

HARVARD UNDERGRADUATE  
VENTURE CAPITAL GROUP

# 2023 VCG ENTREPRENEURSHIP SUMMIT >> INNOVATION >> INVESTMENT >> LEADERSHIP


**MARCH 26, 12:00PM - 5:30PM**  
**THE BOSTON PARK PLAZA HOTEL**

Hosted by the Harvard Undergraduate  
Venture Capital Group

Sponsored by the Lemann Program on  
Creativity and Entrepreneurship



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# Entrepreneurship Summit Agenda

Boston Park Plaza Hotel | March 26, 2023

11:00 AM	Doors open – Check-in and Hors D'oeuvres
12:00 PM	Summit Begins
12:05 PM	Opening Ceremony by VCG Arlington, Berkeley, and Clarendon Rooms
12:15 PM	Keynote Address A Conversation Between Steve Fredette and Sarah Leary Arlington, Berkeley, and Clarendon Rooms
1:05 PM	Advanced Track Session 1: Innovation From Ideation to MVP: Starting Out St. James Room Fundraising and the Elevator Pitch Cambridge Room The Growth Mindset: Scaling a Startup Back Bay Room Matchmaking 101: Finding Your Co-Founder Beacon Hill Room The Art of Rebranding and Pivoting Tremont Room
1:55 PM	Advanced Track Session 2: Industry Panels State of Fintech Back Bay Room Cybersecurity and Defending the Digital World Tremont Room B2B/Saas Beacon Hill Room Demystifying Crypto Cambridge Room The Future of Healthtech St. James Room

# Entrepreneurship Summit Agenda

Boston Park Plaza Hotel | March 26, 2023

- 2:40 PM      Networking – Hors D'oeuvres  
                    Arlington, Berkeley, and Clarendon Rooms
- 3:10 PM      Keynote Address  
                    Investing in the Future with Dick Kramlich  
                    Moderated by Michael Oved  
                    Arlington, Berkeley, and Clarendon Rooms
- 3:50 PM      Advanced Track Session 3: Leadership
- Breaking into VC/PE  
                            Back Bay Room
- Founding a Fund  
                            Beacon Hill Room
- The Investment Case Study  
                            Tremont Room
- The Journey of a Non-Technical Founder  
                            St. James Room
- Creating Culture  
                            Cambridge Room
- 4:35 PM      Networking – Hors D'oeuvres  
                    Arlington, Berkeley, and Clarendon Rooms
- 4:55 PM      Entrepreneurship Award  
                    Presented to Ebi Khalili and Josh Rahmani  
                    Arlington, Berkeley, and Clarendon Rooms
- 5:00 PM      Keynote Address  
                    Leading from the Front with Paul English  
                    Moderated by Adam Valkin  
                    Arlington, Berkeley, and Clarendon Rooms
- 5:30 PM      Closing Remarks by VCG  
                    Arlington, Berkeley, and Clarendon Rooms



# VOG TEAM

## Harvard Undergraduate Venture Capital Group



Edbert Wu  
Co-President



Brigitte Wu  
Co-President



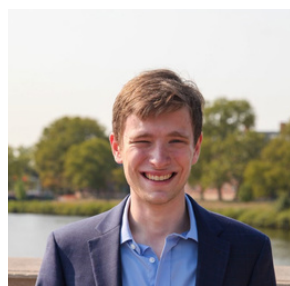
Nick Apostolicas  
Vice President



Michael Oved  
Director of Strategic  
Initiatives



Cosette Wu  
Director of Operations



Dan Purizhansky  
Director of Recruitment



Evan MacRae  
Sourcing Director



Cory Gorczycki  
Sourcing Director



Sibi Raja  
Director of Events

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## Special thanks to...

Sam Magee, Paul Hayre, Drew Volpe,  
Patrick Chung, Leo Guyshan, Emmy Silberstein,  
and Mary Rose Saint-Cyr for their help and  
support

# Keynote Address



# A Conversation Between Steve Fredette and Sarah Leary



## Steve Fredette Co-Founder, Toast

Steve Fredette is president, co-founder, and a director of Toast, where he leads product and innovation initiatives. Prior to Toast, he worked on mobile app development before the iPhone came out, creating the first Flickr and Shoebuy.com apps. At Endeca, now Oracle, he co-founded their mobile commerce business, building the Product team and driving sales, marketing, and services to over \$10M revenue in two years. He also ran the Special Operations team at Endeca, creating new prototypes for various customer and business needs, including Endeca's business intelligence platform. Steve holds a BS degree from MIT.

## Sarah Leary Co-Founder, Nextdoor

Sarah Leary is a Venture Partner at Unusual Ventures, with a focus on Unusual's consumer practice. She is specifically interested in investing in opportunities that tap into the power of community, marketplaces, and social networks. Prior to joining Unusual, Sarah co-founded Nextdoor, the free and private social network for neighborhoods, where she served as Vice President of Marketing and Operations. Sarah started her career at Microsoft and served as the Vice President of Product and Marketing at Epinions and Shopping.com before the company was sold to eBay. Sarah is a graduate of Harvard College and Harvard Business School.





# ADVANCED TRACKS

SESSION ONE: INNOVATION

1:05 PM – 1:55 PM



# From Ideation to MVP: Starting Out

Fourth Floor: St. James Room

Panelists: Carlo Kobe and Shannon Kay  
Moderator: Sam Hunter Magee

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Have an idea but not sure where to start? Hear from experienced founders on their experiences building their initial products. Panelists will discuss launching their idea, refining their idea, initial customer discovery, building an MVP, interviewing basics, and more!

# From Ideation to MVP: Starting Out



**Carlo Kobe**  
Co-Founder, Fizz

Carlo Kobe is the Co-Founder and CEO of Fizz, a startup with the mission of being the financial ally for young adults. His journey in the student card space began as a freshman at Harvard, where he felt the frustration of not getting approved for a credit card as an international student. He quickly realized financial literacy was a major problem for young adults, and set out to create Fizz to help students build credit in a safe way. Fizz raised from YC, Kleiner Perkins, SV Angel, and the founders of Postmates, checkout.com, Snapchat, and more to build a path to financial independence designed for college students. They have 30K college students nationwide, and just launched at Harvard this month.

**Shannon Kay**  
Co-Fouder, Topline Pro

Shannon is the CPO and co-founder of Topline Pro, which is the fastest way to grow small businesses online. She has a background in product, data, and analytics. She has spent time at Wayfair building data models to make business decisions and at Deloitte as a technology consultant for the Federal government. She has a BS in Industrial Engineering from Clemson University, and she was in the middle of obtaining an MS in Engineering Sciences from Harvard University and an MBA from Harvard Business School before deciding to found Topline Pro full-time.





# From Ideation to MVP: Starting Out



**Sam Magee**  
Director, LPCE

Sam works to connect creativity, innovation, and social impact entrepreneurship communities. He is the Director on Creativity and Entrepreneurship for the LPCE at Harvard College. Previously, he was the Entrepreneur-in-Residence at Harvard University's Operation Impact and an arts administrator at the Massachusetts Institute of Technology. He co-founded Hudson and Park, a firm that consults on innovation, community engagement, and immersive storytelling and holds a patent for a hardware/software device that detects freefall and deploys an airbrake for drones.

# Fundraising and the Elevator Pitch

Fourth Floor: Cambridge Room

Panelists: Julian Roeoes, Patrick Chung,  
and Vinay Hiremath

Moderator: Kat Stepanek

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“Fundraising and the Elevator Pitch” will provide a comprehensive overview of the fundraising process, covering everything from identifying potential investors to negotiating deal terms. Attendees will have the opportunity to learn about different funding sources, such as angel investors, venture capitalists, and crowdfunding, and gain insights into how to create a compelling pitch and build a successful business.

