



BUZZWORTHY EVENTS:

PRAISE FROM SPONSORS & CLIENTS:



"EXCEPTIONALLY WELL RUN, FROM THE PRESENTERS TO THE EVENT SPACE, AND EVEN THE RECOMMENDATIONS FOR WHICH VIPS TO INVITE FOR LUNCH. I HOPE TO...PARTNER WITH YOU ON FUTURE EVENTS!"

— Mary Hamilton, Managing Director of Accenture Labs (Americas), Accenture Presenting Sponsor & Keynote Speaker for TechFire's Spring 2019 Conference



"CONGRATULATIONS ON A WONDERFUL EVENT"

— Kenji (Ken) Funahashi, Partner, Wilson Sonsini Goodrich & Rosati (sponsor)

WSGR has served as presenting sponsor for more than twenty of TechFire's events since 2014.



"LOOKING FORWARD TO FUTURE COLLABORATIONS. ...YOU ARE DELIGHTFUL TO WORK WITH."

— Kiran Malhotra, Director of Venture Capital Relationships, Fenwick & West LLP
Presenting Sponsor of TechFire's Spring 2019 Conference



"GREAT EVENT.... BIGGEST ONE FOR THE TECH OUTREACH GROUP THIS WHOLE YEAR."

— Mark Thomas, Product Manager, Google (hosted TechFire's Dec. 2016 event)

MORE OF WHAT THEY'RE SAYING:

PRAISE FROM SPONSORS, SPEAKERS, AND ATTENDEES



"AN AWESOME AND SUCCESSFUL EVENT!"

— Marisa Ruiz, Lyft (Presenting Sponsor of TechFire's e-scooter summit at L.A. City Hall)



"THANKS FOR MAKING THE EVENT A BIG SUCCESS!"

Great work attracting **high-caliber speakers** from Silicon Valley and SoCal, and drawing in a **big crowd** from across the region."

— Mark Scott, City Manager, City of Burbank (hired TechFire as a consultant to the City)

The City hired TechFire as a consultant to organize & host the 2015 Burbank Tech Summit, then brought us back again in 2016 for four events.

**KLEINER
PERKINS**

"LOVED THE ENERGY IN THE ROOM!"

— Eric Feng, Partner, Kleiner Perkins Caufield and Byers (speaker)

Eric, the former CTO of Hulu and Flipboard and Chief of Staff to Al Gore, joined us for a fireside chat hosted by Google, and sponsored and moderated by Wilson Sonsini, attracting 425+ RSVPs.

BUZZWORTHY EVENTS:

PRAISE FROM SPONSORS & CLIENTS:

The logo for CBRE, consisting of the letters "CBRE" in white, bold, sans-serif font, centered within a solid green square.

"TRULY IMPRESSED... EXCELLENT JOB"

— Blake Mirkin, Executive Vice President, CBRE (sponsor)

CBRE, the world's biggest commercial real estate services firm, and a member of the Fortune 500, sponsored five TechFire events and advertised in our Guide to LA Tech.

The logo for SPIN, featuring the word "SPIN" in large, bold, orange, sans-serif font, with the Ford logo (the word "Ford" in its signature script) in a blue oval below it.

"THANK YOU...IT WAS A PLEASURE WORKING WITH YOU."

— Alanna Spencer, Policy Events Manager, Spin (Ford Motor Company's scooter division)
Program Sponsor of TechFire's 2019 conference

The logo for LONDON & PARTNERS, featuring the words "LONDON" and "& PARTNERS" in white, bold, sans-serif font, stacked vertically, centered within a solid red square.

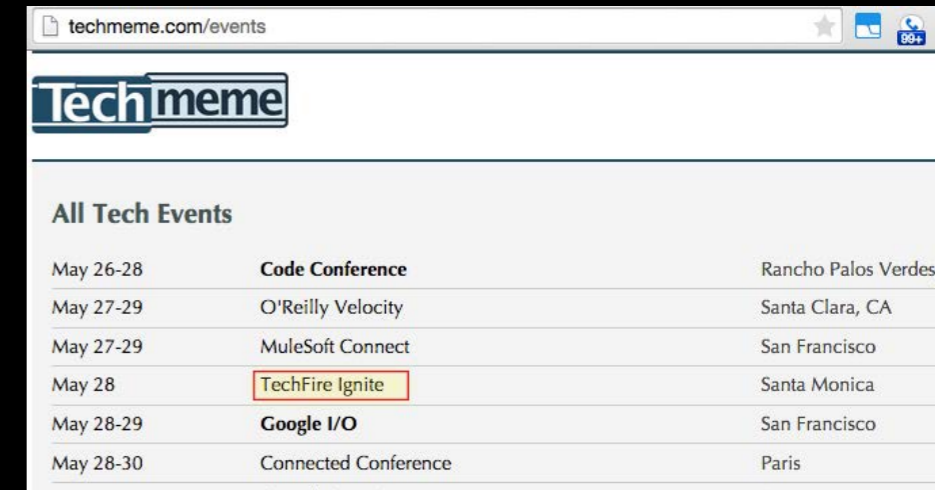
MAYOR OF LONDON

**"EXTREMELY INTERESTING AND INFORMATIVE SESSION...
—REALLY FASCINATING AND SUCH FANTASTIC SPEAKERS."**

— James Cummings, Vice President, Business Development,
London & Partners (the Mayor of London's economic development organization)

OVERVIEW OF OUR EVENTS

- Featured in **Techmeme's list of nationally- and internationally-significant tech events** alongside SXSW, CES, TechCrunch Disrupt, DLD, The Code Conference, etc.



The screenshot shows a browser window with the URL 'techmeme.com/events'. The page title is 'All Tech Events'. Below the title is a table listing several tech events for the month of May. The event 'TechFire Ignite' is highlighted with a red box.

| Date | Event Name | Location |
|-----------|----------------------|----------------------|
| May 26-28 | Code Conference | Rancho Palos Verdes, |
| May 27-29 | O'Reilly Velocity | Santa Clara, CA |
| May 27-29 | MuleSoft Connect | San Francisco |
| May 28 | TechFire Ignite | Santa Monica |
| May 28-29 | Google I/O | San Francisco |
| May 28-30 | Connected Conference | Paris |

- 45+ Events:** conferences, fireside chats, panels, and other programs for TechFire & our clients.
- Thousands and thousands of registrants**
- top speakers** including founders of startups like **Aurora, HotelTonight, about.me,** and **Factual,** VCs from **Kleiner Perkins, SV Angel, Greylock, CRV, & Lightspeed,** CEOs who went on to billion-dollar exits (**Dollar Shave Club** and **BlackLine**), high level government officials, and **C-Level executives** from giants like **Warner Bros.** and **PBS.**
- Featured on national television:** TechFire's Summit on the Self-Driving Car Revolution aired in its entirety on national TV (C-SPAN) in 2018.



TITANS OF TECH

TECHFIRE'S SPEAKERS ALSO SPEAK AT TED, SXSW, TECHCRUNCH DISRUPT, WEB SUMMIT, & DLD.

CLOCKWISE FROM TOP LEFT: TROY CARTER AT SXSW; BRANDEE BARKER AT DLD; CHRIS URMSON AT TED; TONY CONRAD AT WEB SUMMIT; TECHCRUNCH DISRUPT SPEAKER & CRUNCHIES AWARD WINNER SAM SHANK; BRAN FERREN AT TED



FEATURED IN TECHMEME'S LIST OF NATIONALLY- & INTERNATIONALLY-SIGNIFICANT TECH EVENTS

Founded in 2013 and regarded as a tech conference powerhouse, TechFire has been recognized in the industry arbiter TechMeme's list of nationally- and internationally-significant tech conferences. TechFire's summit on the **Self-Driving Car Revolution was broadcast on national television** on C-SPAN. We have hosted **45+ events** with thousands and thousands of registrants across both our own in-house events sponsored by Fortune 500 & industry-leading giants, and **award-winning events** for consulting clients. Learn more at techfire.co.

Who we are: TechFire is led by Founder/CEO David C. Murphy. Before TechFire, David founded and led a high-profile group funded by Elon Musk, the David Bohnett Foundation, Google, Uber, and Lyft, where David's work drove coverage by the *New York Times*, *Good Morning America*, *Bloomberg*, and the *L.A. Times* front page. David graduated from Claremont McKenna College, and in high school, cofounded Hotline Communications, whose chat software was used by millions of consumers and by companies like General Motors and Apple. *The Toronto Star* called Hotline "a major force in the online world" at the time. Active in policy and politics, at TechFire David has been tapped by the World Economic Forum to participate in working groups on the future of the internet and cybersecurity.

AS SEEN IN/ON:



HOSTED BY:



AND MORE

FEATURING SPEAKERS FROM:



SPONSORS & CLIENTS



RECENT HIGHLIGHTS

TECHFIRE

PRESENTING SPONSORS:




PROGRAM SPONSOR:



GOLD SPONSOR:



TECHFIRE'S SPRING 2019 CONFERENCE

What's Next for Tech & the Economy • The Future of Mobility
March 20, 2019 • Playa Vista (USC ICT) • techfire.co/2019









THE FUTURE OF TECH



Shasta Ventures
Nitin Chopra,
Partner



Greycroft
Mark Terbeek,
Partner

THE FUTURE OF MOBILITY



Spin
Douglas Curl
General Manager, LA



City of Los Angeles
Councilman Mike Bonin
Chair, Transportation Committee

TECHNOLOGY VISION 2019



Accenture
Mary Hamilton,
Managing Director,
Accenture Labs



City of Los Angeles
Councilman Joe Buscaino
(pending final confirmation)

