

PHILLY
STARTUP
LEADERS

FOUNDER FACTORY

THURSDAY, NOVEMBER 14TH 2019
[9AM - 6PM]

FRINGEARTS & LA PEG

ABOUT PHILLY STARTUP LEADERS

Philly Startup Leaders' mission is to help current and future founders succeed in Philadelphia and beyond.

We envision Philadelphia to be a place where everyone can achieve their entrepreneurial potential as part of a collaborative and innovative startup community.

FOUNDER FACTORY 2019

From the dedicated founders and their latest innovations, to the diverse business leaders who guide them along the way, this conference energizes and enhances Philadelphia's growing startup ecosystem.

Get inspired by local and national startup leaders in the FringeArts theater, enjoy delicious food and beverage in La Peg, and gain actionable advice from our mentors on the mezzanine!



#founderfactory @startupleaders

MEET THE MENTORS

Take advantage of our mentor sessions on the mezzanine and meet one-on-one with experienced founders, serial entrepreneurs, investors, and community leaders.

Sessions are 15-minutes and designed to provide high-impact feedback, guidance, and strategies to support your personal and professional growth.

9:30AM - 10:30AM

Chris Cera, Arcweb Technologies
Rick Genzer, BFTP*
John Prendergass, BFTP*
Jon Kelly, Canary Compliance
Luke Butler, Comcast NBCUniversal
LIFT Labs
Ben Williams, Exyn Technologies
Zubin Teherani, Leagueside
Collin Luft, Osage Partners
Ashley Turner, Philly Tech Sistas
Hardik Savalia, Promptworks
Brett Topche, Red & Blue Ventures
Bria Deveaux, Uncommon Individual
Foundation
Kristen Fitch, University City Science
Center
Alex Urevick-Ackelsberg, Zivtech

10:30AM - 11:30AM

Stephanie Humphrey, ABC News
Greg Seltzer, Ballard Spahr
Aurora Archer, Bellatrix Group
Pamela Raitt, Bellatrix Group
Rick Genzer, BFTP*
John Prendergass, BFTP*
Margaret Bradley, BFTP*
Ben Williams, Exyn Technologies
Collin Luft, Osage Partners
Ashley Turner, Philly Tech Sistas
Trevor Kevin, Plug In Rewind
Hardik Savalia, Promptworks
Rob Hassler, Promptworks
Gaurav Mendiratte, SocioSquares
Bria Deveaux, Uncommon Individual
Foundation
Andrew Davis, Ventrío



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1:30PM - 2:30PM

Greg Seltzer, Ballard Spahr
Aurora Archer, Bellatrix Group
Pamela Raïtt, Bellatrix Group
Todd Outten, Comcast NBCUniversal
Bob Moore, Crossbeam
Bonnie Ravina, Full Circle Comms
Morgan Berman, MilkCrate
Danish Dhamani, Oraï
Hardik Savalia, Promptworks
James Santore, SeventySix Capital
Anthony Abney, Startup Advisor
Christopher Wink, Technical.ly Media
Bria Deveaux, Uncommon Individual Foundation
PC Nguyen, Totem
Andrew Davis, Ventrïo

2:30PM - 3:30PM

Allen King, BCK Group
Francisco Garcia, City of Philadelphia
Todd Outten, Comcast NBCUniversal
Max Hjelm, Curalate
Bonnie Ravina, Full Circle Comms
Kristy McCann Flynn, GoCoach
Morgan Berman, MilkCrate
Rob Hassler, Promptworks
Rhyan Truett, Sixers Innovation Lab
Gaurav Mendiratte, SocioSquares
Anthony Abney, Startup Advisor
Christopher Wink, Technical.ly Media
Alex Urevick-Ackelsberg, Zivtech

*BFTP = Ben Franklin Technology Partners



EVENT SCHEDULE

8:00AM – DOORS OPEN + BREAKFAST

Sponsored by Linode
Mingle, Eat, & Find Your Seat!



KIERA SMALLS,
EXECUTIVE DIRECTOR, HEAD OF PROGRAMS,
PHILLY STARTUP
LEADERS



JACLYN ALLEN
HEAD OF PROGRAMS,
PHILLY STARTUP
LEADERS

9:15AM – OPENING REMARKS

Welcome to Philly Startup Leaders' annual
#FounderFactory!



NATALIE NAGELE,
CO-FOUNDER & CEO,
WILDBIT

9:30AM – OPTIMIZING FOR HAPPINESS

Fulfillment; control; financial independence;
impacting the world – these are all reasons for
starting a business.

Hear how Natalie has built and run a profitable,
independent business for 19 years – while putting her
team's happiness at the forefront.



ERIN
HOUSTON



DAVE
BECKER

10:00AM – MAKING MONEY MOVES

Founder-to-Founder fundraising advice: Hear how
these founders have strategized to secure local and
national funding for their startups.

Erin Houston, Co-Founder & CEO, wearwell
Dave Becker, Founder & CEO, Campus ESP
Mark Switaj, Founder & CEO, Roundtrip



MARK
SWITAJ



TIFFANIE
STANARD

Moderated by Tiffanie Stanard, Founder & CEO, Stimulus



#founderfactory @startupleaders

EVENT SCHEDULE



WIL REYNOLDS, FOUNDER &
VP OF INNOVATION, SEER
INTERACTIVE

10:30AM – MOVING BEYOND INSPIRATION: SURVIVORS TELL THE STORY

The toughest times of running a company (and the mistakes made) are often overlooked. Let's get real about this crucial part of the entrepreneurial journey.