# Fundraising and the Elevator Pitch



Patrick Chung  
Managing General Partner  
Xfund

Patrick is Managing General Partner of Xfund. Prior to Xfund, Patrick was a partner at NEA and led the firm's consumer and seed investment practices. Prior to joining NEA, Patrick helped to grow ZEFER, an Internet services firm (acquired by NEC) to more than \$100 million in annual revenues and more than 700 people across six global offices. Prior to ZEFER,

Patrick was with McKinsey & Company, where he specialized in hardware, software, and services companies. Patrick received a joint JD-MBA degree from Harvard Business School and Harvard Law School, where he served as an Editor of the Harvard Law Review. Patrick was a Commonwealth Scholar at Oxford University, where he earned a Master of Science degree. Patrick earned his A.B. degree at Harvard College in Environmental Science. He is a member of the New York and Massachusetts bars, was an elected director of the Harvard Alumni Association, and a member of the Committee to Visit Harvard College. He is also an Associate of the Creative Destruction Lab at the University of Toronto. He is a director of 23andMe (NASDAQ: ME) and Philo, and led investments in Guideline, IFTTT, NewtonX, ThirdLove, and Zumper. Past investments include Segment (acquired by Twilio), Kensho (acquired by S&P Global), Plaid (almost acquired by Visa), Pulse (acquired by LinkedIn), Loopt (acquired by Green Dot), GoodGuide (acquired by Underwriters Laboratories), Ravel Law (acquired by Lexis-Nexis), Xfire (acquired by Viacom), and Xoom (NASDAQ: XOOM).

# Fundraising and the Elevator Pitch



## Vinay Hiremath Co-Founder, Loom

Vinay Hiremath is a Co-Founder and CTO of Loom where he oversees the architecture, infrastructural unit economics, scaling and output of the team, as well as the strategic technical direction of the company. In 2017, he was named to Forbes list of 30 Under 30. Before Loom, Vinay worked at Upthere - a cloud-computing startup - where he gained most of his technical competency in service architecture and distributed systems. Before Upthere, he worked at Backplane - a social network startup for celebrities and before that he interned at Facebook, primarily working on optimizing the mobile web composer, the tool that allows someone to post a status update to their timeline. Vinay studied Computer Science at the University of Illinois where he was recognized and received the Young Alumni Achievement Award.

## Julian Roeoes Partner, Picus Capital

Julian joined Picus Americas as a Partner in 2020 and manages the Americas operations out of New York. He led 45+ new investments and 75+ follow-on rounds across the US and Latin America, focusing on FinTech, HR Tech, Web3 infrastructure, B2B marketplaces, and general SaaS. Prior to joining Picus, he worked for Credit Suisse in the Investment Banking and



Capital Markets division in New York and London. At Credit Suisse Julian advised Financial Services and FinTech clients on M&A as well as private and public financing transactions. Julian graduated from WHU - Otto Beisheim School of Management with a bachelor's degree in Finance and General Management.

# Fundraising and the Elevator Pitch



## Kat Stepanek Growth Equity Investor, Volition Capital

Kat joined Volition Capital in 2020 and she is responsible for sourcing and evaluating new investment opportunities in transactional internet and consumer product companies. Before joining Volition, Kat interned at Motley Fool Ventures, where she developed a deep interest in innovative, tech-enabled ventures. Kat graduated Cum Laude from

Babson College in 2020, where she studied entrepreneurship and finance. She spent her junior year abroad at the London School of Economics, where she continued her business courses and explored her fascination with the Cold War and spacetime physics.

# The Growth Mindset: Scaling a Startup

Fourth Floor: Back Bay Room

Panelists: Jadyen Bryden, Liam Mulcahy,  
and Rob Gonzalez

Moderator: Darren Oved

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“The Growth Mindset: Scaling a Startup” will provide a comprehensive overview of the process of growing a startup from its early stages to a sustainable and successful business. Panelists will discuss the challenges and opportunities that arise at different stages of a startup's growth, and provide advice on how to overcome common obstacles. Whether you're a founder looking to take your startup to the next level or an investor interested in supporting early-stage startups, this panel is an excellent opportunity to learn from industry experts and gain valuable insights into the world of startup scaling.

# The Growth Mindset: Scaling a Startup



## Jadyn Bryden Vice President, Xfund

Jadyn is Vice President at Xfund. Prior to Xfund, she was the Chief Strategy Officer of Harvard Student Agencies (HSA), the largest student-run company in the world, with 12 separate business units, over 600 employees and over 50 managers. Leading up to her role as the CSO, Jadyn was the Chief People Officer of HSA. She led the strategic development of the company, updated the compliance standards of the business, and drove innovation at the company which resulted in the creation of new agencies.

Over the course of her time at Harvard, Jadyn was a co-founder of organizations including Harvard Giving Pledge and Harvard College Symphony Society. With her entrepreneurial interests, she has advised her peers in startups on campus in collaboration with the Harvard Innovation Labs. She has been admitted to the class of '26 at Harvard Business School through the 2+2 Program.

## Rob Gonzalez Co-Founder, Salsify

Rob Gonzalez is the Co-Founder and CMO of Salsify, a Product Experience Management enterprise SaaS platform which helps brands & retailers including L'Oreal, Coca-Cola, BIC, Carrefour, Intermarche, Coles, and hundreds of others achieve operational excellence to win on the Digital Shelf. Salsify has raised over \$450M, with offices in Boston, Lisbon, Paris, and Sydney. Salsify has won dozens of "Best Place to Work" awards over the years and has been recognized on Deloitte's Fast 500, Wealthfront's "Career Launching Companies", and the New England Venture Capital Startup of the Year. Rob is also a co-founder of the Digital Shelf Institute, the commerce community for brand manufacturers, and co-host of the podcast Unpacking the Digital Shelf.





# The Growth Mindset: Scaling a Startup



## Liam Mulcahy GTM, Kleiner Perkins

Liam is on the Go-to-Market team at Kleiner Perkins where he advises portfolio companies on all aspects of commercializing their innovations, with a focus on B2B sales. Previously, he was at Unusual Ventures where he collaborated with over 40 founders going from 0-1 through implementing go-to-market strategies, creating systems for gathering validated feedback, establishing product pricing

and packaging, closing early customers, and recruiting sales talent. Prior to joining Unusual Ventures, Liam worked at MongoDB (pre/post IPO) as one of the top sales reps before going on to manage the top-performing sales team worldwide during his tenure. Outside of work, you can find Liam hiking with his family and day-dreaming about the Knicks winning the NBA championship.

# The Growth Mindset: Scaling a Startup

## Darren Oved

### Chairman, Oved & Oved LLP

Darren Oved is Chairman of the firm's litigation department. He has an established reputation as a decisive and influential litigator who passionately advocates for his clients to achieve spectacular results. He is an experienced trial attorney and commercial litigator whose broad practice includes representing high net worth individuals as well as national and multinational corporations in State and Federal Trial and Appellate Courts throughout the United States in all aspects of a wide variety of complex commercial litigation matters, which often include "bet the company" cases. In 2017, Mr. Oved was recognized as receiving one of the top 50 verdicts in New York for his successful representation of a trademark holder in which he obtained a multi-million dollar jury verdict. Mr. Oved is widely regarded as one of the preeminent attorneys representing high net worth individuals, and he is known for his successes on behalf of his celebrity clients as well.



