

The Startup Conference



May 17, 2018
Fox Theatre
Redwood City, California

Agenda - Morning

9:00 - 9:15 AM

Open Mic

9:15 - 9:45 AM

Panel: Grinding it out, from idea to the first VC round

Jack Altman | Co-Founder & CEO of Lattice

Erik Murphy-Chutorian | Founder & CEO of 8th Wall

Natalie Abeyseena | Co-Founder & CEO of ScopeAI

Nathan Beckord (moderator) | CEO of Foundersuite.com

9:45 - 10:10 AM

Interview

Ali Vahabzadeh | Co-Founder of Chariot

Alex Kantrowitz (interviewer) | Senior Technology Reporter at BuzzFeed

10:10 - 10:35 AM

0-100+ employees in 2 years:

How to build a sustainable culture that can scale from day 1

Mada Seghete | Co-Founder of Branch

10:35 - 11:05 AM

VC Panel: The Killer Pitch

Soma Somasegar | Managing Director at Madrona Venture Group

Varun Jain | Head of Global Early-Stage Fund at Qualcomm Ventures

Ching-Yu Hu | Principal at next47

Ethan Batraski | Vice-President at Venrock

Martin Stroka (moderator) | Co-Founder at F50

11:05 - 12:00 PM

Startup Pitch Competition

Adeo Ressi | CEO of the Founder Institute

Agenda - Afternoon

1:30 - 1:55 PM

Founder Stories

George Arison | Co-CEO at Shift

Toby Russell | Co-CEO at Shift

1:55- 2:20 PM

Afternoon Keynote

Eric Yuan | Founder and CEO at Zoom

Jean-Baptiste Su (interviewer) | Principal Analyst at Atherton Research

2:20 - 2:50 PM

Panel: Scaling & User Acquisition

Rob Fan | Co-Founder and CTO at Sharethrough

Katharina Schmitt | General Manager of Ampush

Vasily Starostenko | Tesla Customer Acquisition Team

Steffen Bartschat (moderator) | Sand Hill Angels

2:50 - 3:15 PM

How to Build a Billion Dollar Startup

Tom Villante | Founder, Chairman and CEO at YapStone

3:15 - 3:40 PM

2,555 Days of Struggle

Augusto Marietti | Co-Founder and CEO at Kong

3:40 - 4:05PM

Founder Stories

Jyoti Bansal | Founder at AppDynamics

John Vronis (interviewer) | Partner at Unusual Ventures

4:05 - 5:00 PM

Investor Panel

Sumeet Jain | Founding Partner at 7 Global Capital

Shubhra Jain | Investor at Cota Capital

Jonathan Charles | Principal at Samsung Catalyst Fund

Rama Sekhar | Partner at Norwest Venture Partners

Bill Reichert (moderator) | Managing Director at Garage Technology Ventures

5:30 - 7:00 PM **After Party**

Speakers



ADEO RESSI
CEO, Founder Institute

Adeo Ressi is CEO of the Founder Institute, a startup launch program that operates in nearly 200 cities worldwide, and he is a recognized mentor for fast-growing technology businesses. He has pioneered innovations in the protection of founder rights, the raising of early-stage capital and the scaling of new businesses.



ALEX KANTROWITZ
Senior Technology Reporter at BuzzFeed News

Alex Kantrowitz is a senior technology reporter at BuzzFeed News. He began his career buying ads and selling ad-tech software. Since then, he's interviewed some of the world's top CEOs, including Larry Ellison, Mark Zuckerberg, Richard Branson and Jack Dorsey. You can find him on Twitter at @kantrowitz



ALI VAHABZADEH
Founder, Chariot

In 2014, Ali Vahabzadeh founded Chariot (chariot.com) in San Francisco. Chariot is a VC and Y Combinator-funded startup that invites the public and enterprises to crowdsource new commuter routes then launches a twicedaily service when a critical mass of riders between neighborhoods want a faster and more reliable commute.