ECONOMIC FORECAST



LAEDC
Dr. Somjita Mitra
Director, Institute for
Applied Economics

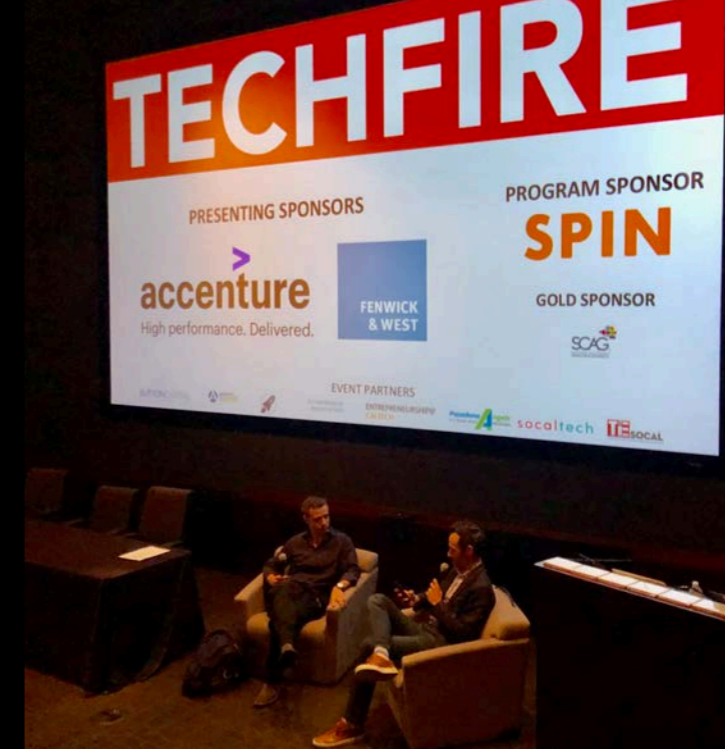


Culver City
Mayor Thomas Small



City of Santa Monica
Anuj Gupta
Deputy City Manager

TechFire has been featured in Techmeme's list of nationally-significant tech events. Learn more about this & our more than 40 events since 2013: techfire.co



RECENT HIGHLIGHTS

IN PARTNERSHIP WITH OUR SPONSOR LYFT, OUR SCOOTER SUMMIT — HOSTED AT CITY HALL BY LOS ANGELES MAYOR ERIC GARCETTI'S OFFICE — FEATURED A KEYNOTE BY THE HONORABLE ANTHONY FOXX, FORMER U.S. SECRETARY OF TRANSPORTATION UNDER PRESIDENT OBAMA.



KEYNOTE SPEAKER:

THE HON. ANTHONY FOXX, LYFT



CHIEF POLICY OFFICER & SENIOR ADVISOR TO THE PRESIDENT & CEO, LYFT
FORMER U.S. SECRETARY OF TRANSPORTATION & FORMER MAYOR OF CHARLOTTE, N.C.

ALSO FEATURING:



SELETA REYNOLDS
GENERAL MANAGER
LOS ANGELES DEPARTMENT OF
TRANSPORTATION (LADOT)



THE HON. PAM O'CONNOR
COUNCILMEMBER & FORMER MAYOR,
CITY OF SANTA MONICA;
CHAIR, TRANSPORTATION &
INFRASTRUCTURE COMMITTEE,
NATIONAL LEAGUE OF CITIES

THE SELF-DRIVING CAR REVOLUTION

A TECHFIRE SUMMIT • DEC 1, 2017 • AT LOS ANGELES CITY HALL

TECHFIRE'S SUMMIT ON AUTONOMOUS VEHICLES FEATURED CHRIS URMSON AND OTHER KEY LEADERS, AND WAS BROADCAST ON NATIONAL TV ON C-SPAN.

TechFire convened some of the top autonomous vehicle leaders from across the nation for a high-level summit, broadcast on C-SPAN. Los Angeles Mayor Eric Garcetti's Office hosted the event in the event space atop Los Angeles City Hall.

SPEAKERS:

AURORA



CHRIS URMSON

FOUNDER/CEO, AURORA INNOVATION;
FORMER DIRECTOR, OF GOOGLE'S
SELF-DRIVING CAR PROJECT

NHTSA



HEIDI KING

ACTING ADMINISTRATOR,
NATIONAL HIGHWAY TRAFFIC SAFETY
ADMINISTRATION



RANDY IWASAKI, P.E.

EXECUTIVE DIRECTOR
CONTRA COSTA TRANSPORTATION
AUTHORITY / GOMENTUM STATION



COUNCILMAN MIKE BONIN
LOS ANGELES CITY COUNCIL
TRANSPORTATION CHAIR



BRAN FERREN

CO FOUNDER / CHIEF CREATIVE OFFICER,
APPLIED MINDS;
ADVISOR, TOYOTA RESEARCH INSTITUTE



U.S. SENATOR

GARY PETERS (D-MICH),
CO-LEAD SPONSOR,
AV START ACT (BY VIDEO)

COMPANIES ATTENDING:



INSIDE A TECHFIRE FIRESIDE CHAT

PICTURED: A FIRESIDE CHAT WITH KLEINER PERKINS PARTNER ERIC FENG, HOSTED BY GOOGLE LA. BEFORE HEADING CONSUMER TECH INVESTING FOR ONE OF SILICON VALLEY'S MOST STORIED VC FIRMS, ERIC WAS CTO OF HULU AND FLIPBOARD, AND CHIEF OF STAFF TO AL GORE.



KPCB | KLEINER PERKINS CAUFIELD BYERS

Google

RECORD BREAKING ATTENDANCE: THE EVENT, WITH 426 RSVPS, SET A **NEW TECHFIRE RECORD** FOR A FIRESIDE CHAT. AND GOOGLE TOLD US OUR TURNOUT SET A RECORD FOR **GOOGLE LA'S BIGGEST TECH OUTREACH EVENT** OF THE YEAR.

GOOGLE LA (FRANK GEHRY, ARCHITECT)

A SAMPLING OF PAST SPEAKERS



SAM SHANK
CO-FOUNDER & CEO
HOTELTONIGHT

ERIC FENG
PARTNER
KLEINER PERKINS

JOSH ELMAN
PARTNER
GREYLOCK PARTNERS

BETH SEIDENBERG
PARTNER
KLEINER PERKINS

TROY CARTER
CHAIRMAN/CEO
ATOM FACTORY & SMASHD LABS

BRAD FELD
CO-FOUNDER
TECHSTARS
MANAGING DIR.
FOUNDRY GROUP

CHRIS URMSON
FOUNDER/CEO,
AURORA INNOVATION

KARA NORTMAN
PARTNER
UPFRONT VENTURES

JEREMY LIEW
PARTNER
LIGHTSPEED VENTURE PARTNERS



THOMAS GEWECKE
CHIEF DIGITAL OFFICER & EVP
WARNER BROS.

HOWARD MORGAN
PARTNER
FIRST ROUND CAPITAL

WILL HSU
MANAGING PARTNER
MUCKER CAPITAL

THERESE TUCKER
FOUNDER, CEO & CHAIRMAN
BLACKLINE

BRAN FERREN
CO-FOUNDER/CHIEF CREATIVE OFFICER
APPLIED MINDS

CASEY WINTERS
GROWTH ADVISOR IN RESIDENCE
GREYLOCK PARTNERS

GREG BETTINELLI
PARTNER
UPFRONT VENTURES

TONY CONRAD
CEO & FOUNDER, ABOUT.ME
PARTNER, TRUE VENTURES

MICHAEL DUBIN
CO-FOUNDER/CEO
DOLLAR SHAVE CLUB



DANA SETTLE
FOUNDING PARTNER
GREYCROFT PARTNERS

GIL ELBAZ
FOUNDER/CEO
FACTUAL

CODY SIMMS
PARTNER
TECHSTARS

ERIK RANNALA
MANAGING PARTNER
MUCKER CAPITAL

JOSH YGUADO
CO-FOUNDER & PRESIDENT
JAM CITY

IRA RUBENSTEIN
CHIEF DIGITAL AND MARKETING OFFICER
PBS

TED SCHILOWITZ
FUTURIST IN RESIDENCE,
PARAMOUNT PICTURES

U.S. SENATOR GARY PETERS
CO-LEAD SPONSOR, AV START ACT
(BY VIDEO)

CONTINUED
SEE NEXT SLIDE

PAST SPEAKERS (CONTINUED)



MITRA BEST
U.S. INNOVATION
LEADER & NEW
VENTURES
PRINCIPAL, PWC



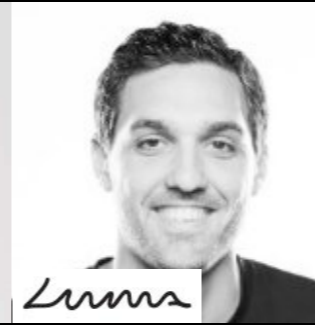
**TX
ZHUO**
PARTNER
FIKA
VENTURES



**MICHAEL
YANOVER**
HEAD OF BUSINESS
DEVELOPMENT, CREATIVE
ARTISTS AGENCY



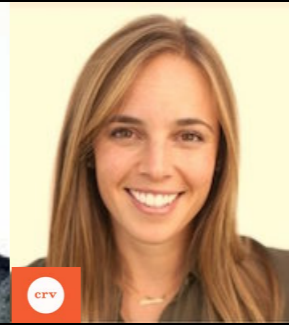
**MARK
TERBEEK**
PARTNER
GREYCROFT
VENTURES



**LAURENT
GRILL**
VENTURE LEAD
LUMA LAUNCH



**JUAN
BRUCE**
FOUNDING
PARTNER
DOWNEY
VENTURES



**ANNIE
KADAVY**
GENERAL
PARTNER,
CHARLES RIVER
VENTURES (CRV)



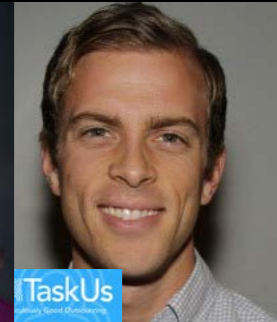
**ANDREW
MORBITZER**
VP, CORPORATE
DEVELOPMENT
GODADDY