# Matchmaking 101: Finding Your Co-Founder

Fourth Floor: Beacon Hill Room

Panelists: Eric Schneider, Palash Soni,  
and Shereen Shermak  
Moderator: Drew Volpe

“Matchmaking 101: Finding Your Co-Founder” will bring together experienced entrepreneurs to share insights and strategies on how to find the right co-founder for your startup. This discussion will cover a range of topics, including identifying the right skill set, compatibility, and work ethic. Panelists will also discuss common challenges that founders face when looking for a co-founder and provide practical advice on how to overcome them.

# Matchmaking 101: Finding Your Co-founder

## Eric Schneider Co-Founder, AKKO



Eric Schneider is the Co-Founder and Co-CEO of AKKO, a fast-growing insurtech disrupting the electronic insurance and warranty space. AKKO has raised \$15M to date since first entering the market in 2020, and has become known as the leader in enabling the best experiences in device insurance. He previously was an investor and builder at 25madison, a NYC based venture studio, focusing on cubating and building in new ideas as well as early stage

investing. Before that he was a consultant with L.E.K. Consulting. While in consulting, he also founded Grad Mentors, a non-profit focused on providing free mentoring for the GMAT and GRE. At the start of his career he was a jet engine engineer with General Electric as part of their Edison Engineering Leadership Development program. He received his Masters of Business Administration from Harvard Business School and his Bachelor of Science in Mechanical Engineering with a minor in Mathematics from Virginia Tech.

# Matchmaking 101: Finding Your Co-Founder

## Shereen Shermak Co-Founder, Atlantic Quantum

Shereen is the CBO and Co-Founder of Atlantic Quantum. She is a two-time successful founding CEO, with special expertise in taking concepts from 0 to 2 years into fully commercialized companies. As CEO of Nth Party (acquired 2021 by Magnite: MGNI,) Shereen co-founded a cryptography company bringing commercial applications of Secure Multi-Party Computation to the adtech market. Shereen brought Launch Angels (now Alumni Venture Group/AVG) to market as its first CEO, and raised and managed its first identity-centric fund. Shereen is currently an Entrepreneur in Residence at Harvard Business School, and holds master's degrees from Harvard's Kennedy School and MIT's Sloan School, and an undergraduate degree in Civil Engineering from Duke.



## Palash Soni Co-Founder, Goldcast

Palash Soni, Goldcast Co-Founder and CEO, got his first taste of entrepreneurship charging kids from the neighborhood to play video games on his second-hand console. Soni says he's always been fascinated by legacy companies like Microsoft, Verizon and Disney that excelled at identifying and riding longterm trends, while also building resilience. Soni got his start in engineering, then moved to leadership roles at a mobile adtech company. He began pursuing an MBA at Harvard but after meeting his co-founders and developing the idea for Goldcast, he took a leave of absence to pursue his vision of helping B2B marketers run engaging digital events. He loves to read, especially science, biology and history books.

# Matchmaking 101: Finding Your Co-Founder

## Drew Volpe

### Founder, First Star Ventures

Drew Volpe is founding partner of First Star Ventures, a pre-seed/seed fund investing with conviction in visionary, technical founders inventing a better future. First Star partners with entrepreneurs solving real-world problems using new computing technologies including AI/ML, decentralization, edge computing, and comp bio. Prior to moving into venture capital, Drew was an accomplished founder and technologist. Most recently, he was the founding VP of Product Development for conversational AI startup Semantic Machines which was acquired by Microsoft. Prior to that, he co-founded Locately and lead development of its location-based analytics technology from founding through successful acquisition. And earlier in his career, Drew was Director of Product Development at Endeca Technologies, a pioneer in search and unstructured database systems, acquired by Oracle for \$1.1B. Drew holds an AB in Computer Science from Harvard University.



# The Art of Rebranding and Pivoting

Fourth Floor: Tremont Room

Panelists: Emily Libresco and Nick Ornitz  
Moderator: Nick Apostolicas

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“The Art of Rebranding and Pivoting” will feature experienced entrepreneurs and branding experts who will share their insights and strategies on how to successfully reposition and rebrand a startup. The discussion will cover topics such as identifying when it's time to pivot, how to communicate a change in direction to stakeholders, and how to develop a new brand identity that reflects the company's new focus. Panelists will also discuss common challenges and pitfalls that startups face during a rebrand or pivot, as well as best practices for successfully navigating these changes.



# The Art of Rebranding and Pivoting



## Nick Ornitiz

### Co-Founder, Topline Pro

Nick Ornitiz is the CEO and Co-Founder of Topline Pro. Nick Co-Founded Topline Pro along with Shannon Kay after dropping out of Harvard Business School and going through YC in 2021. His earlier career was as an Engagement Manager and Analyst at McKinsey focusing on GTM topics for companies that sold to the home service industry as well as time in the construction management industry for

Gilbane. Nick holds a B.S. in Chemical Engineering from Cornell University and is based in Brooklyn, NY along with his Fiancé and dog.

## Emily Libresco Lerer Hippeau

Emily Libresco is Lerer Hippeau's Director, Marketing and Communications, overseeing the firm and its companies' communications and marketing, expanding upon the suite of post-investment support and services for the portfolio. Before joining Lerer Hippeau, Emily worked for Melinda Gates' company, Pivotal Ventures, where she managed executive communications and media. She started her career at Brunswick Group, and graduated from Princeton University with a degree in English.



# The Art of Rebranding and Pivoting

## Nick Apostolicas Vice President, VCG

Nick is a sophomore at Harvard College studying Economics and Biology. He has had a life-long interest in investing and business strategy. As Vice President of the Harvard Undergraduate Venture Capital Group, Nick facilitates investment committee meetings and deliberations over sourced companies. This past summer, Nick interned for an AI tech startup in Paris, France and was responsible for determining international market interest following a product pivot. He plans to pursue a career in venture capital or equity research post graduation.



# ADVANCED TRACKS

SESSION TWO: INDUSTRY PANELS

1:55 PM – 2:40 PM



# State of Fintech

Fourth Floor: Back Bay Room

Panelists: Andrew Steele,  
Fairlie Delbridge, John Frankel, and  
Julian Roeoes

Moderator: Juliette Bolea

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“State of Fintech” will bring together experts and leaders in the finance and technology sectors to discuss the current state and future trends in fintech. Panelists will share their insights on the challenges and opportunities facing fintech startups, the regulatory landscape for fintech companies, and the potential for fintech to promote financial inclusion and economic growth.

# State of Fintech



**John Frankel**

**Founder, ff Venture Capital**

John Frankel is a technology investor. He is passionate about working with founders that are building the big businesses of tomorrow. He founded ff Venture Capital in 2008 to work with founders who share this vision, which has since funded over 150 seed and early-stage companies that have in turn created thousands of jobs and impacted the lives of millions. While ff Venture Capital's investments span a number of industries, John is currently fascinated by applied artificial intelligence, encompassing drones, robotics, and financial services technology. Over the years, John has served on the boards of over sixty companies as well as the NYU Tandon School of Engineering, to help in further fostering the New York City ecosystem. Prior to founding ffVC, John had a long career at Goldman Sachs in a variety of roles that involved technology development, business reengineering, and capital markets. He has had the unique opportunity to work closely with some of the world's leading investors, and as a result has developed a keen understanding of emerging technologies and portfolio risk/return management. After graduating from New College Oxford in 1982 with a Masters in Mathematics and Philosophy, John worked at Arthur Anderson and qualified as a Fellow Chartered Accountant. Today, John enjoys traveling and is blessed with a large and growing family.

