AGENDA TUESDAY 23rd

9:00 AM
- WELCOME ADDRESS
- OPENING KEYNOTE
  The Top Ten Mistakes of Entrepreneurs
- MAIN STAGE TALK

9:15
- FIRESIDE CHAT
  The Next Era of Entrepreneurship
- LIVESTREAM MAIN STAGE TALK

9:30
- FIRESIDE CHAT
  Building a Three Slided Marketplace
- LIVESTREAM MAIN STAGE TALK

10:00 AM
- KEYNOTE
  Where Do Great Ideas Come From?
- MAIN STAGE TALK
- AM BREAK
  10:30 to 11:00

11:00 AM
- FIRESIDE CHAT
  Living On Demand: The Business of Convenience
- MAIN STAGE TALK

11:20
- FIRESIDE CHAT
  The Future of the Gig Economy
- LIVESTREAM MAIN STAGE TALK

11:40
- FIRESIDE CHAT
  Obsession: 6 Years & 42 Rejections on the Road to Solving One Big Problem
- LIVESTREAM MAIN STAGE TALK

12:00 PM
- FIRESIDE CHAT
  Meet Five Companies from our Startup Program
- LIVESTREAM MAIN STAGE TALK

12:10
- FIRESIDE CHAT
  Fast Growth, Mindful Business
- LIVESTREAM MAIN STAGE TALK

12:30
- FIRESIDE CHAT
  Building a Three Slided Marketplace
- LIVESTREAM MAIN STAGE TALK

1:00 PM
- FIRESIDE CHAT
  The Future of the Gig Economy
- LIVESTREAM MAIN STAGE TALK

1:15
- FIRESIDE CHAT
  Obsession: 6 Years & 42 Rejections on the Road to Solving One Big Problem
- LIVESTREAM MAIN STAGE TALK

1:30
- FIRESIDE CHAT
  Meet Five Companies from our Startup Program
- LIVESTREAM MAIN STAGE TALK

1:45
- FIRESIDE CHAT
  Fast Growth, Mindful Business
- LIVESTREAM MAIN STAGE TALK

CONTINUES ON NEXT PAGE
# AGENDA TUESDAY 23rd

## MAIN STAGE

**1:55 PM**
**Fireside Chat**
**Right People, Right Product: The Art of Ruthless Prioritization**
Michelle Zatlyn - Content CEO, Cloudflare

**2:00 PM**
**Fireside Chat**
**From Zero to Brand in 20 Minutes: Find Your Visual & Editorial Voice**
Brit Morin - Founder + CEO, Brit + Co.

**2:10 PM**
**Keynote**
**Building an Effective Design Team**
Marian Galzon - Google, London

**2:30 PM**
**Fireside Chat**
**The Future of Social Communities, Conversations, Content**
Naveen Tolia - Founder + CEO, Eventbrite

**2:50 PM**
**Fireside Chat**
**Data-Driven Future: How Collaboration Supercharges Startups & Corporations**
Gurjeet Singh - Founder + CEO, Cyverness

**3:00 PM**
**Quickfire**
**Meet Five Companies from our Startup Program**

**3:10 PM**
**Fireside Chat**
**Keys to Designing a Great Product**
Yves Behar - Founder + CEO, August

**3:20 PM**
**Fireside Chat**
**How to Create a Killer Customer Experience**
Zachary Weiner - Technology Evangelist, Clix

**3:30 PM**
**Fireside Chat**
**No Guarantees: Why a Great Business Needs More Than a Great Product**
Tonny Xu - Founder + CEO, Dealfish

**3:45 PM**
**PM Break**
3:45 to 4:15

**4:00 PM**
**Fireside Chat**
**Starting Global from Day One**
Seluna Tobaccowala - President + CEO, Swetha

**4:15 PM**
**Fireside Chat**
**A Superconnector’s Secrets to Building a Great Network**
Anand Purushotham - Managing Director, Emergence Capital