AUGUSTO MARIETTI
Co-Founder & CEO of Kong

Augusto Marietti is an inventor, technology entrepreneur and angel investor. Augusto aims to help to create the API economy by changing the way software is built and consumed. He is the CEO and Co-founder of Kong, the Microservice and API company on a mission to broker world's information. He drives the vision, strategy, and long-term growth. Kong is the most widely-adopted open-source API Gateway with over 20M downloads and one of the fastest growing open-source company.



BILL REICHERT
Managing Director, Garage Technology Ventures

Bill Reichert is Managing Director of Garage Technology Ventures, a leading seed-stage and early-stage venture capital fund, based in Silicon Valley. Garage makes seed investments in promising early stage technology companies and works intensively with them to help them to the next step. Some of Garage's most successful startups include Pandora, Tripwire, LeftHand Networks, Coremetrics, Hoku Scientific, Kaboodle, WhiteHat Security and Simply Hired.

Speakers



CHING-YU HU

Principal, next47

Ching-Yu Hu just joined next47 as a Principal in our Palo Alto office. Prior to that, she was an Entrepreneur In Residence in Google's internal startup incubator Area 120. In 2009, she co-founded Skybox Imaging, a data and aerospace startup that designed, built, and launched the world's largest constellation of high resolution imaging satellites.



ERIC YUAN

Founder, Zoom

Eric S. Yuan founded Zoom in 2011. Prior to starting Zoom, Eric was Corporate Vice President of Engineering at Cisco, where he was responsible for Cisco's collaboration software development. As one of the founding engineers and Vice President of Engineering at WebEx, Eric was the heart and soul of the WebEx product from 1997 to 2011. Eric proudly grew the WebEx team from 10 engineers to more than 800 worldwide, and contributed to revenue growth from \$0 to more than \$800M.



ERIK MURPHY-CHUTORIAN

Founder and CEO, 8th Wall

Erik Murphy-Chutorian is the founder and CEO of 8th Wall, building cross-platform solution for developers to build augmented reality applications on all mobile devices. Erik has deep expertise in computer vision, imaging infrastructure, data analysis and full-stack/mobile product development. Prior to founding 8th Wall, he worked at both Facebook and Google as an engineering manager and senior staff software engineer respectively, leading the initiatives behind a number of key projects on Google Images and Google Photos.



ETHAN BATRASKI

Vice President, Venrock

Ethan joined Venrock in 2017. Based in the Palo Alto office, he focuses on early stage full stack, software-defined systems in robotics, aviation, space, autonomy, intelligent agents, and farming. Ethan joins us after 15 years as a product/design executive, entrepreneur, and angel investor.



GEORGE ARISON

Founder and Co-CEO, Shift

George Arison is the founder and Co-CEO of Shift, an online marketplace disrupting the \$1.2T car industry by fundamentally transforming the experience of buying and selling a car. Previously, George co-founded Taxi Magic (acquired by Verifone), the first on-demand mobile transportation booking technology. George has taken his experience creating Taxi Magic and applied it to building a new company that seeks to change the future of car ownership. Prior to Shift, George also worked at Google and the Boston Consulting Group (BCG).

Speakers



JACK ALTMAN

Co-Founder and CEO, Lattice

Jack Altman is the Co-Founder and CEO of Lattice, a modern performance management platform for growing companies. Since graduating the Y Combinator Winter 2016 class, Lattice serves 250+ customers such as Birchbox, Coinbase and Glossier. Lattice closed its Series A with investments from Thrive Capital, Slack Fund, Khosla Ventures, Marc Benioff (Salesforce), and Alexis Ohanian (Reddit).



JEAN-BAPTISTE SU

Principal Analyst at Atherton Research

Jean Baptiste "JB" Su is Vice-President and Principal Analyst at Atherton Research, a global technology consulting and intelligence firm helping clients plan, build and deliver successful go-to-market strategies.



JOHN MANNES

Investor, Basis Set Ventures

John Mannes is an investor at Basis Set Ventures, a \$136 million early stage venture capital fund focused on supporting startups using machine learning to address big problems across industries. Prior to Basis Set Ventures, John was a TechCrunch writer covering machine intelligence startups, machine learning research and major AI initiatives from big tech. His work has also been featured in The Washington Post and Education Week.