# State of Fintech

## Julian Roeoes

### Partner, Picus Capital

Julian joined Picus Americas as a Partner in 2020 and manages the Americas operations out of New York. He led 45+ new investments and 75+ follow-on rounds across the US and Latin America, focusing on FinTech, HR Tech, Web3 infrastructure, B2B marketplaces, and general SaaS. Prior to joining Picus, he worked for Credit Suisse in the Investment Banking and Capital Markets division in New York and London. At Credit Suisse Julian

advised Financial Services and FinTech clients on M&A as well as private and public financing transactions. Julian graduated from WHU – Otto Beisheim School of Management with a bachelor's degree in Finance and General Management.



## Andrew Steele

### Partner, Activant

Andrew grew up in Northern Ireland on either side of the Good Friday Agreement in a family that lived in the thick of it, but cherished travel and embraced diversity of opinion. He first visited the U.S. to attend a summer camp in Vermont, and later moved full-time to attend Harvard University, where he studied behavioral economics. Andrew co-founded an ed-tech platform in 2014

after seeing a gap in the market and ran the company for two and a half years before joining Activant in its first fund. As an early team member, Andrew has been part of scaling Activant alongside its portfolio companies and established the firm's fintech focus.



# State of Fintech

## Fairlie Delbridge Managing Director, Cminus

Fairlie is currently a 2023 Advanced Leadership Initiative Fellow at Harvard. She hails from Adelaide, South Australia and is the owner and Managing Director of Cminus Sustainable Spaces a company focused on disruption in the built environment. She is a Fellow of the Australian Institute of Company Directors and holds a number of non-executive Director roles. Fairlie has previous experience as a McDonalds Franchisee, with Citibank and as an executive in the South Australian Government. She is a Graduate Fellow of the Vincent Fairfax Fellowship in Ethics and Leadership, an angel investor in a number of Australian start ups and is a member of Innovation Bay, a National community of investors, venture capitalists and founders. She is a keen sportswoman, a mother of four and an enthusiastic fan of Australian wine.



## Juliette Bolea Investor, Activant

As the daughter of a Mexican immigrant, Juliette grew up in Miami and continuously went back to Mexico. These experiences further solidified a love for learning and also a desire to build relationships with those of different backgrounds. She received a full-ride, trustee scholarship to the University of Southern California, where she held 10+ leadership roles across organizations. She began her career at Bank of America Merrill Lynch. After this role, she joined

Lazard's TMT investment banking practice and played a central role in technology carve-outs and SPACs, media restructurings and telecom buy-outs. Technology clients and deals excited her the most. Now, she spends her time only on those at Activant; all while meeting founders from all over the world!



# Cybersecurity and Defending the Digital World

Fourth Floor: Tremont Room

Panelists: Grant Whiting, Peter Doyle,  
and Ted Julian

Moderator: Alex Lindahl

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As the number of IoT devices increases and our world grows increasingly digital, protecting the digital world is more important than ever. Panelists will share their insights on the challenges and opportunities facing cybersecurity professionals, the skills and training needed to succeed in this field, and the potential for innovation in the cybersecurity industry.

# Cybersecurity and Defending the Digital World



## Peter Doyle Accel

Peter Doyle joined Accel in 2015 and focuses on enterprise software, cybersecurity, and infrastructure technology companies. Peter helped source and lead investments in Heptio (acquired by VMware), Pagerduty (PD), ServiceChannel (acquired by FTV), XebiaLabs (acq by TPG), Browserstack, and Algolia. He has also spent time at Cloudflare working on their special projects team. Peter is from

San Francisco, California and studied Computer Science and Physics at Stanford and received his MBA from Harvard Business School.

## Ted Julian Partner, Glasswing Ventures

Ted Julian is a well-known entrepreneur and investor in the security and compliance markets. Over the last two decades, Ted has created multiple successful security startups all of whom yielded exits with positive investor returns. Prior to his current startup in stealth, Ted served as SVP of Product at Devo, a cloud-native security analytics company. Previously, Ted co-founded Resilient which invented the SOAR market and was acquired by IBM. Prior to that, Ted co-founded Arbor Networks (acq. Tektronix), and @stake (acq. Symantec). He got his start in tech as an industry analyst at International Data Corporation (IDC) and Forrester Research. You can learn more at Ted's journey here.



# Cybersecurity and Defending the Digital World



## Grant Whiting Principal, In-Q-Tel

Grant is a Principal in the cyber practice at In-Q-Tel, the strategic investor for the US intelligence community, where he invests in early stage startups. Prior to In-Q-Tel, Grant was at Bain and Company and an intelligence officer in the US Marine Corps. He is a graduate of Harvard Business School, the University of Cambridge and Northwestern University

## Alex Lindahl Sales Director, Chainguard

Alex Lindahl is a Regional Sales Director at Chainguard, a Series A startup funded by Sequoia, tackling Software Supply Chain Security by helping Enterprises build securely by default. Previously, he was an early hire at several other startups including Snyk (Developer-first Security), Dazz (Cloud Security), and Acquia (Open Source Drupal) where he helped build initial GTM motions land early customers, and help scale sales. Outside of his day job, Alex is an Angel Investor & Syndicate Leader in the security & dev tooling space, and GTM Advisor for early stage startups.



# B2B/SaaS

Fourth Floor: Beacon Hill Room

Panelists: Asha Tanwar, Ian Richardson,  
Keith Bender

Moderator: Jadyen Bryden

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This panel discussion will focus on the world of B2B SaaS, a rapidly growing sector of the technology industry. The panelists will discuss the unique challenges and opportunities of serving business customers with software-as-a-service solutions, as well as best practices for acquiring and retaining customers, metrics for measuring success, and building and managing successful teams. The panelists will also explore the future of the B2B SaaS industry, and what trends and innovations we can expect to see in the years ahead.

# B2B/SaaS



## Keith Bender Partner, Pear VC

Keith is a Partner at Pear. Previously, Keith was an early-stage investor at Bessemer Venture Partners and a consultant at BCG, where he advised consumer and energy companies on growth, strategy, and M&A. At Pear, Keith focuses on vertical software, marketplace, and platform business models across industries, including enterprise, fintech, and consumer-facing sectors. He also leads Pear's investments in mixed reality (AR/VR/XR). Keith is originally from Arizona and is based in Palo Alto. He holds a BA in English from Harvard College and an MBA from Harvard Business School.

## Ian Richardson Investor, Bessemer Venture Partners

Ian Richardson is an investor at Bessemer Venture Partners where he focuses on B2B SaaS, AI, and Consumer, though he operates as a generalist and fundamentally seeks out founders that are operating in new markets or making use of new enabling technologies. Prior to becoming a venture capitalist, Ian was a researcher at Harvard Medical School where he published papers across physics and genetic sequencing in pursuit of becoming a physician. After a few years in academia, he joined an early-stage startup as the Head of Product and found a passion for entrepreneurship. Ian received his MBA at Harvard Business School and studied Philosophy as an undergraduate at Furman University.



# B2B/SaaS



## Asha Tanwar

### Senior Associate, Apax Partners

Asha Tanwar is a Senior Associate in the Apax Digital team, where she focuses on growth equity and buyout investments in digital marketplaces, enterprise software, and technology-enabled services companies. She joined Apax in 2021 and is currently based in the New York office. Prior to joining Apax, Asha was a member of J.P. Morgan's Mergers and Acquisitions Group in London, where she worked on UK and cross-border M&A and financing transactions. Asha holds an MBA from Harvard Business School and a BSc in Economics from the London School of Economics.