**4:30 PM**
**Fireside Chat**
**General Session**
Vinod Khosla - Khosla Ventures

**4:50 PM**
**Fireside Chat**
**Request for Startups: Open Problems for the Next Decade**
Chamath Palihapitiya - Founder + CEO, Social Capital

**5:00 PM**
**Fireside Chat**
**Building a Truly Human Enterprise**
Semil Shah - Haystack

**5:10 PM**
**Fireside Chat**
**Putting a Ring on It: Turning VC Meetings Into Closed Deals**
Leela Srinivasan - CMIO, Level

**5:30 PM**
**Fireside Chat**
**Inside Venture: How to Package Your Startup for Fundraising**
Joy Bandels - Founder + CEO, New Venture Partners

**6:00 PM**
**Closing Remarks**
Derek Anderson - Founder + CEO, StartupGrind

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**LIVESTREAM MAIN STAGE TALK**

**4:30 PM**
Vinod Khosla - Khosla Ventures

**4:50 PM**
Chamath Palihapitiya - Founder + CEO, Social Capital

**5:10 PM**
Semil Shah - Haystack

**5:30 PM**
Derek Anderson - Founder + CEO, StartupGrind

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**Day One Concludes**

**6:00 PM**
**After Party**
6:00 to 9:00

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**StartUp Tent**

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<table>
<thead>
<tr>
<th>Time</th>
<th>Main Stage</th>
<th>Museum Expert Stage</th>
<th>Forum VC Stage</th>
</tr>
</thead>
<tbody>
<tr>
<td>9:00 AM</td>
<td>WELCOME REMARKS</td>
<td>QUICKFIRE: Meet Five Companies from our Startup Program</td>
<td>MAIN STAGE TALK</td>
</tr>
<tr>
<td>9:05</td>
<td>QUICKFIRE</td>
<td>Derek Andersen</td>
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<tr>
<td>9:15</td>
<td>OPENING</td>
<td>Fireside Chat: Building for the Enterprise</td>
<td>LIVESTREAM MAIN STAGE TALK</td>
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<tr>
<td>9:30</td>
<td>KEYNOTE</td>
<td>The Capitalist Dilemma</td>
<td>LIVESTREAM MAIN STAGE TALK</td>
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<tr>
<td>9:45</td>
<td>Fireside Chat</td>
<td>Silicon Valley and The State of Disruptions</td>
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<tr>
<td>10:00 AM</td>
<td>AM BREAK</td>
<td>10:30 to 11:00</td>
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<tr>
<td>11:00 AM</td>
<td>KEYNOTE</td>
<td>Beavers &amp; Honeybadgers: Startup Advice for Every Entrepreneur</td>
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<td>11:10</td>
<td>KEYNOTE</td>
<td>Tools of Creation: Respecting Humanity’s Identity and Aspirations</td>
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<td>11:20</td>
<td>Fireside Chat</td>
<td>Fueling a Health Care Revolution Through Consumer Empowerment</td>
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<td>11:30</td>
<td>KEYNOTE</td>
<td>Fifty Shades of Development: Take Control of Your Product</td>
<td>LIVESTREAM MAIN STAGE TALK</td>
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<td>11:50</td>
<td>Fireside Chat</td>
<td>Disrupt Yourself: Adopting a Culture of Continuous Reinvention</td>
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<tr>
<td>12:00 PM</td>
<td>LUNCH</td>
<td>12:30 to 1:45</td>
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<tr>
<td>1:00 PM</td>
<td>KEYNOTE</td>
<td>Solutions for Founder Self-Doubt, Letting Data Surprise You</td>
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<tr>
<td>1:10</td>
<td>KEYNOTE</td>
<td>How Most Startups Fail</td>
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<tr>
<td>1:20</td>
<td>Fireside Chat</td>
<td>Our Safe Haven: Building a Startup Community in Gaza</td>
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<tr>
<td>1:30</td>
<td>Fireside Chat</td>
<td>Head over to the MAF booth (12) to learn about building a business in Asia!</td>
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<tr>
<td>1:45</td>
<td>Fireside Chat</td>
<td>Convert Customer Stories Into Sales</td>
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