**DAVID
SIEMER**
MANAGING
PARTNER
WAVEMAKER
PARTNERS



**PAM
ALLISON**
DIRECTOR OF
DIGITAL INITIATIVES
WARNER BROS.
TECHNOLOGY



**BRYCE
MADDOCK**
CO-FOUNDER
& CEO
TASKUS



**MICHAEL
CARNEY**
INVESTOR
UPFRONT
VENTURES



**PAIGE
CRAIG**
MANAGING
PARTNER
ARENA
VENTURES



HEIDI KING
ACTING
ADMINISTRATOR,
NATIONAL HIGHWAY
TRAFFIC SAFETY
ADMINISTRATION



**COUNCILMAN
MIKE BONIN**
TRANSPORTATION CHAIR
LOS ANGELES
CITY COUNCIL



**DAVID
LEE**
MANAGING
PARTNER
SV ANGEL



**DAN
MOREHEAD**
FOUNDER & CEO
PANTERA
CAPITAL



**ASHER
LEIDS**
ANGEL
INVESTOR



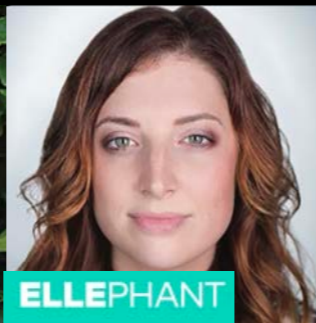
**AARON
HIRSCHHORN**
CO-FOUNDER &
CEO
DOGVACAY



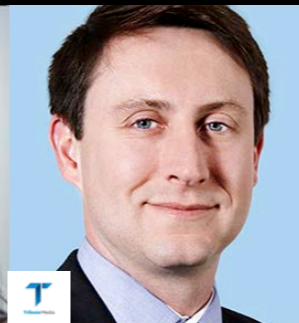
**ARTEEN
ARABSHAHI**
VICE PRESIDENT
FIKA VENTURES



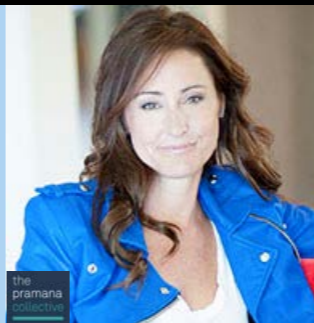
**TODD
GITLIN**
MANAGING
PARTNER
SAFIRE PARTNERS



**RACHAEL
KING**
CO-FOUNDER
ELLEPHANT
MEDIA



**R. BRANDON
SOKOL**
CORPORATE
DEVELOPMENT
TRIBUNE MEDIA



**BRANDEE
BARKER**
CO-FOUNDER /
PARTNER
THE PRAMANA
COLLECTIVE

IN MEMORIAM

DAVE GOLDBERG
CEO, SURVEYMONKEY

DAVE GOLDBERG TRAGICALLY PASSED AWAY IN MAY 2015. HE HAD BEEN SCHEDULED TO SPEAK AT TECHFIRE IGNITE; WE DEDICATED THE EVENT IN HIS MEMORY, & SPEAKERS SHARED REFLECTIONS ON LESSONS WE CAN LEARN FROM HIS EXAMPLE.

**AND
MANY
MORE**

UBER ENIC ventures
wework TriNet
& MORE

PAST ATTENDEES

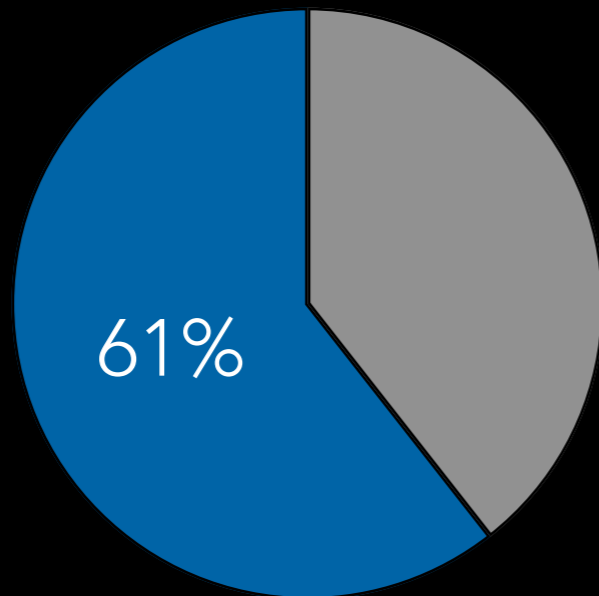
JUST A FEW HIGHLIGHTS FROM PAST EVENTS:



ATTENDEE PROFILE

PAST EVENT PROFILE:

- Breakdown of the 400+ registrants at a TechFire Ignite Summit:



61% Total Senior-Level Executives
(CEOs + Other C-Level + Founder + VP + Director)

45+ EVENTS: A TIMELINE

WITH MANY MORE TO COME!

2019:

- Spring summit sponsored by Accenture, Fenwick, Ford (Spin), and SCAG, featuring Shasta, Greylock, and more
- WSGR-sponsored Fireside Chat with a VC from Index
- DLA Piper-sponsored event with CAA's Michael Yanover
- The Future of AR/VR/MR, at Microsoft Playa Vista, funded by the Fairfax County Economic Development Authority
- Burbank Tech Talks events on subjects like raising VC funding, AR/VR, and women in entrepreneurship.
- Startup Pitch Festival funded by the City of Burbank

2018:

- A scooter summit sponsored by Lyft, hosted by the Mayor's Office at LA City Hall, featuring former US Secretary of Transportation Anthony Foxx and more
- Events mobility and AR/VR in partnership with WSGR
- Burbank Tech Summit (March 6): sold-out (400+ RSVPs). Speakers: Paramount Pictures' Futurist in Residence, PBS' Chief Digital & Marketing Officer, and many more from Warner Bros., UCLA Health and beyond.
- Startup.Burbank Pitch Festival and Burbank Tech Talks
- and the Fairfax County Economic Development Authority (our consulting client) at Microsoft LA



2017:

- Summit on the Self-Driving Car Revolution: broadcast on national TV by C-SPAN and hosted atop Los Angeles City Hall by Mayor Eric Garcetti's office, this standing-room only summit featured many of the nation's leading autonomous vehicle experts, including Chris Urmson, Heidi King, U.S. Senator Gary Peters, Bran Ferren, and more.
- The Road to Series A: a four-event series, sponsored by WSGR and hosted by Google and Luma Pictures, featuring panels/presentations on product/market fit, seed funding, growth marketing, and building a team, with speakers like Greylock's Casey Winters.
- Burbank Tech Talks: an expanded lineup of eight events, featuring speakers like Warner Bros. Chief Digital Officer Thomas Gewecke, PwC's U.S. innovation leader Mitra Best, Creative Artists Agency's Michael Yanover, and others from companies like Uber and WeWork.

2016:

- Four Fireside Chats sponsored by WSGR with speakers such as Kleiner Perkins partner Eric Feng, Factual Founder/CEO Gil Elbaz, and more.
- Four Burbank Tech Talks on behalf of our client, the City of Burbank

EVENT TIMELINE — CONTINUED

2015:

- **TechFire Ignite Summit** (Santa Monica)
 - featured in Techmeme Events' list of nationally & internationally significant tech events alongside Recode's Code Conference, WSJ DLive, South by Southwest (SXSW), & TechCrunch Disrupt.
 - featuring speakers from Silicon Valley & L.A. such as **Sam Shank (HotelTonight)**, **Tony Conrad (About.me & True Ventures)**, angel **Paige Craig**, and many more
 - 400+ registrants (standing-room-only!)
 - Sponsors: **EY, Wilson Sonsini Goodrich & Rosati, BlackLine, CBRE**
- **Four Fireside Chats**
 - Sponsors: **EY, CBRE, Wilson Sonsini Goodrich & Rosati (WSGR), j2 Global** (NASDAQ: JCOM), etc.
 - Speakers: Greg Bettinelli & Kara Nortman (Upfront Ventures), Mark Mullen (Double M), and David Siemer (Wavemaker/Siemer & Associates)
 - Hosted by **Google, Microsoft, and WeWork.**

2015 (continued):

- **Events for Consulting Clients:**
 - **WSGR / Wharton | San Francisco / Wilson Sonsini** joint event.
 - **City of Burbank: Burbank Tech Summit** (sold out two weeks in advance). Featuring speakers from **Charles River Ventures, Techstars**, et al.



2014:

- Six **Fireside Chats** with speakers like Troy Carter (Atom Factory), Brad Feld (Techstars/Foundry Group), Josh Elman (Greylock), David Lee (SV Angel), Dana Settle (Greycroft), etc.
- **TechFire Ignite Summit** (at UCLA Anderson School of Management's Korn Hall) with speakers like Dollar Shave Club's Michael Dubin, Kleiner Perkins' Beth Seidenberg, Mucker Capital's Will Hsu, and more.
- Sponsors: **Deloitte, Wilson Sonsini Goodrich & Rosati (WSGR), j2 Global**, & more

SPONSORS & CONSULTING CLIENTS

W&R PROFESSIONAL CORPORATION

TECHFIRE IS TRUSTED BY FORTUNE 500 AND INDUSTRY-LEADING COMPANIES, AND GOVERNMENTS.

Wilson Sonsini Goodrich & Rosati
PROFESSIONAL CORPORATION

The premier legal advisor to technology firms, including clients such as Google, Twitter, LinkedIn, Netflix, Tesla, Amazon.com, Square, Spotify, Salesforce, Adobe, Tencent, etc.

Two of the **Big Four** Professional Services Firms

The **world's biggest** commercial real estate services firm.

AON
Empower Results®

CITY OF BURBANK
BUSINESS AND ECONOMIC DEVELOPMENT DIVISION

FAIRFAX COUNTY
ECONOMIC DEVELOPMENT AUTHORITY

AND MORE

PLUS: BURBANK TECH SUMMIT SPONSORS (PAID TO OUR CLIENT, THE CITY OF BURBANK):

SAMPLE ADS IN TECHFIRE EVENT PROGRAMS & PUBLICATIONS

RELATIONSHIPS MATTER

The right partnerships matter most.

Wilson Sonsini Goodrich & Rosati

One change can change everything.

Deloitte.

United in Strategy

Risk, Reinsurance, Human Resources

AON
Empower Results®

REIMAGINING REAL ESTATE

CBRE has also committed to the technology sector globally.

CBRE

WELCOME TO MODERN FINANCE

Modernizing the way finance and accounting work: enhanced visibility, control, and automation

BLACKLINE

j2 Cloud Services

THE CLOUD SERVICES 11 MILLION CUSTOMERS TRUST

ONLINE FAX: eFax Corporate

VIRTUAL PHONE: eVoice

HOSTED EMAIL: FuseMail

EMAIL MARKETING: campaigner

ONLINE: KeepItSafe

BUSINESS COMMUNICATIONS: onebox

www.j2.com | 855-492-5683

Technology companies need to stay flexible. Especially with their real estate.

