



SeedCon

The Future of Everything

Friday, January 25, 2019

1871 Auditorium

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EVC Group Co-chair

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EVC Group Co-chair

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Table of Contents

Welcome from the Conference Hosts	2
Agenda	4
Speakers	7
Sponsors and Partners	back cover

WELCOME:

Dear conference attendees,

The Entrepreneurship and Venture Capital Group and the Polsky Center for Entrepreneurship and Innovation welcome you to SeedCon, Chicago Booth's annual conference on entrepreneurship and venture capital, designed to bring together successful entrepreneurs and seasoned venture capitalists to share ideas and advice, foster creativity, and ignite the entrepreneurial spirit within.

In 2019, SeedCon looks to explore the convergence of established industries with new technologies and the integration of innovative startups with major corporations. We are experiencing an unprecedented pace of change; evolving innovations such as IoT, augmented reality, and cryptocurrency, amongst others, are fundamentally changing the way we conduct business. SeedCon will provide the platform to explore challenges and opportunities during this exciting time of change and what beholds the 'Future of Everything'.

Entrepreneurial leaders converging at SeedCon include: Eric Feng, most recently founder of Packagd, partner at Kleiner Perkins and who in his own words, previously wrote some "sloppy code at Hulu"; and Antonio Gracias, founder and managing partner of Valor Equity and the investor with a direct line to Elon Musk. Our panels will explore the democratization of blockchain, how AR and VR are changing perspectives, and mobility alternatives that are bringing cities closer together.

While the theme of our conference is 'Future of Everything', our ultimate goal is to not only introduce the nascent technologies that will become the fabric of our society, but also to enable aspiring and current entrepreneurs to survey the startup landscape and delve into ventures for building successful businesses from the ground up.

We would like to thank all our sponsors, speakers, moderators, and volunteers who have made this conference possible. It is our hope that SeedCon will both inspire and empower participants, to accept the unknown and to embrace new opportunities fearlessly.

Sincerely,

Mayuri Baheti and Jiali Yu
Full-time MBA students and EVC Group Co-chairs

Starr Marcello, AM '04, MBA '17, Erika Mercer, Cerise Miller, and Nora Mansfield
Polsky Center for Entrepreneurship and Innovation at the University of Chicago



Starr Marcello, AM '04, MBA '17
Polsky Center



Erika Mercer
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Nora Mansfield
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Username: 1871Guest

Password: ReturnRunners@1871

Submit Questions to the Panelists

Please submit questions for the panelists via Twitter

@ChicagoBoothEVC
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AGENDA:

- 11:00 a.m. | **REGISTRATION**
- 11:15 a.m. | **OPENING REMARKS**
- 11:30 a.m. | **DEMOCRATIZATION OF BLOCKCHAIN**
- 12:15 p.m. | **FUTURE OF TRANSPORT**
- 12:55 p.m. | **LUNCH (SPONSORED BY FARMER'S FRIDGE)**
- 1:40 p.m. | **FIRESIDE CHAT**
Antonio Gracias, Valor Equity
- 2:30 p.m. | **CHANGING PERSPECTIVES WITH AR/VR**
- 3:10 p.m. | **COFFEE BREAK (SPONSORED BY BULLETPROOF AND RXBAR)**
- 3:30 p.m. | **COOLER SCREENS DEMO**
- 3:45 p.m. | **FIRESIDE CHAT**
Eric Feng, Kleiner Perkins, Packagd, Flipboard, and Hulu
- 4:30 p.m. | **COCKTAIL RECEPTION**
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DEMOCRATIZATION OF BLOCKCHAIN:

Derek Dyer

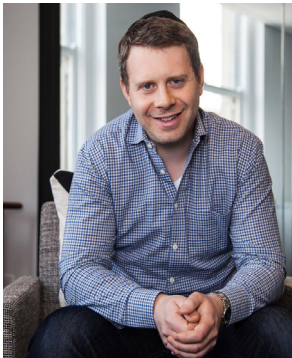
Founder and Managing Partner, c5mi



Derek Dyer is a founder and managing partner at c5mi, a Yash Technologies company. He is an accomplished leader of complex transformational initiatives bringing 25 years of experience driving global systems teams, creating strategies, and leading manufacturing business units and supply chain organizations. Dyer completed undergraduate degrees in mathematics and Spanish and has an MBA from the University of Iowa. During his tenures at two Fortune 100 companies, Dyer created significant business value by transforming global ERP and complex supply chain organizations. He has substantial international experience and is viewed as a results-driven strategic leader that delivered excellent results while fostering high employee engagement. Dyer has been very successful in driving business value and capturing opportunities by aggressively adopting innovative solutions and intelligently applying technology. Dyer is excited about the current intersection between information technology, operations technology, and enterprise blockchain. This convergence offers organizations the foundation to transform their business with technology in real-time or near real-time. Because of this tremendous opportunity, Dyer and the team created c5mi to become trusted advisors in assisting companies seeking to maximize the value of their transformation.

Ezra Galston, MBA '13 (Moderator)

Founding Partner, Starting Line; Former Principal, Chicago Ventures



Ezra Galston is the founding partner of Starting Line, a seed stage consumer focused venture capital firm in Chicago. Previously he was a principal at Chicago Ventures. He has invested in many emerging consumer brands including: Cameo, Flyhomes, Havenly, Hungryroot, Prettylitter, and Spothero. Prior to business school, he played poker professionally and spent three years leading marketing at CardRunners Gaming. Galston holds an MBA from Chicago Booth and was both a Kauffman Fellow and an Entrepreneur Fellow at Foundation Capital.

Iday Shanawaz

Associate Partner, Digital Strategy, IBM



Iday Shanawaz has extensive experience in leading digital innovation, organizational change, and customer experience strategy. In his current role at IBM Digital Strategy, he works with digital innovators and market disruptors at large, complex organizations to help invest and scale digital initiatives, transform their customer experience, and drive growth through radically new business models. In his prior roles, he led the Omnichannel Customer Strategy and Marketing Transformation at Macy's and managed digital programs with top marketers at leading retail and CPG organizations in his role at MediaMath. Shanawaz started his career as a strategy consultant at Bain and Deloitte, advising clients across various industries on key transformation initiatives to deliver business growth and organizational efficiencies.

DEMOCRATIZATION OF BLOCKCHAIN:

Matt Lam

Head of Product and Strategy, Bloq



Matt Lam is a leader and innovator in the blockchain space. Lam is currently the head of product and strategy for Bloq, focused on building solutions for enterprises to work with tokenized networks. Prior to Bloq, Lam was a strategy and technology consultant for Deloitte within the financial services industry, serving global financial institutions. During that time, Lam was instrumental in building Deloitte's Canadian blockchain and payments practices, building Deloitte's rapid prototyping and innovation lab, and helping clients launch payments products. He is a trusted advisor on a variety of topics including blockchain, retail and commercial payments, and fintech innovation. Lam received his BAS in electrical engineering from the University of Waterloo and his MBA from Ivey Business School at Western University.

FUTURE OF TRANSPORT:

Kristen Alexander

Marketing Manager, Maven



With extensive marketing experience, Kristen Alexander's strategic efforts position Maven as a car sharing brand for urbanites. Since becoming Maven's marketing manager in 2016, Alexander's insight-focused digital approach has enabled the brand to attract and retain more than 180,000 members in 17 markets across North America. Part of the GM family since 2005, Alexander has worked on several of the company's global strategic marketing initiatives, including Chevrolet's partnership with Manchester United, working with aspiring global filmmakers to create content for the brand with their ad ultimately appearing during the Super Bowl and Academy Awards, and developing customer retention and acquisition strategies for OnStar. A Michigan native, Alexander earned her bachelor's degree from the University of Michigan.

Gerod Carfantan, MBA '05 (Moderator)

COO, Sente Foundry



Gerod Carfantan, COO of Sente Foundry, works with investors, corporate innovators and startups for mobility, smart city, AI and big data, foodtech, and constructiontech programs. He is an investing partner and operational head of investment programs, advisor and board member to portfolio companies, and scouts for innovative startups on behalf of multinational corporations. Prior to his role at Sente Foundry, Carfantan was a management consultant and business development manager at Cisco Systems and worked on partnerships, solutions, and IT services engagements at VMware, Siemens and EMC. Carfantan received his MBA from Chicago Booth.