JOHN VRIONIS

Partner at Unusual Ventures

John Vrionis made an early investment in AppDynamics, the app performance management company that was acquired by Cisco for \$3.7 billion right before it was scheduled to go public in January 2017. He's also an investor in MuleSoft, which was acquired by Salesforce in March; Nimble Storage, which went public in December 2013; and DataStax, a data management software provider. Vrionis worked on those deals while at Lightspeed Venture Partners; in January, he left Lightspeed to start his own venture firm



JONATHAN CHARLES

Principal, Samsung Catalyst Fund

Jonathan Charles is a Principal at the Samsung Catalyst Fund (SCF), Samsung Electronics' early-stage venture capital fund focused on core technologies related to Internet of Things, autonomous & connected car, digital health, artificial intelligence, cloud infrastructure and component level technologies for devices. Prior to Samsung, Jonathan held business development and product marketing roles at venture-backed RoamBI (a.k.a. Mellmo). His Silicon Valley experiences also include working at Apple in a business development capacity and as an investment banker at Jefferies & Co.

Speakers



JYOTI BANSAL

Founder, AppDynamics

Jyoti Bansal is a serial entrepreneur and a Silicon Valley technology visionary who believes passionately in software's ability to change the world for the better. He conceived BIG Labs as a vehicle for "parallel entrepreneurship," where he can co-create companies that can help define the future of software and technology. In 2008, he founded AppDynamics, an application intelligence company that provides enterprises with real-time insights into application performance.



KATHARINA SCHMITT

General Manager, Ampush West Coast Operations

Katharina Schmitt is the General Manager of Ampush's West Coast operations. Prior to Ampush Katharina spent 6 years at McKinsey focusing on strategy and scaling businesses across a variety of industries including tech, healthcare, and education. She brings rich experience in developing business models, acquisition channels, and revenue streams. Her business strategy experience spans 5 different continents!



MADA SEGHETE

Co-Founder, Branch

Mada leads marketing as a co-founder of Branch, the mobile growth platform for today's top companies, powering mobile linking and growth for over 30,000 apps and 2 billion monthly users around the world.



MARTIN STROKA

Co-Founder, F50

Martin is a Silicon Valley veteran with years of experience in venture capital and the startup ecosystem, working with startups and connecting a large international investor network, and now is actively engaged in the blockchain ecosystem, supporting companies to tap into global opportunities for expansion.



NATALIE ABEYSENA

Co-Founder & CEO at ScopeAI

Natalie Abeysena is the co-founder and CEO of ScopeAI, analyzing customer conversations through natural-language processing to drive better product and operations decisions. ScopeAI is backed by investments from Y Combinator, Menlo Ventures, Social Capital, Salesforce Ventures and Michael Seibel (YC). Prior to founding ScopeAI, Natalie was a UX researcher at Google.



NATHAN BECKORD

CEO, Foundersuite.com

Nathan Beckord is the CEO of Foundersuite.com a venture-backed company that makes the leading Investor CRM and Investor Updater tools for startups raising capital. Since launching in March of 2016, customers have raised over \$650M in seed and venture capital.

SPEAKERS



RAMA SEKHAR

Partner, Norwest Venture Partners

Rama Sekhar focuses on early to late stage venture investments in enterprise and infrastructure including: cloud, big data, DevOps, cybersecurity and networking. Rama's current investments include: Agari, Bitglass, ClearDATA, Dremio, Qubole, SnapRoute, and TRUSTID. Rama was previously an investor in Morta Security (acquired by Palo Alto Networks), Pertino Networks (acquired by Cradlepoint), and Exablox (acquired by StorageCraft).



ROB FAN

Co-Founder and CTO, Sharethrough

Rob Fan is the co-founder and CTO of Sharethrough, the leading international native advertising software platform. In this role, Fan is responsible for developing the overall technology vision for the company, driving engineering initiatives and collaboration, and overseeing Sharethrough's product efforts.