Expansion

Productivity

Cresa understands the business needs of technology companies.

Cresa

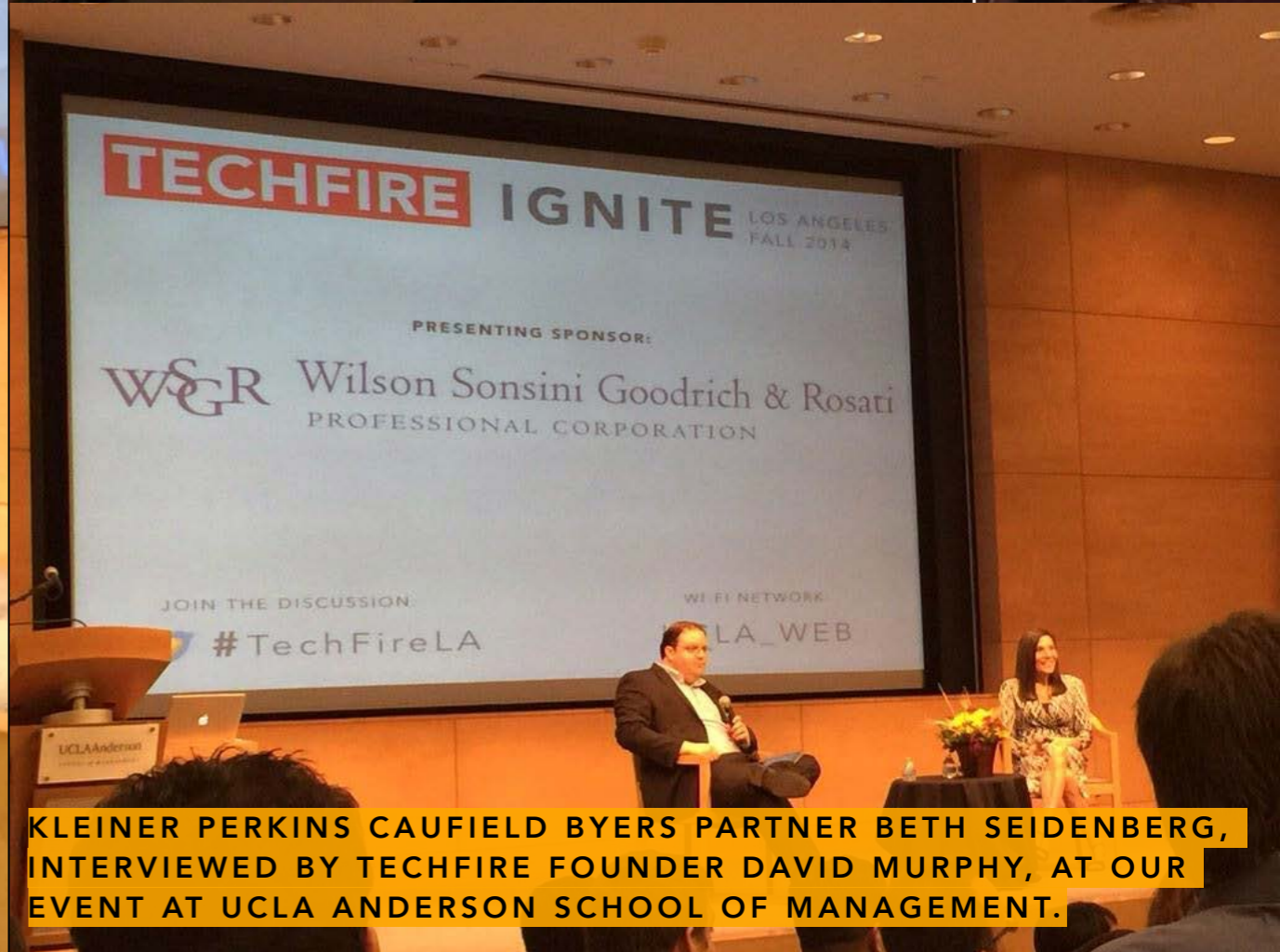
EVENT PHOTOS



DOLLAR SHAVE CLUB CO-FOUNDER & CEO MICHAEL DUBIN SHARES THE STORY BEHIND THE VIRAL VIDEO THAT STARTED IT ALL. NOW, UNILEVER ACQUIRED THEM FOR \$1 BILLION.



GOOGLE HOSTED TECHFIRE'S FIRESIDE CHAT WITH FACTUAL'S GIL ELBAZ — WHOSE PRIOR COMPANY WAS GOOGLE'S FIRST BIG ACQUISITION.



KLEINER PERKINS CAUFIELD BYERS PARTNER BETH SEIDENBERG, INTERVIEWED BY TECHFIRE FOUNDER DAVID MURPHY, AT OUR EVENT AT UCLA ANDERSON SCHOOL OF MANAGEMENT.

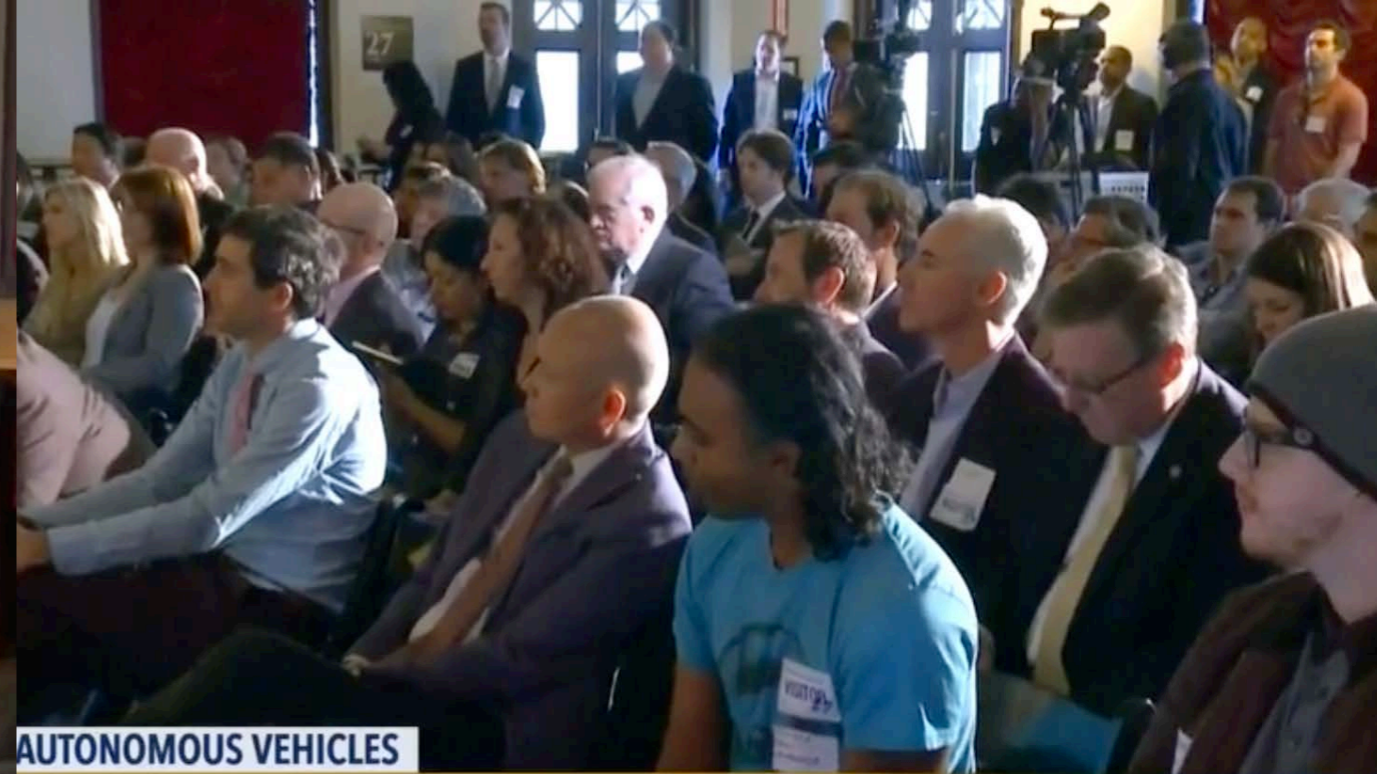


AUTONOMOUS VEHICLES

This event is hosted by TechFire.



SELF-DRIVING CAR LEGEND CHRIS URMSON (OF AURORA AND FORMERLY GOOGLE), AND TECHFIRE'S DAVID MURPHY.



AUTONOMOUS VEHICLES

This event is hosted by TechFire.



C-SPAN COVERAGE OF THE CROWD AT TECHFIRE'S 2017 AUTONOMOUS VEHICLES SUMMIT.