## Jadyn Bryden

### Vice President, Xfund

Jadyn is Vice President at Xfund. Prior to Xfund, she was the Chief Strategy Officer of Harvard Student Agencies (HSA), the largest student-run company in the world, with 12 separate business units, over 600 employees and over 50 managers. Leading up to her role as the CSO, Jadyn was the Chief People Officer of HSA. She led the strategic development of the company, updated the compliance standards of the business, and drove innovation at the company which resulted in the creation of new agencies. Over the course of her time at Harvard, Jadyn was a co-founder of organizations including Harvard Giving Pledge and Harvard College Symphony Society. With her entrepreneurial interests, she has advised her peers in startups on campus in collaboration with the Harvard Innovation Labs. She has been admitted to the class of '26 at Harvard Business School through the 2+2 Program.



# Demystifying Crypto

Fourth Floor: Cambridge Room

Panelists: Daniel Niklas and  
Parker McKee  
Moderator: Brian Li

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“Demystifying Crypto” will delve into the exciting and rapidly evolving world of crypto, covering a broad range of topics related to cryptocurrency and blockchain technology. Panelists will discuss the potential applications of blockchain technology, the challenges facing the crypto industry, and the latest trends and innovations.



# Demystifying Crypto



## Parker McKee Principal, Pillar VC

Parker fell in love with the startup world when he built and launched a mobile-based outsourcing platform during college. He got his start in venture capital as an intern at Boston-based .406 Ventures, then spent two summers working with Pillar before joining the team full time in 2018. At Pillar, Parker leads the firm's crypto efforts and actively invests in AI-powered apps and software infrastructure.

Parker graduated from the University of Michigan, where he earned an interdisciplinary degree and served as captain of the varsity lacrosse team.

## Daniel Niklas Investor, Picus Capital

Daniel leads Picus Capital's dedicated and global web3/crypto investment arm picus.xyz. Since joining the firm, he has led a series of early-stage investments in web3 infrastructure projects with a focus on scalability projects, data access & analytics tools, security and trust-building solutions, and corporate/administrative tools. As part of picus.xyz's value proposition to



founders, he dedicates a significant portion of his time to supporting early-stage entrepreneurs with operational and strategic support. Prior to joining Picus, he was part of Goldman Sachs' Investment Banking team in LA, SF, and Frankfurt.



# Demystifying Crypto



Brian Li  
Investment Analyst,  
Warburg Serres

Brian is an Investment Analyst at Warburg Serres focusing on analyzing blockchain infrastructure deals and assisting with portfolio companies. Before joining Warburg Serres, Brian worked at REGENT Craft (a Y Combinator and Mark Cuban-backed startup) and was Head of Community at College Ventures Network. Brian

graduated with a mechanical engineering degree from Stevens Institute of Technology and played on the Stevens Varsity Tennis team. Outside of work, Brian enjoys golfing, backpacking, and going on food adventures in Boston.

# The Future of Healthtech

Fourth Floor: St. James Room

Panelists: Laura Veroneau and  
Sienna Leis  
Moderator: Carmel Shields

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Since the COVID-19 pandemic, healthcare and technology have been at the forefront of innovation. The panelists will explore the latest developments in healthtech, including wearable technology, telemedicine, artificial intelligence, and data analytics. They will also discuss how these technologies are changing the way we approach healthcare, from patient care and treatment to research and drug development.

# The Future of Healthtech



## Laura Veroneau Managing Partner Optum Ventures

Laura Veroneau is a Managing Partner and Founding Team Member of Optum Ventures. Laura has played an instrumental role in the fund's activity and success, leading notable investments such as AbleTo, Dispatch Health, Equip, Garner, and Unite Us, among others. Prior to Optum Ventures, Laura's experience ranges from a healthcare startup to

UnitedHealth Group, CVS Health, and Transformation Capital – enabling Laura to develop a deep understanding of the healthcare system, with an eye on how innovation can integrate into and transform the overall industry. Today, Laura also sits on the Board of Overseers for Brigham and Women's Hospital. Laura received her undergraduate degree in Economics and Legal Studies from Williams College and received an MBA from the MIT Sloan School of Management.

# The Future of Healthtech

Sienna Leis

Venture Development ,  
MassVentures

A graduate of Harvard College and the Harvard Kennedy School of Government, Sienna drives new venture development for MassVentures, a quasi-public venture capital firm focused on supporting the innovation economy and economic growth initiatives by helping to transfer research and early-stage innovations to groundbreaking deep tech.



Mother of six-year-old Leo, Sienna is specifically focused on building a pipeline of diverse founders in the deep tech space, which includes Artificial Intelligence, Bio Tech, Clean Tech, and Med Tech, as well as positioning Massachusetts as a destination for entrepreneurs seeking a great place to innovate, execute, and build.

A California native and former resident of The Bahamas, she is deeply committed to helping aspiring founders, as well as public and private sector leaders, apply lessons learned in leadership, communications, and resilience to grow their success.

In addition to her work at MassVentures, Sienna is a lead mentor with the Venture Mentoring Team in Florida and of The Founders Institute in South Africa, as well as a founding executive team member and present advisor for the Institute for Technology and Global Health, a MIT Media Lab “spin out” focused on the development of technical solutions and human rights issues in the areas of global health. She also was recently appointed to the Board of Directors of the New England Legal Foundation and will focus on the legal aspects of founding a successful business.

# The Future of Healthtech



## Carmel Shields Executive Vice President, Shields Health Care Group

Carmel Shields brings to ALI broad business management experience, including scaling customer-centric services businesses utilizing advanced technologies. She has held a number of executive-level roles, as principal and executive vice president, at Shields Health Care Group, a family-owned and operated business offering the largest and most technically advanced network

of medical imaging and diagnostic treatment – including dialysis, radiation therapy, and ambulatory surgery – facilities in New England. Carmel serves on the boards of the Women’s Foundation of Boston and Care 2 Communities, a nonprofit creating a model for sustainable, community-based healthcare in Haiti, and her past board experience includes the Yawkey House of Possibilities, Stonehill College, and the Nativity School Boston. Earlier in her career, she was an analyst for the House Committee on Ways and Means for the Commonwealth of Massachusetts. Carmel holds an MBA from Northeastern University, a Graduate Degree in Environmental Law from the University of Sydney, NSW, Australia, a law degree from New England School of Law, and a BA from Boston College.

# Keynote Address



# Investing in the Future



## Dick Kramlich Co-Founder, New Enterprise Associates

Dick Kramlich is co-founder of New Enterprise Associates and Green Bay Ventures, and CEO of Kramlich Investment Group. He began his venture career as a general partner at Arthur Rock & Co. in 1969. Dick was the first outside equity investor in Apple, and, in his role as a director at New Enterprise Associates, led eleven startup companies to valuations exceeding \$1 billion each. Dick has received lifetime achievement awards from the National Venture Capital Association (he served as President from 1992–93) and Haas School of Business at UC Berkeley, the Silicon Valley Deloitte Technology Fast 50 award, and the Red Herring Magazine Top 100 technology award. In 2010 he received an Innovation Catalyst Award from the VC Taskforce for his contributions, dedication and leadership in the venture community, and he was honored with a Special Achievement Award at the 2010 International Business Forum Venture Capital Investing Conference. Over the last 35 years Dick and his wife, Pam, have created the Kramlich Collection, one of the most significant and pioneering collections of media art in the world, with over 150 video, film, and media installation works from the 1960s to the present. Dick received an MBA from Harvard University and a bachelor's degree from Northwestern University. He currently serves on the board of directors of New Art Trust, Tri Alpha Technologies, Gravity Diagnostics, Festival Napa Valley and the recently established Kramlich Art Foundation.