SHUBHRA JAIN

Investor, Cota Capital

Dr. Shubhra Jain is an investor at Cota Capital where she is responsible for sourcing, executing and analyzing healthcare investments. Cota Capital is a stage agnostic fund in San Francisco investing in Healthcare, Tech and Fintech. Prior to Cota, Shubhra was Associate Director of Commercial Strategy and Corporate Development at Natera where she focused on biopharma partnerships, acquisitions, market research and competitive positioning. Prior to Natera, she led Product management for Acute care suite of products at Pieces Technologies.



SOMA SOMASEGAR

Managing Director, Madrona Venture Group

Soma is a Managing Director at Madrona Venture Group. Prior to joining Madrona, Soma had a successful twenty-seven-year career at Microsoft Corporation. His last role at Microsoft was Corporate Vice President of the Developer Division. Soma has long been an angel investor, with more than 50 such investments across a wide range of technology areas. At Madrona, he is focusing on Machine Learning/Artificial Intelligence, Intelligent Applications and Developer centric platforms and tools.



STEFFEN BARTSCHAT

Investor, San Hill Angels

Steffen Bartschat is a member of Sand Hill Angels, one of the most active angel groups in the world. During his day job as CEO of Hill88, Steffen helps large corporates engage with the Silicon Valley ecosystem. He has held senior management positions ranging from early stage startups (Lumo BodyTech) to Fortune 50 corporations (IBM) in the consumer, automotive, and enterprise software sectors.

Speakers



SUMEET JAIN

Founding Partner, 7 Global Capital

Sumeet Jain is a Founding Partner of 7 Global Capital, a new cross border growth fund focused on helping US category leading tech companies expand commercially in the EU market. Previously he was a co-founder and General Partner with LUMA Capital partners. Prior to that he was with Intel Capital in its Digital Media group, a partner at CMEA Capital and a technology investment banker at Goldman Sachs. He also was with two startup companies, Personify and iManage.



TOBY RUSSELL

Co-CEO, Shift

Toby Russell is Co-CEO of Shift, the platform to make buying and selling cars fun, fair, and accessible to everyone. Previously, he was Managing Vice President of Digital at Capital One, where he led the bank's technology transformation, including building the mobile capabilities that are now driving the majority of Capital One's new customers. In 2007 Toby co-founded Taxi Magic, the first on-demand mobile transportation booking technology. He's also led a \$12 billion renewable energy and efficiency investment program for the US Department of Energy.



VARUN JAIN

Qualcomm Ventures' global Early-Stage Fund

Varun is based in San Francisco and leads Qualcomm Ventures' global Early-Stage Fund, focused on Seed and Series A opportunities. This fund has scaled to 75+ investments, which includes winners such as Cruise Automation (acquired by GM), 99 (acquired by Didi) and Zoom. He also serves as the global lead for the fund's investments in the automotive sector.



TOM VILLANTE

Founder, YapStone

In 1999, Tom Villante founded YapStone with the simple goal of converting bills commonly paid by paper check into online electronic payments. Today, YapStone processes over \$18 billion in online and mobile payments and has raised over \$110 million in capital. As Chairman and CEO, Tom leads the strategic vision, operational execution and global expansion of the company.



VASILY STAROSTENKO

Staff Product Manager, Tesla

Vasily is a Staff Product Manager leading Tesla Customer Acquisition team. Before joining Tesla, for three years Vasily led Driver Growth and Driver Experience products at Uber. Prior to that, Vasily led consumer product at Reputation-com and worked for number of late stage VC funded Silicon Valley startups: SuccessFactors, BitTorrent and others.

Exhibitors



Altair

Altair transforms design and decision making by applying simulation, machine learning and optimization throughout product lifecycles. Our broad portfolio of simulation technology and patented units-based software licensing model enable Simulation-Driven Innovation™ for our customers. With more than 2,000 employees, Altair is headquartered in Troy, Michigan, USA and operates 69 offices throughout 24 countries. Altair serves more than 5,000 customers across broad industry segments. To learn more, please visit www.altair.com



ALYSIA

ALYSIA is an Artificial Intelligence that makes songwriting accessible to everyone. This disruptive AI democratizes the art of songwriting in the fullest sense, from lyrics writing to vocal melodies and background tracks. ALYSIA expands your creative repertoire so that you can express the music within. Regardless of your musical training or expertise, you can now create original songs within minutes!