SEN. PETERS' TECHFIRE MESSAGE



PHOTO CREDIT: VIK LAKHWARA (WSGR)



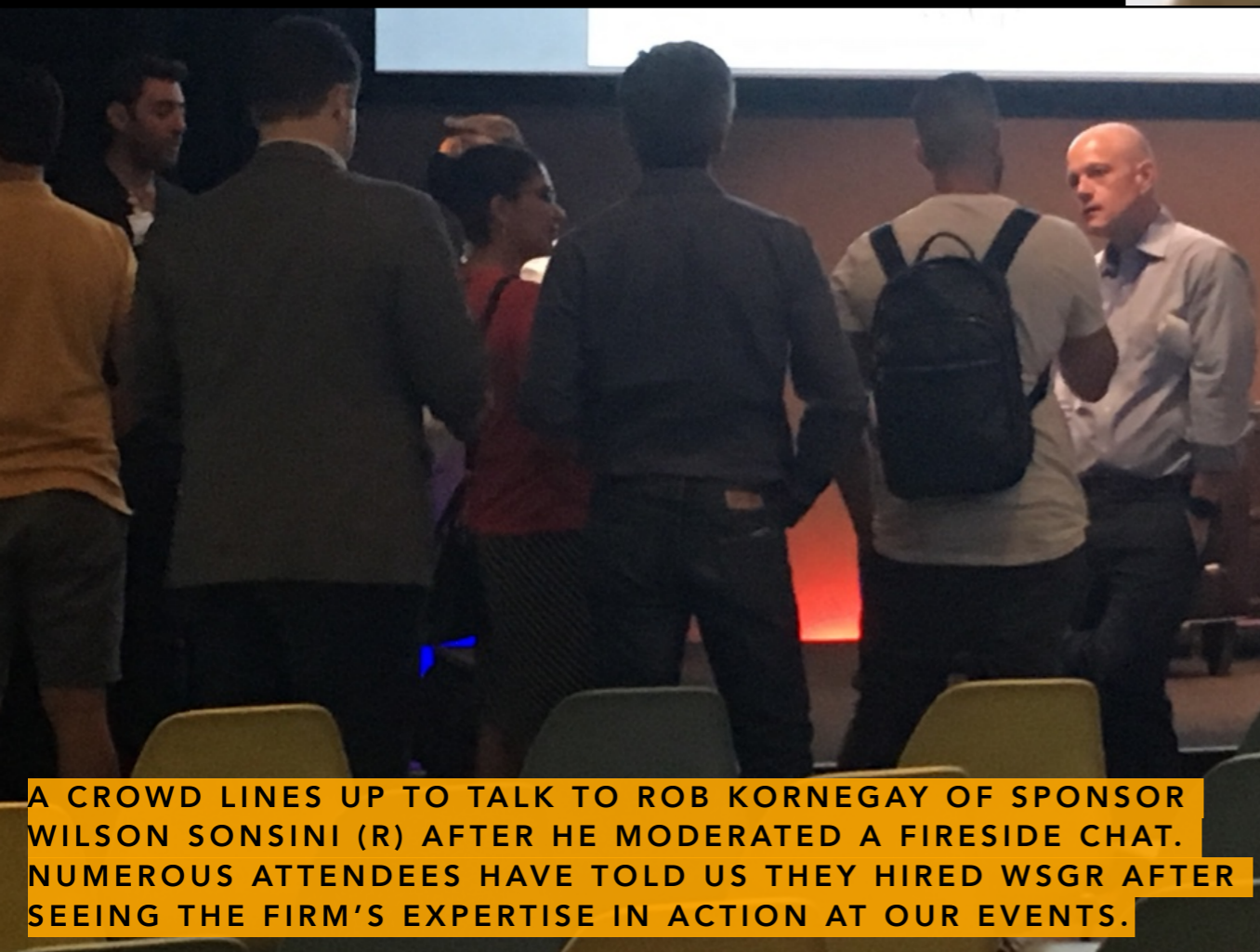
TECHFIRE'S "ROAD TO SERIES A" EVENT AT GOOGLE LA, SPONSORED BY WSGR, FEATURING A DISCUSSION ON PRODUCT/MARKET FIT



NETWORKING AT TECHFIRE'S FIRST OF TWO FIRESIDE CHATS AT GOOGLE LA IN 2016.



THE TED TALK FOR APPLIED MINDS' BRAN FERREN (AT LEFT), HAS MORE THAN 1 MILLION VIEWS — SO IT WAS NO WONDER THAT TECHFIRE'S BURBANK TECH TALKS EVENT WITH BRAN AND MUCKERLAB'S ERIK RANNALA, LEFT ATTENDEES ABUZZ.



A CROWD LINES UP TO TALK TO ROB KORNEGAY OF SPONSOR WILSON SONSINI (R) AFTER HE MODERATED A FIRESIDE CHAT. NUMEROUS ATTENDEES HAVE TOLD US THEY HIRED WSGR AFTER SEEING THE FIRM'S EXPERTISE IN ACTION AT OUR EVENTS.



PARAMOUNT PICTURES' FUTURIST IN RESIDENCE TED SCHILOWITZ, KEYNOTING OUR 2018 BURBANK TECH SUMMIT.



CASEY WINTERS, GREYLOCK PARTNERS' GROWTH ADVISOR IN RESIDENCE, AND GROWTH ADVISOR TO TINDER, REDDIT, AND EVENTBRITE, SHARES GROWTH ADVICE WITH FOUNDERS AT A TECHFIRE/WSGR EVENT HOSTED BY LUMA LAUNCH.



NETWORKING IS HALF THE FUN AT TECHFIRE — PARTICULARLY WHEN GOOGLE IS CATERING.



PANELISTS SHARE ADVICE FOR STARTUPS ON THE ROAD TO SERIES A



FACEBOOK'S FORMER HEAD OF GLOBAL COMMUNICATIONS & POLICY BRANDEE BARKER, INTERVIEWED BY FORMER GATES FOUNDATION HEAD OF PUBLIC AFFAIRS TREVOR NEILSON, PRESIDENT OF GLOBAL PHILANTHROPY GROUP.



SNAPCHAT'S FIRST INVESTOR, JEREMY LIEW (LIGHTSPEED VENTURE PARTNERS), WITH LOS ANGELES TIMES TECH REPORTER PARESH DAVE (L) AND FIRESIDE CHAT MODERATOR PATRICK ANDING (R) OF WILSON SONSINI (SPONSOR).



NPR & MARKETPLACE CONTRIBUTOR & KPCC SENIOR ECONOMY REPORTER BEN BERGMAN INTERVIEWS ANNIE KADAVY, GENERAL PARTNER AT CHARLES RIVER VENTURES (CRV).



TECHSTARS MANAGING DIRECTOR CODY SIMMS, WHO RAN THE DISNEY ACCELERATOR IN PARTNERSHIP WITH THE WALT DISNEY COMPANY, SPEAKS AT OUR BURBANK TECH SUMMIT.



DAVE ESTRADA, CHIEF LEGAL OFFICER OF BIRD, TALKS SHARES INSIGHTS INTO THE FAST-GROWING SCOOTER COMPANY.



TECHFIRE'S 2015 CONFERENCE IN SANTA MONICA ATTRACTED A STANDING ROOM-ONLY CROWD.



NETWORKING AT TECHFIRE'S MOST RECENT CONFERENCE IN SANTA MONICA.



ROB KORNEGAY, PARTNER AT WILSON SONSINI (SPONSOR) INTERVIEWS AARON HIRSCHORN, CO-FOUNDER & CEO OF DOGVACAY.



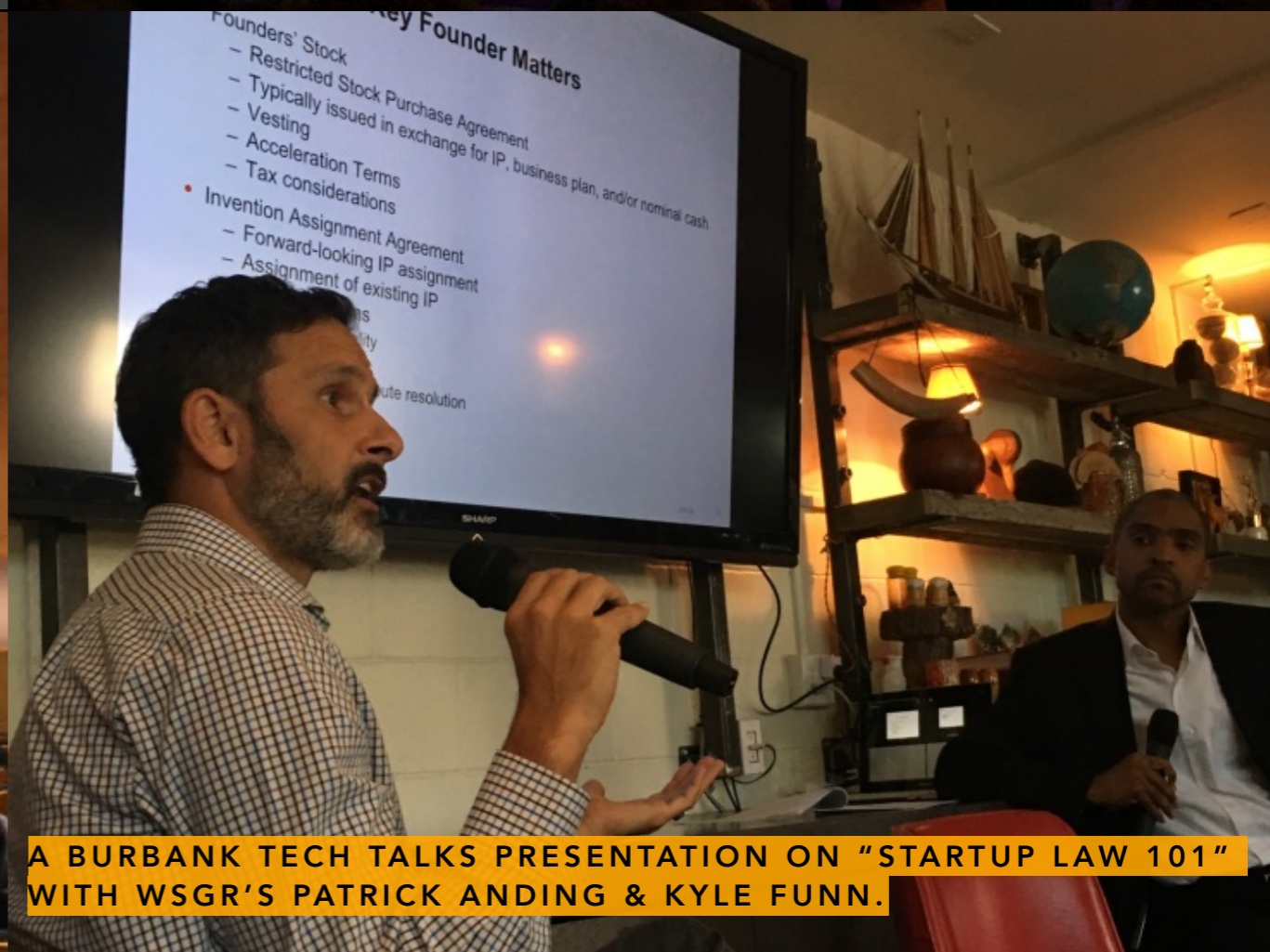
SUPER-ANGEL PAIGE CRAIG, PICTURED AT CENTER), TALKS BACKSTAGE WITH ROB KORNEGAY (L) AND VIK LAKHWARA (R) OF WILSON SONSINI.