# Investing in the Future



## Michael Oved Director of Strategic Initiatives, VCG

Michael Oved is a sophomore at Harvard College originally from New York City. He is the Director of Strategic Initiatives of the Harvard Undergraduate Venture Capital Group and the Director of our inaugural Entrepreneurship Summit. In his role, Michael manages relations with our investors, raises capital for our organization to invest in student

ideas, fundraises, and oversees our \$50,000 budget. Beyond that, Michael is a Senior Investment Researcher at the Harvard Financial Analysts Club, is a Project Manager at the TAMID Fund, and is involved in numerous other finance and political organizations on campus. He also does research with the noted Harvard Professor Jeff Miron. This past summer, Michael interned for a property technology startup based in Barcelona. The summer before then, he worked at a real estate finance firm. He is passionate about entrepreneurship, investing, finance, and politics. Outside of his academic and career interests, Michael plays tennis and baseball and is an avid Yankees fan.



# ADVANCED

# TRACKS

## SESSION THREE: LEADERSHIP



# Breaking into VC/PE

Fourth Floor: Back Bay Room

Panelists: Mark Xu, Sam Scherl, and  
Sharlene Guiriba

Moderator: Kat Stepanek

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Interested in finding an internship or full-time role in venture capital/private equity but not sure where to start? This panel will feature investors in different stages of their career who will discuss their journeys of breaking into the venture industry as investors.

# Breaking into VC/PE



## Sharlene Guiriba

### Associate, Lerer Hippeau

Sharlene Guiriba is an Associate at Lerer Hippeau, an early-stage venture capital firm founded and operated in New York City. Sharlene began her career as a Deloitte tax consultant advising major corporations and expats on international assignments. She then built out a software operations department at NextCapital (acq'd by Goldman Sachs), a fintech startup democratizing retirement advice.

Sharlene completed the joint MBA and MPP program at the University of Chicago's Booth School of Business and Harris School of Public Policy. She also has her CPA and graduated with Double Majors in Accountancy and Chinese from the University of Notre Dame.

## Sam Scherl

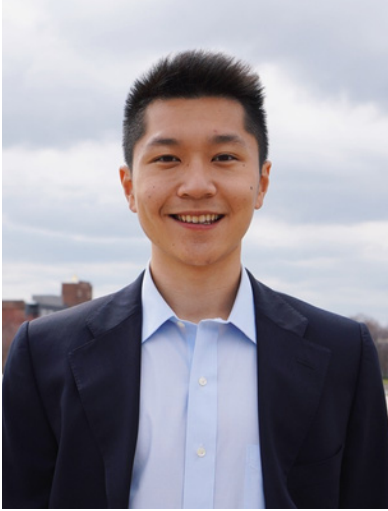
### Investor, Insight Partners

Sam joined Insight Partners in 2022. Before Insight, Sam worked at Eaze, strategizing expansion into new states and markets. Prior to that he worked at Lightspeed Venture Partners, helping to create a database of internal qualitative and quantitative data for all portfolio companies. Before Lightspeed, Sam worked at Vanguard as a software engineer, where he helped to build an automated financial advice product.

Sam graduated from Harvard University with honors in Computer Science and a minor in Economics. At Harvard, Sam was the captain of the Men's Varsity Squash team which won three National Championships during his time there. Originally from New Jersey, in his free time Sam enjoys reading, traveling with friends, and of course playing squash.



# Breaking into VC/PE



Mark Xu

Investor, Lightspeed

Mark is an investor at Lightspeed on the Growth team (Series B+), focusing primarily on Data, SaaS, Cloud, Crypto, ML/AI, and Security. Previously, Mark spent time in Investment Banking at Citi in the M&A group, advising companies on multi-billion dollar transactions and was the first business hire at Scroll, a startup that scales Ethereum, helping with the fundraising process that led to a \$1bn+ valuation and securing key partnerships with other companies. Mark graduated from Harvard with a degree in Applied Mathematics/Economics and a minor in Computer Science. At Harvard, Mark was the Associate Business Manager of the Harvard Crimson, a student-run organization that generates over a million dollars in revenue annually, and was on the founding team and Head of Incubator at Harvard Blockchain. Before Harvard, Mark attended Hopkins School, was a member of the Juilliard Pre-College program where he played violin, and did cancer research at Yale, ultimately discovering a patent-pending drug and publishing his research in Nature's Scientific Reports. Originally from Connecticut, Mark enjoys playing basketball, exploring new restaurants, traveling, and listening to and playing music.

# Breaking into VC/PE

## Kat Stepanek Growth Equity Investor, Volition Capital

Kat joined Volition Capital in 2020 and she is responsible for sourcing and evaluating new investment opportunities in transactional internet and consumer product companies. Before joining Volition, Kat interned at Motley Fool Ventures, where she developed a deep interest in innovative, tech-enabled ventures. Kat graduated Cum Laude from

Babson College in 2020, where she studied entrepreneurship and finance. She spent her junior year abroad at the London School of Economics, where she continued her business courses and explored her fascination with the Cold War and spacetime physics.



# Founding a Fund

Fourth Floor: Beacon Hill Room

Panelists: Dianne Wilkins, Jeff Bartel,  
and John Frankel

Moderator: Jonathan Kempner

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This panel discussion will focus on the process of starting your own venture capital or private equity fund. The panelists will share their experiences and insights into the challenges and opportunities involved in launching and managing a fund. They will discuss the key steps involved in starting a fund, including fundraising, deal sourcing, due diligence, and portfolio management. Additionally, the panelists will explore the current state of the VC/PE industry and the trends and innovations that are driving its evolution.

# Founding a Fund



Jeff Bartel

Chairman, Hamptons Group

Jeff Bartel is an American business and civic leader, philanthropist, writer, and educator. He is chairman and managing director of Hamptons Group LLC, a private capital, real estate, and strategic advisory firm headquartered in Miami with offices in Florida, New York, and California. The firm has a global platform with assets, investments, projects, and clients across multiple sectors, industries, and geographies in the United States and worldwide. The firm invests in people, projects, and positions consistent with social responsibility, sustainability and environmental stewardship, corporate best practices, ethical investment principles, and public integrity. The Hamptons Group team has worked with over 500 private, public, and social sector entities, managed over 250 companies, investments, transactions, and projects, and created more than \$9 billion in value. He is also a visiting lecturer and senior advisor at Harvard University, where he teaches and advises undergraduate and graduate students on innovation, design, and social and commercial impact entrepreneurship. He is an adjunct professor at the University of Miami Business School and the University of Florida College of Law, where he has taught courses on leadership, strategy, negotiation, and venture creation and enterprise life cycle to MBA and law students, respectively. He has authored and been featured in over 200 published articles for national news and business media newspapers, magazines, and journals, and has led and served on the boards of major companies and leading nonprofits. Mr. Bartel holds a bachelor's degree cum laude from Harvard College where he currently serves as a member of the Harvard Alumni Association board of directors and was honored with the Outstanding Leadership Contribution Award, and a law degree with high honors from the University of Florida where he received the Distinguished Alumnus Award and was named to the University Hall of Fame.



