



2011 Agenda

Thursday, November 10th

8:00am - 8:45am	Registration, coffee, networking
8:45am - 9:00am	Welcome & Introductions
9:00am - 10:00am	Interactive Briefings Speakers: Joseph Kvedar on Connected Health John Simon on Mobile Steven Kane on Games
10:00am - 10:15am	Networking Break
10:15am - 11:00am	A Conversation With Jonathan Zittrain , author of "The Future of the Internet (and How to Stop It)"; co-founder of the Berkman Center for Internet & Society at Harvard Moderator: Antonio Rodriguez , General Partner, Matrix Partners
11:00am - 11:15am	Networking Break
11:15am - 12:15am	Interactive Briefings Speakers: David Aronoff on the Implications of Cloud Computing Dan Kara on Stealth Trends & Markets in the Robotics Industry John Kawola on 3-D Printing and Democratized Product Design

12:15pm - 1:30pm

Lunch & Lunch Table Discussions

Topics will include:

- Make Yourself Useful: Create Marketing Customers Would Pay You For, with **Laura Fitton** of HubSpot
- Building Your Startup Team, with **Eric Paley** of Founder Collective
- Building Your Brand Mafia, with **Sue Parente** of Tier One Partners
- Developing for Tablets, with **Jason Petralia** of Raizlabs
- Changes in the World of SEO, with **Parker Swift** from VistaPrint
- The Facebook Ecosystem, with **Todd Whitridge** of Brand Networks

1:30pm - 2:30pm

Breakout Sessions:

Session A: New Technology Demos

Speakers:

Spencer Bramson, Chief Imagination Officer, @influencers
Natan Linder, MIT Media Lab/LuminAR
David Rose, Enchanted Furniture
Durval Tavares, CEO, Aquabotix

Moderator:

Gregg Favalora, CTO, Optics For Hire

Session B: A, B, C, D, E, F, Uh-Oh: Investors Talk About the Challenges of Funding at Various Stages

Speakers:

David Beisel, Partner, NextView Ventures
Joe Caruso, President, Bantam Group
Eric Hjerpe, Partner, Kepha Partners
John Landry, Managing Director, Lead Dog Ventures
Jonathan Seelig, Managing Director, Globespan Capital Partners

Moderator:

Matt Douglas, Founder & CEO, Punchbowl.com

Session C: Mobile Apps: Design & Usage Dynamics

Speakers:

Andy Chu, Director of Product Management, Bing for Mobile and Local, Microsoft Corp.
Adam Medros, VP, Product, Trip Advisor
Charles Teague, CEO, Loselt

Moderator:

Lucy McQuilken, Strategic Investment Manager, Intel Capital

2:30pm - 2:45pm

Networking Break

2:45pm - 3:45pm

Interactive Briefings

Mike Baker on the Evolution of Internet Advertising

John Keough on Machine-to-Machine
Communications

Drew Volpe on Location

3:45pm - 4:00pm

Networking Break

4:00pm - 4:45pm

A Conversation With **Christopher Meyer**, author of
the forthcoming book, "Standing on the Sun: How
the Explosion of Capitalism Abroad Will Change
Business Everywhere"; founder, Monitor Talent

Hosted by:

Bouzha Cookman, Partner, Catlin & Cookman
Group