OUR SPRING 2017 ROAD TO SERIES A EVENT, HOSTED BY GOOGLE LA, FEATURED A DISCUSSION ON PRODUCT/MARKET FIT.



WILSON SONSINI PARTNER ROB KORNEGAY PRESENTS AT AT TECHFIRE IGNITE SUMMIT 2014, HELD AT UCLA ANDERSON SCHOOL OF MANAGEMENT'S BIGGEST VENUE, KORN CONVOCATION HALL.



A BURBANK TECH TALKS PRESENTATION ON "STARTUP LAW 101" WITH WSGR'S PATRICK ANDING & KYLE FUNN.

TECHFIRE'S ECONOMIC DEVELOPMENT CONSULTING PRACTICE LEVERAGES OUR EXPERTISE & RELATIONSHIPS TO HELP CITIES ATTRACT HIGH-GROWTH TECH STARTUPS.

TechFire is trusted by economic development officials to help attract high-growth tech startups and grow the local tech economy. Leveraging our history as a leading tech conference producer, and our experience bridging the worlds of startups and economic development policy, we consult on economic development strategy, and organize programs and events that help grow the local startup community.

Serving clients across the nation, such as **The Fairfax County Economic Development Authority** (the largest non-state economic development authority in the nation), TechFire first spearheaded our public sector consulting practice at the request of the **City of Burbank** which hired us to leverage our experience as a leading convener of tech conferences and publisher of the **L.A. Tech Agenda** economic development report, praised by the L.A. Mayor's head of tech economic development and by L.A.'s CTO. Burbank was so happy with our work they have brought us back for four more successive contract renewals (so far!), and our Burbank Tech Talks won the city an **award from the California Association for Local Economic Development**.

We advise cities on strategy and lead the implementation, leveraging our deep relationships with Silicon Valley venture capital investors and others to recruit prominent speakers to come speak at events that build a buzz in the local startup community. We leverage our marketing experience to turn out a big crowds, and host the events themselves.

CLIENT CASE STUDY: CITY OF BURBANK, CA

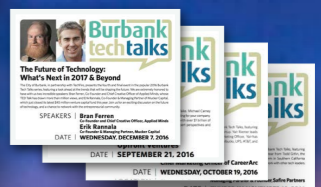


**"A Big Success ... Great work" – Burbank City Manager Mark Scott
2016 Award of Merit, California Assn. for Local Economic Development**

Burbank first hired TechFire in 2015 to organize a **Burbank Tech Summit**, and based on the success of our work for the City (with the summit selling out more than two weeks in advance), the City expanded and renewed our consulting contract in 2016, 2017, and 2018 to organize numerous **Burbank Tech Talks** events and another summit. The series **won an award from the California Association for Local Economic Development**. We recruited prominent speakers such as **Warner Bros.**' Chief Digital Officer & EVP, an investor from a leading Silicon Valley venture capital firm, the Head of **Techstars' Disney Accelerator**, and executives from successful Burbank startups. Our consulting services include advising on tech economic development strategy, event planning, leveraging our relationships to recruit high-profile speakers, outreach to press & partners, using our mailing lists and marketing expertise to attract big crowds, and hosting the events on stage.



EMAIL DAVID@TECHFIRE.CO FOR MORE INFORMATION.

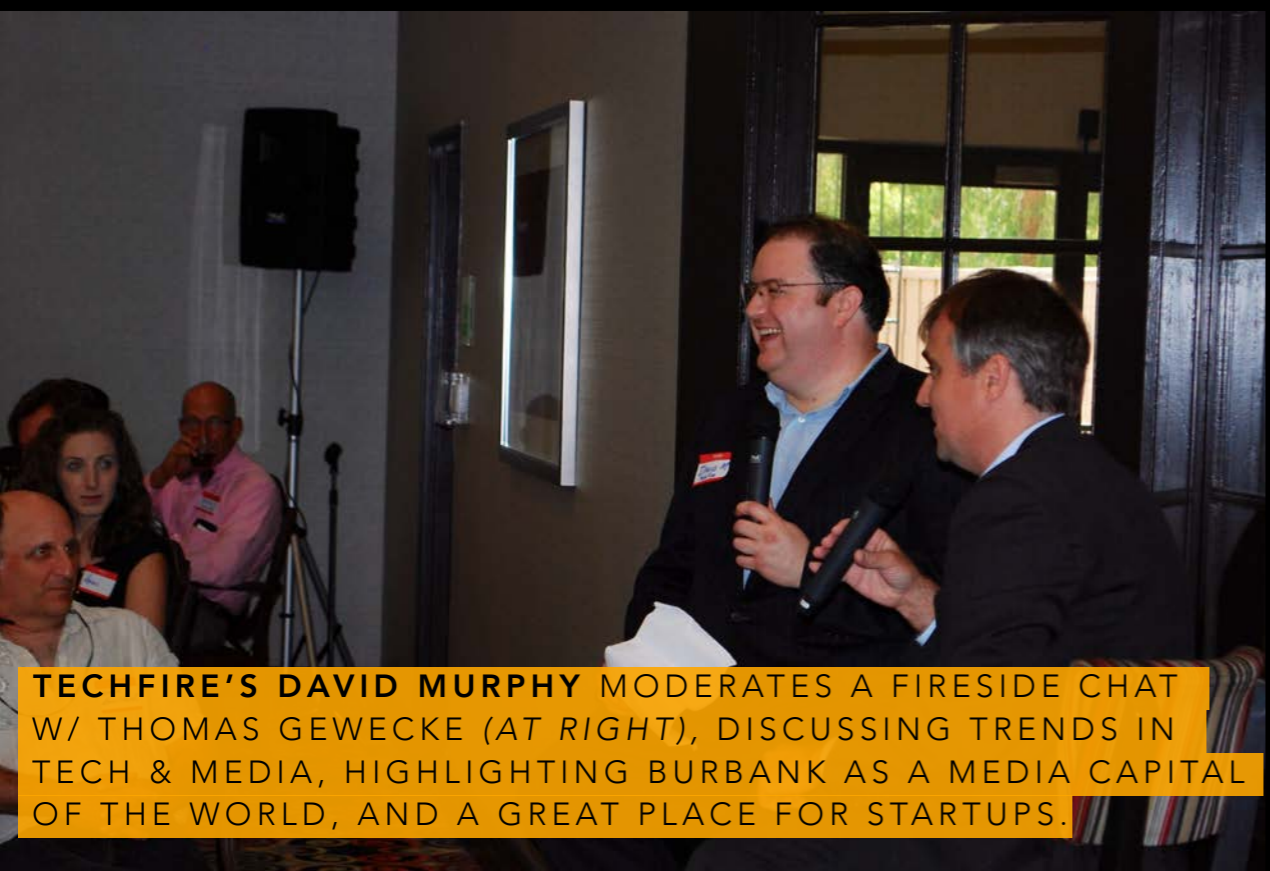


CONSULTING HIGHLIGHTS: BURBANK

Warner Bros. Chief Digital Officer & Executive Vice President Thomas Gewecke spoke at Burbank Tech Talks in July 2017, TechFire's ninth event since 2015 as a tech economic development consultant for the City of Burbank. With Gewecke's having oversight of strategy & digital for a \$12 billion global giant, there was much to discuss!



TECHFIRE



TECHFIRE'S DAVID MURPHY MODERATES A FIRESIDE CHAT W/ THOMAS GEWECKE (AT RIGHT), DISCUSSING TRENDS IN TECH & MEDIA, HIGHLIGHTING BURBANK AS A MEDIA CAPITAL OF THE WORLD, AND A GREAT PLACE FOR STARTUPS.



BURBANK MAYOR WILL ROGERS DISCUSSES BURBANK'S KEY ADVANTAGES.



The Future of Digital Media & Entertainment

The City of Burbank, in partnership with TechFire, is featuring Thomas Gewecke, the Warner Bros. Entertainment's Chief Digital Officer and Executive Vice President, Strategy and Business Development. Gewecke was inducted into Variety's Home Entertainment and Digital Hall of Fame in 2014. Don't miss what promises to be a fascinating discussion on the future of digital media and entertainment with a visionary who oversees global strategy, corporate development and technology functions for one of the world's largest producers and distributors of film, television and video games, with more than \$12 billion in annual revenue.

SPEAKER | Thomas Gewecke
Chief Digital Officer and Executive Vice President, Strategy and Business Development, Warner Bros. Entertainment

DATE | Tuesday, July 18, 2017

LOCATION | Holiday Inn Burbank - Media Center
150 E Angeleno Ave
Burbank, CA 91502

11:30am | Networking and Lunch
A complimentary lunch will be provided

12noon - 1pm | Program

RSVP | burbanktechtalks-july2017.eventbrite.com

INFORMATION CONTACT | 818.238.5180 • www.EconDevBurbank.com
City of Burbank's Community Development Department



TECHFIRE



TECHFIRE'S MARKETING SAVVY ENABLES US TO ATTRACT LARGE CROWDS OF ENTREPRENEURS, FROM FAR & WIDE, AS SEEN AT THIS & OTHER (ABOVE RIGHT) BURBANK TECH TALKS.



NETWORKING IS A BIG PART OF OUR EVENTS AS WELL.

AWARD-WINNING STRATEGIES

RECOGNIZED BY THE CALIFORNIA ASSN. FOR LOCAL ECONOMIC DEVELOPMENT

THE CITY OF BURBANK, A TECHFIRE CLIENT, WON AN AWARD FOR BURBANK TECH TALKS (WHICH TECHFIRE PLANS & HOSTS).



California Association for
Local Economic Development

SAN FERNANDO VALLEY BUSINESS JOURNAL
THE COMMUNITY OF BUSINESS

Burbank Wins Economic Development Awards

By Carol Lawrence

Tuesday, April 4, 2017

"The city of Burbank has won three awards for economic development efforts last year in a statewide competition. The city's business and economic development division won three awards of merit in three categories...from the **California Association for Local Economic Development.** ..."