MIKE VISCUSO
CO-FOUNDER & CHIEF
STRATEGY OFFICER,
CARBON BLACK

11:00AM – YOU HAVE THE TEAM. YOU HAVE THE TECH. WHERE ARE THE CUSTOMERS?

How to use extremely limited human and financial resources to break through the noise and earn those first customers. Hear from Michael Viscuso, who took Carbon Black from small tech startup to IPO, and later to a \$2.1 billion acquisition.



ANNE RAIMONDI
CHIEF CUSTOMER
OFFICER, GURU



JACLYN ALLEN
HEAD OF PROGRAMS,
PHILLY STARTUP LEADERS

11:30AM – FROM SILICON VALLEY TO PHILADELPHIA

Anne has spent 20 years working with notable startups in Silicon Valley but recently joined Philly-based, Guru. We'll discuss why, and what this means for Philly startups looking for talent.

12:00PM – LUNCH IN LA PEG

Sponsored by Morgan Lewis
Take a break to eat and get your network on. #founderfactory @startupleaders



MUNIR PATHAK



HANG NGUYEN

12:45PM – #PSL Lightning Pitches

Hear from PSL's most recent accelerator class as they pitch their businesses and share updates on their latest milestones!



SEAN WHALIN

Munir Pathak, Co-Founder & CEO Swirl
Hang Nguyen, Co-Founder, Leadovate
Sean Whalin, Co-Founder & CEO, Hopskip



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EVENT SCHEDULE



RACHEL ANDIE

1:00PM – GOOD VIBES ONLY

Musical Performance @RachelAndieMusic



RAKIA REYNOLDS
FOUNDER AND CEO,
SKAI BLUE MEDIA



KIERA SMALLS
EXECUTIVE DIRECTOR,
PHILLY STARTUP LEADERS

1:30PM – STORY BEHIND THE GLORY

Rakia has spent 10+ years making some of your favorite products and brands look good, while reaching millions of people. Let's get to know the story behind her glory and how she's helping craft Philadelphia's global identity.



DAVID
WEST



KRISTY
MCCANN
FLYNN



EVAN BRANDOFF

2:00PM – MANAGING YOUR COMPANY'S AWKWARD ADOLESCENCE

Your company has survived its startup phase. It has the support of investors, it's bringing in revenue, and paying its bills. Now what?

David West, Co-Founder & CEO, Proscia
Kristy McCann Flynn, Founder & CEO, GoCoach
Evan Brandoff, Co-Founder & CEO, Leagueside
Ned Moore, Co-Founder, Chairman, & CEO, Clutch

Moderated by Gretchen Roede, President & Founder, Broadpath



NED
MOORE



GRETCHEN
ROEDE



EVENT SCHEDULE



BRUCE
MARABLE



NONYA
COLLIER

2:30PM – FOUNDED IN PHILLY

Gain insights into one of the longest-running accelerators for early-stage startups in Philadelphia.

Bruce Marable, Co-Founder & CEO, Employee Cycle
Nonya Collier, Innovation & Product Launches, Levelnext
Andrew Hoagland, Co-Founder & CEO, Vetd

Moderated by Bob Moore, Co-Founder & CEO, Crossbeam; Chairman, Philly Startup Leaders



ANDREW
HOAGLAND



BOB
MOORE



MIKE REUST, PRESIDENT
& FORMER CTO,
BETTERMENT



JENN MAHER,
CEO, 1776 & PRESIDENT,
PHILLY STARTUP LEADERS

3:00PM – BUILDING AN \$18 BILLION STARTUP

Mike is helping build smarter, efficient money management for everyone. Welcome to the world of finance technology (“fintech”).



DAVE SILVER, CO-
FOUNDER & CEO,
REC PHILLY



WILL TOMS, CO-
FOUNDER & CHIEF
CREATIVE OFFICER,
REC PHILLY

3:30PM – A PLACE FOR CREATORS

Independent doesn't mean alone. Learn how REC Philly is making space for creators in Philadelphia with a 10,000-square-foot flagship office at 9th and Market.

4:00PM – HAPPY HOUR

Sponsored by Comcast NBCUniversal LIFT Labs



WANT MORE PSL?

FOUNDED IN PHILLY ACCELERATOR

GAIN SKILLS, EXPAND YOUR NETWORK, AND ACCESS RESOURCES WHILE GROWING YOUR BUSINESS. WE HAVE PROGRAMS FOR BOTH IDEA-STAGE ENTREPRENEURS AND MVP-STAGE STARTUPS.

1 MILLION CUPS

A FREE, MONTHLY GATHERING FOR EARLY-STAGE ENTREPRENEURS AND THE PEOPLE WHO WANT TO SEE THEM SUCCEED.
APPLY TO PRESENT, OR RSVP TO ATTEND.

PHILLY STARTUP GUIDE

A GUIDE TO TECH AND ENTREPRENEURSHIP IN THE CITY OF BROTHERLY LOVE AND SISTERLY AFFECTION.

START.STAY.GROW. UNIVERSITY

CONNECTING STUDENTS TO THE RESOURCES WITHIN THE PHILLY STARTUP COMMUNITY TO INCREASE THEIR CHANCES OF STAYING IN PHILADELPHIA AFTER GRADUATION.

ENTREPRENEUR EXPO, PRESENTED BY LINODE

THE LARGEST TECH TRADE SHOW DURING PHILLY TECH WEEK.
SAVE THE DATE: MAY 6, 2020 AT THE FILLMORE

COMMUNITY CALENDAR

VIEW UPCOMING EVENTS FROM PSL AND THE OVERALL PHILLY STARTUP COMMUNITY.

WWW.PHILLYSTARTUPLEADERS.ORG

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