CHHABRA LAW FIRM

Chhabra Law Firm, PC is a boutique law firm that offers patent related services to startups.



INFORMU

informu created an artificially intelligent loss prevention tool for the busy person. It prevents your belongings from being forgotten or stolen, giving you peace of mind. This is Tile on steroids — not just telling you where your lost items are, but predicting in advance when you're about to lose or forget a physical possession. If your belongings got stolen, informu reimburses you with the tokens powered by Ethereum smart contract.



INNOSPIRE

Innospire is a company builder based in Germany with the focus on scalable business models in the segment of finance, recruitment and Data.

Exhibitors



KEOPASS

Keop@ss is a standalone biometric authenticator, in a keyfob form-factor, that generates strong passwords from fingerprints and securely sends them to any paired device via Bluetooth Low Energy or USB, regardless of their type (desktop, laptop, smartphone, tablet, IoT...), brand or operating system, without requiring any driver installation; and can last up to 2 years on a single charge. Keop@ss can secure computer logins, online bank accounts, crypto-wallets, VPN accesses, connected door locks, and many more... Keop@ss is intended for anyone who cares about online and offline cyber-security, without the burden of software installation, in a private or professional environment.



MAGALIX

Magalix is the autopilot of the cloud. It solves the problem of overspending and ever increasing complexity in cloud infrastructure. Magalix uses advanced AI algorithms to understand business needs and adapt applications and infrastructure resource usage accordingly.



MEETOREAT

The problem is pharmaceutical companies give billions of dollars of drug samples to physician offices and no way to protect patients from drug recalls for example if Viagra is contaminated with mercury and patient needs to be contacted. There are no systems in place to address this issue. So I developed an online platform that helps physician offices with compliance. This is a web based tool that tracks drug samples.



SECRETCUBE

SecretCube is your encrypted, safe, all-in-one home, office file storage device for 2, 4 or 10TB's (0.4, 1 or 3 Million) pictures, videos, music & files. Cheaper, faster than Google cloud, iCloud. SecretCube brings you ease of use and encryption by default and can be used by even a kid. Keeping the lights on with clean energy: The future of Energy Storage.



SIFT

Sift is a website that helps you find shows similar to your favorites. We provide community ranked recommendations where you can comment on why to watch. Find where to stream shows and hide shows you're not interested in.

Exhibitors



SPORTFICTION

We create alternate reality for sports fans by organizing simulated sports tournaments and reporting about them as if they were real.



THE SILVER TELEGRAM

The Silver Telegram offers full-service public relations services. TST also offers CMO consulting and PR strategic guidance & development for startups and companies that are launching new services and products in the US. TST has also been offering full-service crowdfunding management since 2012. Specializing in lean organizations, TST creates lean, affordable and action-oriented PR campaigns with high impact.



WEWORK

WeWork is a global workspace provider enabling companies of all sizes and industries to thrive by offering space, services, and community. Whether you're looking to establish a 500-person headquarters or a one-person satellite office, WeWork can create a custom workplace experience that eliminates hassle, inspires employees, and fosters a culture that attracts top talent. Enjoy included front-desk service, utilities, refreshments, and more at any of our 200+ locations worldwide with 17 locations right here in the San Francisco Bay Area. Visit today.



WOLF AND WILHELMINE

Wolf and Wilhelmine is a brand strategy consultancy that identifies the “why” and “how” of your business to build a brand that resonates with people, the market and culture at large. We do our best work with ambitious companies, small and large, that want a thorough but nimble approach, and need to outsmart versus outspend. Clients include Oscar, Harrys, MeUndies, Bonobos, Varo and Her.

Conference Team

Nima Adelkhani | Yvonne Dietrich | Caroline Raynaud