Burbank Tech Talks [which TechFire plans & hosts as a consultant to the City] won the programs award. The four-part speaker series that launched in September was aimed at entrepreneurs, and created a networking environment that promoted and grew startup industries engaged in technology, media, biotech and clean technology. Burbank Tech Talks grew out of the Burbank Tech Summit in November 2015 with more than 180 businesses."

For more info, see the [full article](#), and the [City's news release](#).



TECHFIRE

CONSULTING CLIENTS

FAIRFAX COUNTY ECONOMIC DEVELOPMENT AUTHORITY

FAIRFAX IN LOS ANGELES (2018 & 2019)

The Fairfax County [Virginia] Economic Development Authority (FCEDA) is the largest non-state economic development authority in the nation.

FCEDA selected TechFire as a consultant to organize and host marketing events in Los Angeles in 2018 & 2019 to promote Fairfax to tech entrepreneurs in California. The 2018 event was hosted by Microsoft in Playa Vista.



FAIRFAX COUNTY ECONOMIC DEVELOPMENT AUTHORITY



The Power of Ideas drives the success of Fairfax County's \$120 billion economy. Fairfax County's business community is at the forefront of one of the strongest economies in the world. Along with its well-known strengths in government and defense technology, the county has large and growing numbers of commercial IT, financial, software, communications and technology management service providers.



CONSULTING CLIENTS

CITY OF BURBANK

BURBANK TECH SUMMIT (2015)

The City of Burbank hired TechFire to recruit speakers & attendees for a successful 2015 Burbank Tech Summit. The event sold-out (250+) more than a week in advance, and featured speakers from The Walt Disney Co & Techstars' Disney Accelerator, Charles River Ventures, a panel, and a moderator from NPR / Marketplace. In 2016 Burbank had us build on the momentum (see next slide).



THURSDAY, NOVEMBER 5, 2015
9:00 A.M. - 12 P.M. | THE TOWER 3900 W Alameda Avenue, Burbank, California 91505

| FEATURED SPEAKERS | | |
|--|------------|------------------------------------|
| ANNIE KADAVY General Partner, Charles River Ventures (CRV) | 9:00 a.m. | Continental Breakfast & Networking |
| ROBIN RICHARDS Co-Founder, Chairman & CEO, CareerArc | 10:00 a.m. | Welcome Remarks |
| CODY SIMMS Managing Director, Techstars | 10:35 a.m. | Keynote Presentation |
| JEFF WORTHE President, Worthé Real Estate Group | 11:35 a.m. | Panel Discussion |
| | 12:45 p.m. | Remarks |
| | 12:50 p.m. | Event Concludes |

Additional speakers to be announced

ENTERTAINMENT | MEDIA | ENTREPRENEURS | ONE BURBANK.ETHERNET | MOVIE STUDIOS
CREATIVE TALENT | AIRPORT | TECH COMPANIES | ANIMATION | PRODUCTION HOUSES



NPR'S BEN BERGMAN & CRV VC ANNIE KADAVY.



TECHSTARS' CODY SIMMS, WHO RUNS THE DISNEY ACCELERATOR



LEADING A PANEL DISCUSSION WITH TECH & REAL ESTATE CEOS.



"A Big Success ... Great work"
- Burbank City Manager Mark Scott
(see testimonials slide for full quote)

Los Angeles Times **Burbank Leader**
Burbank 'tech summit' attracts visitors near and far



THURSDAY
NOVEMBER 5, 2015
9:00 A.M. - 12 P.M.

| PROGRAM | |
|------------|---|
| 9:00 a.m. | CONTINENTAL BREAKFAST & NETWORKING |
| 10:00 a.m. | WELCOMING REMARKS Mark Scott City Manager, City of Burbank |
| 10:15 a.m. | FRISBEE CHAT Annie Kadavy General Partner, Charles River Ventures (CRV) |
| 10:35 a.m. | PANEL DISCUSSION Robin Richards Co-Founder, Chairman & CEO, CareerArc Steve Schelain CEO, Sully Tom Stillwell CEO, Midnight Oil Jeff Worthe President, Worthé Real Estate Group |
| 11:35 a.m. | KEYNOTE PRESENTATION / FRISBEE CHAT Cody Simms Managing Director, Techstars |
| 11:45 a.m. | REMARKS |
| 12:00 p.m. | EVENT CONCLUDES |

| SPEAKERS PROGRAMME | |
|--------------------|--|
| | ANNIE KADAVY Venture capitalist, General Partner with Charles River Ventures (CRV), among one of the nation's oldest and most successful early-stage venture capital firms, having raised \$2 billion across 14 VC funds since inception, and invested in companies like Twitter, Venmo, and Zendesk. |
| | ROBIN RICHARDS Co-Founder, Chairman & CEO, CareerArc. A Burbank tech success story, CareerArc is a leading HR technology company serving blue chip clients such as Starbucks, UPS, AT&T, and Hilton. CareerArc's Internships.com division was acquired by Chegg in 2014 for \$11 million. |
| | STEVE SCHELAIN CEO, Sully. Technica, a Burbank-based company specializing in high-definition, location stereoscopic digital 3D content, responsible for changing how audiences experience movies, television, and sports. |
| | CODY SIMMS Managing Director for Techstars in Los Angeles, where he's working along with The Walt Disney Company to deliver Disney Accelerator, powered by Techstars, a membership-driven investment program for technology-enabled media and entertainment startups. Companies selected to participate receive \$200,000 and mentoring from top Disney executives. |

TOM STILLWELL CEO, Midnight Oil has built the Burbank-based company into a thriving agency, cultivating and growing deep client partnerships with Fortune 100 brands including Activision, Disney, Warner Bros, 20th Century Fox, Microsoft/Xbox, Ubisoft and Universal.

JEFF WORTHE The Founder & President of Worthé Real Estate Group, a major developer and acquirer of Class A office projects in Southern California, controlling an estimated 70% of office space in Burbank with tenants such as Microsoft, Sony Playstation, Disney, and Warner Bros. The 12-story Tower building where the Burbank Tech Summit will take place, is a Worthé property.

CITY OF BURBANK At each hub, Burbank enters on the cutting edge with its thriving tech and movie industries. The City's investment in the ONE BURBANK.ETHERNET has been the greatest of its movie industry, offering the ideal environment for movie, entertainment, and tech companies. Business-friendly relations, and a high concentration of CEO Certified offices have helped to create, create, build, and sustain Burbank's perfect home base for companies seeking to grow, prosper, and compete. www.burbank.ca.gov

ONE BURBANK With ONE Burbank, businesses can expect reliable, cutting-edge services that are innovative and maintained around the clock. Locally based Burbank businesses receive fast, personalized customer service and support. State-of-the-art networking services provide flexibility, security, and operational support for video conferencing, VoIP, multimedia for banking, the Shared Ethernet gateway, and much more. ONEBURBANK.COM

TECHFIRE TechFire is a leading producer of tech conferences and events featuring nationally prominent speakers. TechFire is based in Southern California in 2014 & 2015 have attracted 2500+ registrants who come to network and to hear prominent speakers like VC's from Kleiner Perkins, OpenView, and Capital Ventures, and Burbank CEO's of companies like the above, Intel, Brightkite, and Dollar Shave Club. Visit www.techfire.com to learn more. TechFire is led by Founder and CEO David Murphy (Twitter) @DavidMurphy1

ENTERTAINMENT | ENTREPRENEURS | ONE BURBANK.ETHERNET | MOVIE STUDIOS
CREATIVE TALENT | AIRPORT | TECH COMPANIES | ANIMATION | PRODUCTION HOUSES

PRESENTED BY

SOLD OUT!

Event Program (Handout)

SEE NEXT SLIDE FOR MORE BURBANK EVENTS

CONSULTING CLIENTS

CITY OF BURBANK (CONTINUED)

BURBANK TECH TALKS (2016 - 2018)

Based on the success of our 2015 consulting work, the City of Burbank's Community Development Department expanded and renewed TechFire's consulting contract, retaining us in 2016 and again in 2017 and 2018 to organize a series of fifteen Burbank Tech Talks events, and a second Burbank Tech Summit. These Burbank Tech Talks directly implemented the request by a speaker at the first Burbank Tech Summit for a series of networking events to help foster the tech community. Each monthly event features networking, lunch, and a speaker sharing advice on topics like raising venture capital, or marketing your company. TechFire planned event topics, invited speakers, turned out a crowd, and moderated the discussions at each event. **Burbank Tech Talks won an award from the California Association for Local Economic Development.**





Burbank tech talks

**What's Next in Tech:
Trends Shaping the Future in 2018 & Beyond**

The City of Burbank, in partnership with TechFire, is featuring a discussion on future tech trends with Creative Artists Agency's Michael Yanover. Michael Yanover is the Head of the Business Development for CAA, the world's leading entertainment and sports agency, where he oversees CAA Ventures and CAA Start-ups, and serves as a board member of CAA's new Creative Labs. Yanover is also a co-Founder of Funny or Die, and WhoSay. Join us for networking and a high-powered discussion as we explore the trends that will shape 2018 and beyond!

| | |
|----------|---|
| SPEAKER | Michael Yanover Head of Business Development, Creative Artists Agency |
| DATE | TUESDAY, DECEMBER 12, 2017 |
| LOCATION | Simmzy's Restaurant @ The Loft 3000 W Olive Ave. Burbank, CA 91505 |
| 11:30am | networking and lunch A complimentary buffet lunch will be provided |
| 12:30 | program |
| RSVP | burbanktechtalks-dec2017.eventbrite.com |

INFORMATION CONTACT | 818.238.5180 • www.burbankusa.com
City of Burbank's Community Development Department





Burbank tech talks

Tips for Raising Venture Capital

The City of Burbank, in partnership with TechFire, is kicking off a series of Burbank Tech Talks. Michael Carney from Upfront Ventures will be leading the discussion on raising venture capital and other funding for your company. Upfront Ventures is the largest and longest-tenured venture capital firm in Southern California with over \$1 billion of committed capital under management. Don't miss this opportunity to hear Michael's expert perspective and advice on raising funding for your company.

