeton Entrepreneurship Council. Friend Center Bowl 004.

#### **Venture Funding Toolkit**

Learn the tools and techniques to most effectively engage with the venture capital community and raise seed and Series A money. Featuring Dianna Raedle '84, Founder and CEO, Deer Isle Group and Craig Limoli '12, Co-Founder and CEO, WellSheet. Sponsored by Princeton Entrepreneurship Council. Friend Center Bowl 006.

#### **How to Engage with the Princeton Entrepreneurial Ecosystem**

Learn how to better connect with the Princeton ecosystem. Featuring Anne-Marie Maman '84, Executive Director, Princeton Entrepreneurship Council; Cornelia Huellstrunk, Executive Director, Keller Center; Tony Williams, New Ventures Associate, Office of Technology Licensing; Coleen Burrus, Executive Director, Corporate Engagement and Foundation Relations; and Kim Betz, Executive Director, Center for Career Development. Sponsored by Princeton Entrepreneurship Council. Friend Center Bowl 008.

### 10:00 - 10:55 | Startup Workshops

#### **Legal Considerations for Startups**

Hear from legal experts on topics including business formation, intellectual property, trademarks, and copyrights. Featuring Dror Futter '86, Partner, Rimon Law; Beth Alter '90, Counsel, Seward & Kissel LLP; and Leo Kittay '96, Partner, Fross Zelnick Lehrman & Zissu, P.C. Sponsored by Princeton Entrepreneurship Council. Friend Center Bowl 004.

#### **How to be an Angel Investor**

Explore getting involved with Princeton Alumni Angels as an investor, founder, or engaged alumnus. Featuring Laurence Latimer '01, Head of Ventures, IEX Group; Ann Rodriguez '99, former COO, WNBA; and Rob Wolk '91, Managing Director, Wolk Capital Partners. Sponsored by Princeton Entrepreneurship Council. Friend Center Bowl 006.

#### **Building Your Startup Team**

Learn strategies and tactics for building a high-performance team. Featuring Ian Thomson '09, Executive Recruiter, OneBridge Partners, LLC; Jean Drouin '94, CEO and Founder, Clarify Health Solutions; and Bryton Shang '12, Founder and CEO, Aquabyte. Sponsored by Princeton Entrepreneurship Council. Friend Center Bowl 008.

### 10:30 - 12:00 | Startup Showcase and Lunch

### 12:15 - 1:00 | Keynote

Nate Faust '02, Co-Founder Jet.com, currently VP US eCommerce Supply Chain and Logistics at Jet.com/Walmart; Moderator: Mayra Ceja '07, Partner at Republic

### 1:00 - 1:45 | Pitch Competition

### 1:45 - 2:30 | Networking and Cocktails

More entrepreneurial events on the reverse side!

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## Alumni-Faculty Forum: Artificial Intelligence: Catastrophe or Opportunity?

8:45 – 10:00 | McCosh Hall, Room 10

Elad Hazan '06, Professor of Computer Science and co-founder of Google AI Princeton; Matthias Blumrich '96, Senior Research Scientist, NVIDIA; Mimi Chen '79, Co-Founder, VoiceSell; Otis B. Jennings '94, Vice President of Engineering, IvySys Technologies

## Open House – Princeton Innovation Center Biolabs

9:30 – 3:30 | 303A College Rd. East, Plainsboro

Come check out Princeton's new Wetlab/Drylab Coworking space

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CENTER 

## Alumni-Faculty Forum: Groundbreaking Medical Treatments

10:30 – 11:45 | McCosh Hall, Room 10

Barbara E. Engelhardt, Associate Professor of Computer Science  
Peter W. Park '99, Medical Group Lead, Pfizer; Stuart Silverman '69, Clinical Professor of Medicine, Cedars-Sinai and UCLA; Kathleen E. Squires '74, Global Director HIV Scientific Affairs, Merck Research Labs, and Professor of Medicine, Sidney Kimmel Medical College of Thomas Jefferson University; Arthur "Bud" Burnett '84, Professor of Urology, Johns Hopkins Medical Institutions; Mark Smith '09, Founder and CEO, Finch Therapeutics

## Civically-Minded Tigers: Diverse ways to engage in social impact

10:30 – 12:00 | Computer Science Building, Room 104, presented by AlumniCorps

Peggy Russell '79 - first amendment law professor & AlumniCorps Board Member.

Panelists: Katrina Browne '89, co-founder of Public Allies & award-winning film-maker; Richard Feiner '84, nonprofit fundraising & development professional; Aria Miles '14, former PP55 Fellow, Director of Research and Public Policy, Momentum Nonprofit Partners

## Entrepreneurship Club Reception

2:00 – 4:00 | Computer Science Building - Banana Gallery

## Entrepreneurial Hub Luau

3:30 -5:00 | Keller Center/Princeton Entrepreneurship Council/E-Club Open House @ the eHub, 34 Chambers St.

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## Alumni-Faculty Forum: New Frontiers in Science and Technology

8:45 – 10:00 | Alexander Hall, Richardson Auditorium

Emily A. Carter, Dean, School of Engineering and Applied Science.

Patricia Falcone '74, Deputy Director for Science and Technology, Lawrence Livermore National Laboratory; Frances Arnold '79, Linus Pauling Professor, California Institute of Technology; Bruce Lincoln '79, Co-Founder and Chief Technology Officer, Silicon Harlem; Karen Roter Davis '94, Leadership Team at X, Alphabet's Moonshot Factory.

## Alumni-Faculty Forum: Inspiring the Next Generation of Entrepreneurs

10:30 – 11:45 | Julis Romo Rabinowitz Building, Room 399

Anne-Marie Maman '84, Founding Executive Director, Princeton Entrepreneurship Council  
Don Dixon '69, Co-Founder and Managing Director, Forge Point Capital; Sheila Marmon Heuer '94, Founder and CEO, Mirror Digital; Dara Kennedy '99, Founder and CEO, Ayla Beauty; Michael Carvin '04, CEO and Founder, SmartAsset; Alex Bisignano '09, Founder and CEO, Phosphorus

## Driven to Distraction: Autonomous Vehicle Technology and Public Apprehensions

10:30 – 1:00 | East Pyne Hall, Room 010



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