# Founding a Fund

## John Frankel

### Investor, Insight Partners

John Frankel is a technology investor. He is passionate about working with founders that are building the big businesses of tomorrow. He founded ff Venture Capital in 2008 to work with founders who share this vision, which has since funded over 150 seed and early-stage companies that have in turn created thousands of jobs and impacted the lives of millions. While ff Venture Capital's investments span a number of industries, John is currently fascinated by applied artificial intelligence, encompassing drones, robotics, and financial services technology. Over the years, John has served on the boards of over sixty companies as well as the NYU Tandon School of Engineering, to help in further fostering the New York City ecosystem. Prior to founding ffVC, John had a long career at Goldman Sachs in a variety of roles that involved technology development, business reengineering, and capital markets. He has had the unique opportunity to work closely with some of the world's leading investors, and as a result has developed a keen understanding of emerging technologies and portfolio risk/return management. After graduating from New College Oxford in 1982 with a Masters in Mathematics and Philosophy, John worked at Arthur Anderson and qualified as a Fellow Chartered Accountant. Today, John enjoys traveling and is blessed with a large and growing family.



# Founding a Fund



## Dianne Mary Wilkins Founder, The Norma Fund

Dianne Wilkins brings to ALI global marketing and technology leadership. She recently became Chair after 23 years at Critical Mass, the last 15 years spent as CEO. Critical Mass is a global digital agency, with offices in 8 countries and a client list that includes Apple, BMW, AT&T, and more. Dianne was a founding member of both G23 and Omniwomen, organizations within Critical Mass' parent company designed

designed to create advancement opportunities for women. She hails from Alberta, Canada but has spent the last decade in New York and California. She is an active advisor and investor, serving on the board of numerous startups in both countries. She is the Co-Founder and Managing Partner of The Norma Fund, a private investment fund designed to empirically prove the value of female leadership.

## Jonathan Kempner President Emeritus, TIGER 21

Jonathan Kempner is President Emeritus of TIGER 21, having served as President from 2009 to 2016. His present focus is participating in the planning of TIGER 21's Global Exchange events, and leading its partnership with Search for Common Ground on the college orientation program, First Year Connect. He is Scholar in Residence at Winthrop House at Harvard University and



Counselor to the Harvard Law School Project on Disability, and was a 2019 Fellow in the Harvard Advanced Leadership Initiative. Before joining TIGER 21, Mr. Kempner was President & CEO of the Mortgage Bankers Association and President of the National Multi Housing Council. He serves on the Board of Directors of various organizations.

# The Investment Case Study

## Fourth Floor: Tremont Room

Panelists: Brian Devaney, Lee Carter,  
and Livi Grant

Moderator: Paul Hayre

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“The Investment Case Study” will focus on the process of analyzing a potential investment opportunity from a venture capitalist’s perspective. The panelists will discuss their approach to evaluating startups, including the key criteria they use to assess the viability of a business model, the strength of a founding team, and the potential for growth and scalability. They will explore the importance of market research, due diligence, and financial modeling in making informed investment decisions, and will share their insights into the strategies and tactics that can help to identify high-potential startups in a competitive market.

# The Investment Case Study



## Lee Carter Partner, Equal Opportunity Ventures

Lee is a Partner at Equal Opportunity Ventures, a fund that invests in early-stage startups increasing opportunity in America. We partner with founders building SaaS and Software-driven platforms at Pre-Seed, Seed, and Series A. We believe that market forces can power great ideas to expand opportunity and that startup founders have the greatest opportunity to execute those ideas. I've also been on a Startup's founding team and raised money from VCs, family offices, and public companies. I've spent 8+ years in VC investing in everything from distributed energy in Africa to TinyML to companies changing the education system in America.

## Livi Grant Investor, Greycroft

Livi Grant is an investor at Greycroft focused on early-stage companies in enterprise software and fintech. Prior to Greycroft, Livi was at Microsoft, where she worked with the M365 Commercial Ecosystem and Artificial Intelligence & Mixed Reality teams to drive strategic partnership initiatives and transactions within the startup ecosystem to accelerate growth. Livi holds a BS in Business Administration from Florida A&M University's School of Business and Industry; she will be attending the Wharton School of Business to pursue a MBA. She is a proud member of the Alpha Kappa Alpha Sorority, Inc. and actively supports the Black Venture Capital Consortium, a non-profit increasing diversity among investment professionals and entrepreneurs.



# The Investment Case Study



## Brian Devaney Principal, Underscore VC

Brian Devaney is a Principal at Underscore VC, a Boston-based firm investing at Seed in bold B2B software founders. With a background in investing, operating, and strategy consulting, Brian focuses on vertical-specific applications of AI and B2B software that transforms legacy business processes. Brian joined Underscore from First Round Capital, where he led diligence and supported investments such as Sprig, Cascade, Sitaline, Edify, Evolution IQ, IdeaFlow, and several unannounced investments across fintech, AI, and workflow automation. Prior to First Round, Brian was hired by the founders of Strava to lead go-to-market for a new line of business, Strava Metro, and took the business from a small handful of pilot engagements to hundreds of customers worldwide. Brian began his career as an analyst covering fintech at a leading internet bank and as a B2B SaaS marketing and sales consultant for a top Hubspot partner agency. Brian earned his BA from the University of Vermont where he studied Economics, Business Administration, and Computer Science, and wrote his senior economics thesis on the potential for The Internet as a general purpose technology that could change all industries - a thesis he continues to invest behind years later.

# The Investment Case Study

## Paul Hayre Executive Director, Harvard Grid

As the inaugural Executive Director of Harvard Grid, Paul Hayre leads the creation of new programs to accelerate the pace of startup formation at Harvard. Appointed in 2022, Paul oversees a fast-growing initiative comprising educational outreach, innovation development, mentoring programs, alumni engagement, and physical space for emerging ventures



Paul is a transformational leader with a record of turning early- to growth-stage concepts into world-class businesses. He has founded technology and medical device start-ups with two exits; designed and founded high-growth divisions in multi-nationals; and bought and sold lower middle market industrial companies. He most recently focused on medical devices and novel healthcare delivery models, and previously founded or grew businesses in the solar, specialty chemicals, and corporate food solution sectors. Early in his career, Paul spent a decade in technology and strategic advisory firms Accenture, EY-Parthenon, and Eastwing Group. His expertise spans global strategy, M&A, long-term value creation, data analytics, and executive development in a wide range of sectors and stages. Raised by two lifelong educators, Paul invests generously in people and communities, serving as advisor or director at numerous start-ups, private companies, non-profits, incubators, and student organizations. He is also deeply committed and engaged as an advisor to students, alumni, and leaders in higher-education. He holds a BS in Electrical Engineering from Cornell University and an MBA from Harvard Business School.

# The Journey of a Non-Technical Founder

Fourth Floor: St. James Room

Panelists: David Coppins and  
Eva Schwarz

Moderator: Madison Shaw

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This panel discussion will focus on the experience of being a non-technical founder. Panelists will discuss their journeys and the challenges they have faced in building and growing their businesses without a technical background. They will share their insights into how to identify and hire the right technical talent and how to manage technical projects effectively.



# The Journey of a Non-Technical Founder



## David Coppins Cofounder, IntelyCare

As IntelyCare's CEO, David is dedicated to connecting nursing professionals with healthcare organizations to elevate care. Under his leadership, IntelyCare has filled over 20,000,000 nursing shift hours at healthcare organizations across the country. Prior to joining IntelyCare, David was President at Virgin Pulse, where he helped the company grow from 45 employees and \$13M in ARR to 500 employees and nearly \$100M in ARR. Before that, David served as Co-Founder and CEO at Upromise, which sold to Sallie Mae for \$300M. He also was a founding Principal at Monitor Clipper Partners, a \$700M private equity fund. David holds a B.S. from Brigham Young University and is the father of four children – his proudest role to date.