| | |
|---------------|---|
| SPEAKER | Michael Carney Upfront Ventures |
| DATE | SEPTEMBER 21, 2016 |
| LOCATION | Gordon Siersch @ the Patio Area 145 S San Fernando Blvd. Burbank, CA 91502 |
| 11:30-12:00pm | networking |
| 12:00-1:00pm | luncheon with seminar A complimentary buffet lunch will be provided RSVP at burbanktechtalk.eventbrite.com |

INFORMATION CONTACT | 818.238.5180 • www.burbankusa.com
City of Burbank's Community Development Department





Burbank tech talks

Marketing tips for growing your startup

The City of Burbank, in partnership with TechFire, presents the second in a series of Burbank Tech Talks, featuring tips for getting noticed in the press, marketing to attract customers, and growing your startup. Yair Riemer leads marketing and product strategy for CareerArc, a Burbank tech success story. As Chief Marketing Officer, Yair has helped the company successfully market for technology talent to clients such as Starbucks, UPS, eBay, and Hilton. Join us to learn from Yair's expertise and to help grow your next business.

| | |
|--------------|---|
| SPEAKER | Yair Riemer Chief Marketing Officer of CareerArc |
| DATE | WEDNESDAY, OCTOBER 19, 2016 |
| LOCATION | Simmzy's Restaurant @ The Loft 3000 W Olive Ave. Burbank, CA 91505 |
| 11:30am | networking |
| 12:00-1:00pm | lunch and program A complimentary buffet lunch will be provided |
| RSVP | burbanktechtalks-oct2016.eventbrite.com |

INFORMATION CONTACT | 818.238.5180 • www.burbankusa.com
City of Burbank's Community Development Department





Burbank tech talks

Building a Team: Recruiting Strategies to Grow Your Startup

The City of Burbank, in partnership with TechFire, presents the third in a series of Burbank Tech Talks, featuring advice for recruiting technical and business talent to give your startup. Join us to hear from Todd Gitlin, the Managing Partner & Founder of Saffire Partners, the most active executive search firm in Southern California focused on emerging growth companies. Join us to learn from Todd's expertise and to network with other tech leaders.

| | |
|------------|---|
| SPEAKER | Todd Gitlin Managing Partner & Founder, Saffire Partners |
| DATE | THURSDAY, NOVEMBER 10, 2016 |
| LOCATION | Burbank Bar and Grille 112 N. San Fernando Blvd. Burbank, CA 91502 |
| 11:30am | networking |
| 12:00 noon | lunch and program A complimentary buffet lunch will be provided |
| RSVP | burbanktechtalks-nov2016.eventbrite.com |

INFORMATION CONTACT | 818.238.5180 • www.burbankusa.com
City of Burbank's Community Development Department



CONSULTING CLIENTS

WILSON SONSINI GOODRICH & ROSATI

JOINT WILSON SONSINI – WHARTON | SAN FRANCISCO EVENT



Tuesday, January 13, 2015

The Digital Revolution in Retail Marketing: Consumer Emotions, Digital Joy and How to Win the Hearts and Minds of Your Customers

Featuring

Patti Williams

Ira A. Lipman Associate Professor of Marketing
The Wharton School

Jim Stuart

Chairman and Founder, PIRCH

The pace of change in the retail sector is not only accelerating, it remains difficult to decide where it is headed. Combining their academic and practical perspectives, Professor Williams and Mr. Stuart will share their perspectives on traditional retail moving into e-commerce, on e-commerce pursuing new storefronts and a generation of shoppers seeking meaning and purpose. Join us for a lively discussion on bringing emotion to the retail frontier and on the trends shaping the next chapter of the digitally empowered consumer.

Fairmont Miramar Hotel
101 Wilshire Boulevard
Santa Monica, CA 90401

Agenda

5 p.m. – Registration
5:30 p.m. – Program
6:30 - 7:30 p.m. – Networking Reception

Wilson Sonsini, the leading law firm serving the tech sector, paid TechFire to help with a joint **Wilson Sonsini – Wharton | San Francisco** event on the **Digital Revolution in Retail Marketing**, featuring Wharton marketing professor Patti Williams and Jim Stuart, Founder & Chairman of PIRCH, a retail chain named to the **2015 Forbes list of America's Most Promising Companies**.



& MORE EXPERIENCE

TechFire's event consulting practice is backed by our founder's expertise with 75+ events throughout his career. Highlights (besides TechFire) include:

- spearheading & hosting a **CEO Summit** at the City Club that was **praised in a dedicated editorial by the editor of the LA Business Journal**
- organizing major **business forecast conferences** & other annual events for one of L.A.'s most powerful business groups (the Valley Industry & Commerce Association), featuring top elected officials & business leaders
- organizing events hosted by **The Walt Disney Co.** • **Universal Studios** (lot) • **Worthe Real Estate Group** • etc.
- securing sponsorships from **Elon Musk** • **Google** • **Uber** • **Lyft** • **The Broad Foundation** • **Metro** (LACMTA, also an event consulting client)
- hosting, organizing, and/or helping with events with speakers including **Warren Buffet** • **Bill Clinton** • **George W. Bush** • **Hillary Clinton** • **Magic Johnson** • **Newt Gingrich** • **Ed Begley, Jr.** • **Anthony Lake** • etc.
- hosting events covered by the a wide range of media, including the **New York Times**.

TECHFIRE

ABOUT OUR REPORTS

In addition to events, TechFire produces reports, and we're available to write and design reports and publications for our consulting clients as well. Our economic development report, the *L.A. Tech Agenda*, drew widespread praise & already many recommendations have been implemented by L.A. Mayor Eric Garcetti. Read the L.A. Tech Agenda at techfire.co/read-the-report. And view our 2015 *Guide to LA Tech* at techfire.co/guide-to-la-tech

The L.A. Tech Agenda
Strengthening the Startup Ecosystem in Los Angeles, Santa Monica & Beyond
Edited by David C. Murphy

SPONSORS:

Cresa **W&R** **Oasis** **AON** **j2 Global**

TECHFIRE
GUIDE TO LA TECH
TECHFIRE'S GUIDE TO LOS ANGELES REGION'S THRIVING STARTUP COMMUNITY

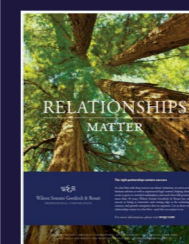
TECHFIRE.CO • @TECHFIRELA
EDITED BY DAVID C. MURPHY, TECHFIRE FOUNDER & CEO

SPONSORED BY:

W&R **Cresa** **CBRE**

Advertisers:

TechFire's reports have been made possible by a range of industry leading advertisers:



Wilson Sonsini



Aon



Deloitte



Cresa



Montgomery Summit



j2 Global

PRAISE FOR OUR L.A. TECH AGENDA REPORT

Our economic development report on strengthening the local tech economy, the *L.A. Tech Agenda*, was sponsored by firms like Wilson Sonsini Goodrich & Rosati, Cresa, & Aon, drew coverage in *Re/code*, *Built in LA*, *SoCalTech*, & *LA Biz*, and praise from L.A. Mayor Garcetti's office and others:



Design Samples

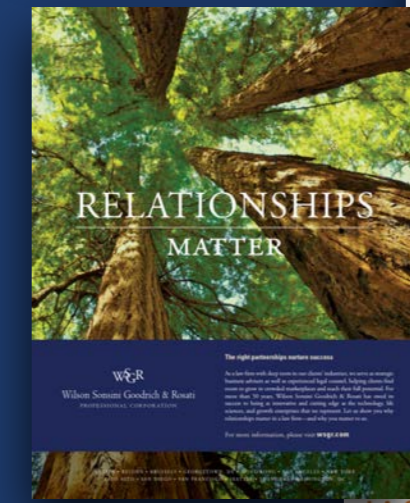


Meeting Demand for Housing & Creative Office Space & Avoiding Skyrocketing Rents Seen in S.F.

With housing costs in Santa Monica and the region already at exceptionally high levels, it's important to apply lessons from the current housing crisis in San Francisco to avoid a similar crisis here. It's a matter of supply & demand: we must act now to increase housing supply to avoid the extraordinary housing prices seen in San Francisco, and the resultant protests over rent increases as rents skyrocket when supply fails to meet the demand.

Similarly, there are opportunities for development and redevelopment to meet demand for creative office space near the beach, as well as at strategic places along the Expo Line and other future rail corridors, in particular.

It's important to be office and residential development to rail transit and bike commute routes, and to work in parallel to fight for the rapid expansion of a fully built out rail system in the broader region. The lack of ample rail transit (and ample, protected bike lanes), and Angelenos' resultant dependency on cars, is a real constraint on ensuring that housing and office supply meets demand. Given the Westside's transit traffic, local community stakeholders understandably raise concerns over traffic impacts when development is considered, so the tech community must urgently fight for transportation improvements (lowered in the next section). It's also important, though,



ferences & Events:
Have the **OASIS Summit** at the **LA & LAUNCH LA, too!**

The Los Angeles region is privileged to already play host to exceptional conferences that convene stars of industry, tech CEOs, VCs and private equity investors. James Montgomery's OASIS Summit brings 1000+ leaders to the Fairmont in Santa Monica and drives not just investment and M&A deals, but also international media coverage about LA's tech community as well. This year's Summit featured an exceptional roster including Google's Eric Schmidt and Jared Cohen in conversation with Bloomberg West's Emily Chang (pictured) and BlackBerry's John Chen being interviewed by Quentin Hardy of the New York Times, between presentations by a huge range of top companies like the Home Company and Intel Tonight, rounded out by additional like a talk by Deepak Chopra and music straight from Burning Man. Forbes Publisher Rob



"The report is great." –Michelle Garakian, Tech Industry Liaison, Office of LA Mayor Eric Garcetti

"Thank you. Your report is quite helpful...I appreciate you and the team having created it."
– Peter Marx, Chief Innovation Technology Officer, Office of LA Mayor Eric Garcetti



"Great report and resource." —Michael H Kelly, Executive Director, The Los Angeles Coalition for the Economy & Jobs [the business group chaired by City National Bank's Russell Goldsmith]

GET IN TOUCH

Contact TechFire Founder & CEO David C. Murphy
at david@techfire.co or 310.359.8955.

Learn more about us at <http://techfire.co/>