Ted Fetters, AB '03

Senior Manager of Government Partnerships, Bird



Ted Fetters is a senior manager of government partnerships at Bird, a last-mile electric vehicle sharing company dedicated to bringing safe, low-cost, environmentally-friendly transportation solutions to communities across the world. In his role, Fetters is responsible for introducing Bird to the Chicago market and navigating city and state regulatory structures. He works to ensure that Bird remains responsive to local concerns as they emerge and creates new solutions to help cities regulate the emerging alternative mobility industry. Prior to Bird, Fetters held several senior roles in public policy and was most recently the midwest operations manager for Wildan Energy. Fetters holds a BA in psychology from the University of Chicago and completed his JD at Valparaiso University Law School.

FUTURE OF TRANSPORT:

Augustin Wegscheider

Principal, Center for Mobility Innovation, BCG



Augustin Wegscheider is a principal at the Boston Consulting Group (BCG) in Chicago. He is a member of the automotive & mobility practice and co-leader for the Center for Mobility Innovation in North America. He specializes in working with automotive manufacturers and suppliers on strategy, sales, marketing, distribution, and new mobility topics. Wegscheider recently led BCG's collaboration with the World Economic Forum on the Future of Urban and Autonomous Mobility. Prior to BCG, Wegscheider spent several years at Audi of America, where he led sales planning, order management, and distribution. Wegscheider also has experience in the rail industry from working for Siemens in both Germany and the US. Augustin received his MBA from Judge Business School at the University of Cambridge, UK. He holds dual undergraduate degrees in European business from Dublin City University Business School as well as the European School of Business in Reutlingen, Germany.

FIRESIDE CHAT:

Antonio Gracias, JD '98

Founder, Managing Partner, and Chief Investment Officer, Valor Equity



Antonio Gracias is the founder, managing partner, and chief investment officer of Valor Equity. He has over 20 years of experience in private equity investing. Gracias currently serves as lead independent director at Tesla Motors and is a director of several Valor portfolio companies, including Space Exploration Technologies (SpaceX), Addepar, Harmony, Bitgo, and Wow Bao. Prior to founding Valor, Gracias was the founder and managing member of MG Capital where he acquired and acted as CEO for several manufacturing and technology related companies. He is a member of the board of directors of the Aspen Institute, a member of the Commercial Club of Chicago, a member of the board of directors of World Business Chicago, a member of the board of visitors of the Georgetown University School of Foreign Service, and a member of the board of visitors of the University of Chicago Law School. Antonio also recently joined the Advisory Council for the Institute of Molecular Engineering at University of Chicago. He is a past trustee of the Field Museum. In 2015, Gracias was appointed to the Presidential Ambassadors for Global Entrepreneurship (PAGE) Program, chaired by US Secretary of Commerce Penny Pritzker. Gracias holds a joint BS and MSFS with honors in international finance and economics from the Georgetown University School of Foreign Service. He also studied corporate structures and economic development at Waseda University in Tokyo. Prior to completing his MSFS, Gracias returned to Japan as a Nikko Securities Fellow. Antonio holds a JD from the University of Chicago Law School.

MICHAEL ALTER (Moderator)

Clinical Professor of Entrepreneurship, Chicago Booth



Michael Alter is an adjunct associate professor of entrepreneurship at Chicago Booth. Previously, he was the chief executive officer of The Tie Bar, the #1 e-commerce destination for stylish men's accessories. Prior to The Tie Bar, Alter was a cofounder and CEO of SurePayroll, a SaaS technology company that is now a wholly-owned subsidiary of Paychex®. Previously, he cofounded and led the Service Operations Practice at McKinsey and Company and held various sales positions at IBM. Alter is an active board and advisory board member for leading industry and entrepreneurial organizations including board executive chairman for Vanco Payment Solutions, the leading payments provider of e-giving solutions to the faith-based non-profit community; board member for Nambe, a leading design and lifestyle brand known for their award-winning tabletop giftware; board member for MAX Systems, the SaaS leader in mobile showroom and digital performance management for auto dealers, and Chicago chapter officer for the Young Presidents' Organization. A past recipient of the Illinois Technology Association's CityLIGHTS CEO of the Year Award, Alter is a nationally-recognized spokesman on business issues, having served as a columnist for *INC.com* and appearing regularly in media outlets nationwide, including Bloomberg TV and the *Wall Street Journal*. He holds a bachelor's degree in economics from Northwestern University and an MBA from Harvard Business School.