# The Journey of a Non-technical Founder

## Eva Schwarz Founder, Comeback

Eva Schwarz, a Harvard ALI Fellow 2023, is an accomplished business leader, social entrepreneur, and certified life coach with over 30 years of diverse experiences. She has a successful track record as a founder, entrepreneur, and executive, having led R&D and overseen HR, and spearheaded a team-building program among the various offices at Bevyz culminating in its acquisition by Keurig Green Mountain in 2014. In 2019,

Eva founded Comeback, a non-profit organization based in Israel, where she serves as chairperson. Comeback provides essential support to former felons from all sectors of society, helping them develop the tools to reintegrate into their communities and reduce recidivism rates. In addition to her work with Comeback, Eva is also passionate about mentoring the leadership of NGOs to help them reach new levels of success. Her commitment to social and environmental causes led her to embark on her latest entrepreneurial endeavor: a sustainable development project in Greece. The project aims to restore the ecosystem of a fragile land located on a cliff overlooking the sea, which has been damaged by overgrazing from sheep. Through re-vegetation and seeding, she hopes to create a sustainable and thriving environment for generations to come.



# The Journey of a Non-technical Founder



## Madison Shaw Associate, Summit Partners

Madison Shaw is an Associate on the Growth Products & Services team at Summit Partners. Madison invests out of Summit's Growth Equity Fund XI, an \$8.35B vehicle. Her investment experience includes 48forty Solutions. Prior to Summit, Madison worked in the Technology & Services Investment Banking Group at Raymond James. Madison holds a BS in economics from Duke University.

# Creating Culture

Fourth Floor: Cambridge Room

Panelists: Martin Feldmann,  
Natan Linder, Vinay Hiremath  
Moderator: Regina Ryan

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Creating and nurturing a strong culture is an essential part of building a successful startup. This panel discussion will focus on how to develop and maintain a positive company culture, including strategies for hiring and retaining employees who share your values, setting and communicating cultural expectations, and creating a collaborative and supportive environment that fosters growth and innovation. We'll hear from experienced founders and culture leaders who will share their insights, best practices, and lessons learned from building successful startups with strong cultures.

# Creating Culture



## Martin Feldmann

### Cofounder, VulcanForms

Martin is the Co-Founder, President, and CEO of VulcanForms, founded along with Professor John Hart. Prior to VulcanForms, Martin worked as a Research Consultant at a battery startup and a Research Specialist in Professor Hart's Mechanosynthesis group at MIT, where he initiated ACAM, MIT's first ground-up Laser Powder Bed Fusion metal additive manufacturing research program. Earlier, he held positions at ThyssenKrupp in their largest automotive steel mill and Daimler

AG in quality management for the foundry and forge at the company's headquarters in Stuttgart, Germany. Martin earned his BS in Mechanical and Production Engineering at RWTH Aachen followed by a Master's Degree in Manufacturing from MIT.

## Natan Linder

### Cofounder, Tulip and Formlabs

Natan Linder is cofounder and CEO of manufacturing technology company Tulip, and cofounder and chairman of Formlabs, the pioneer and industry leader in professional desktop 3D printing. Drawing from over 15 years of experience and careers at companies like Samsung, Sun Microsystems, and Rethink Robotics, Linder expertise in computer science, product design, and entrepreneurship. Prior to this, he was cofounder and general manager of Samsung's R&D



Center in Israel, spearheading innovation in mobile and shipping multiple products to the global market. He's served as an entrepreneur-in-residence at leading Israeli venture capital firm Jerusalem Venture Partners. Linder holds a PhD from MIT Media Lab's Fluid Interfaces Group and a S.M. in Media Arts and Sciences from MIT. Linder aims to fuse design and engineering to create novel human experiences.

# Creating Culture



## Vinay Hiremath Cofounder, Loom

Vinay Hiremath is a co-founder and CTO of Loom where he oversees the architecture, infrastructural unit economics, scaling and output of the team, as well as the strategic technical direction of the company. In 2017, he was named to Forbes list of 30 Under 30. Before Loom, Vinay worked at Upthere - a cloud-computing startup - where he gained most of his technical competency in service architecture and distributed systems. Before Upthere, he worked at Backplane - a social network startup for celebrities and before that he interned at Facebook, primarily working on optimizing the mobile web composer, the tool that allows someone to post a status update to their timeline. Vinay studied Computer Science at the University of Illinois where he was recognized and received the Young Alumni Achievement Award.

# Creating Culture

## Regina Ryan President, Harvard Alumni Entrepreneurs

Regina Ryan has over 20 years as an entrepreneur, investor and executive with working for multi-million dollar companies, start-ups, and nonprofits. Currently, Ms. Ryan has been President of Harvard Alumni Entrepreneurs since 2012. Prior to this role, Ms. Ryan has been part of start-up teams for corporate, private and social



enterprises. In addition to her entrepreneurial experiences, Ryan has held senior management positions in higher education, technology services, trade associations and nonprofits as well as consulted for a wide range of corporate, private, government and nonprofit organizations. Ms. Ryan is an Instructor, Executive Education at the Harvard Kennedy School. Ryan has served on several boards the W. Seavey Joyce, S.J Community Service Award, Boston College, and the Spring Creek Recreational Fund. She served as m\Member of the Board of The Harvard Alumni Association Board. Ms. Ryan holds a BA from Boston College, a MS from Northeastern University and an MPA from Harvard Kennedy School.



# Keynote Address



# Leading from the Front



## Paul English Cofounder, Kayak

Paul is the founder of Boston Venture Studio. Paul has previously co-founded and successfully sold six startups – Kayak, Lola, Moonbeam, GetHuman, Boston Light and Intermute. Paul is also the founder of four nonprofits – Summits Education in Haiti, Embrace Boston, The Winter Walk for Homelessness, and the Bipolar Social Club. Paul is the subject of Tracy Kidder’s book “A Truck Full of Money”.

You can hear an interview with Paul on “How I Built This” with Guy Raz, and you can see his video from TEDxBoston in 2022. Paul grew up in Boston (as did his parents), his father was a pipefitter at Boston Gas Company, Paul’s first job was delivering the Boston Globe, and he went to Boston public schools until he studied music and computer science at UMASS Boston. (As you can guess, Paul is a Boston Red Sox fan, and his accent gets worse in bahs.) Paul was briefly an entrepreneur-in-residence at Greylock, VP of Engineering at NetCentric, SVP of Engineering and Product Management at Interleaf. He also did contract programming for the US Air Force, operations research programming for Data General, programming for a medical device company, and even some video game software and sound-effect development. Paul received a BS and MS in computer science from the University of Massachusetts, and was awarded an honorary doctorate in 2019. Paul was named Chief Technology Officer of the year by Mass Technology Leadership Council in 2009.

# Leading from the Front

Adam Valkin

Managing Director

General Catalyst

Adam Valkin is a managing director at venture capital firm General Catalyst. Adam oversees the firm's global early-stage practice and co-lead its international expansion. Prior to joining GC, Adam was a venture partner in the London office of Accel Partners. Before that, Adam was Global Head of Digital Media at the television production company Endemol, a partner at venture capital firm Arts Alliance, and was a co-founder of LOVEFiLM (acquired by Amazon). Adam is on the board of, or has been actively involved with, a number of GC companies including Array, Blank Street, Bloom & Wild, Bowery, Brainly, Cazoo (NYSE: CZOO), Deliveroo (LON: ROO), Fundbox, Hopin, Kavak, Melio, Monzo, Rapyd, Rebag, Ro Health, Shift Technology, Snackpass, Spinny, SuperPlay, Titan, and Vroom (NASDAQ: VRM). His previous investments include CCP (acquired by Pearl Abyss), ClassPass (acquired by MindBody), Fiverr, Flywire, GoCardless, and Spotify. Adam graduated with a BA in Economics from Harvard University.