CHANGING PERSPECTIVES WITH AR/VR:

Han Jin

CEO and Cofounder, LUCID, Inc.; Forbes 30 Under 30 for Consumer Technology



Han Jin is the cofounder and CEO of Lucid. They designed the world's first VR180 3D camera, the LucidCam. His time at UC Berkeley directed him into product/program management and operations at SanDisk, and building startups in VR/AR and Robotics from the ground up. He successfully scaled teams from 1 to 50, built a consumer hardware business from concept all the way into retail with Best Buy and Amazon, and raised \$3M of funding from Oculus cofounder Jack McCauley, public ODM Wistron, and Oriza Ventures among other venture capital firms. Jin and Lucid have been featured in TechCrunch, Forbes, Bloomberg and Fast Company among others and received numerous accolades including Inc.'s and Forbes 30 Under 30, Stevie Award for Entrepreneur of the Year 2018, Red Herring Top 100, the Edison Award and the Lumières Award. Born in China and raised in Germany, he studied, worked and lived in 8 countries before graduating with a masters degree in industrial engineering from UC Berkeley.

Sami Ramly

VR/AR Product Leader and Entrepreneur-In-Residence, Outpost Capital



Sami Ramly is a VR/AR product leader and an Entrepreneur-In-Residence (EIR) at Outpost Capital, the leading early-stage venture capital firm specializing in VR/AR, blockchain, and frontier tech startup investments. Previously, he led product management at Wevr, the renowned VR startup producing and distributing award-winning VR experiences (2 out of 10 Best VR of 2016 according to TechCrunch). Prior to heading product on the Transport native VR network, Sami worked in 3D printing and 3D scanning at Microsoft, where he shipped Microsoft's first 3D scan app for Windows 10. He also held several other roles in engineering, business and product management at startups and accelerators, including StartX. Ramly is currently a board observer and advisor for Virtuleap, a mentor at Stanford, UCLA, SIGGRAPH, and VRARA, and a member of the select PTC Product Leaders group in Silicon Valley. He has spoken about VR/AR at CES, Digital Hollywood, Plug & Play, Hero City, UC Berkeley, UCLA Anderson, Otis, and numerous leading industry events. He also sits on the executive board of Predictera, the advisory board of UCLAx's Product Management Program, the advisory board of USC Marshall's Entrepreneur and Venture Management Association, and the advisory board of Rabbit Hole VR, Stanford's VR/AR maker community, featured in *Business Insider* as a place where "the next big thing in VR could come".

Kirin Sinha

Founder and CEO, Illumix



Kirin Sinha, is the founder and CEO of Illumix, a Lightspeed and Maveron backed AR gaming and technology company focused on developing adaptive and immersive experiences for the mobile phone. Previously, she founded SHINE for Girls, a national nonprofit targeted at encouraging middle school girls to pursue the study of mathematics. Not your typical gamer or CEO, Sinha is a Marshall Scholar and earned masters degrees with honors in mathematics and statistics focused on machine learning, specifically computer vision, from the University of Cambridge and LSE respectively. She received a degree in electrical engineering, computer science and mathematics from MIT and her MBA from Stanford University.

CHANGING PERSPECTIVES WITH AR/VR:

Aaqib Usman (Moderator)

Founder, Midwest Immersive



Aaqib Usman is a serial entrepreneur and the founder of Midwest Immersive, a cutting edge interactive multimedia studio specializing in augmented reality, groundbreaking projection mapping techniques, and advanced audio-visual software. His passion for these emerging technologies, coupled with the art of storytelling, gave Usman the foresight to see the potential of how combining the two can create brand experiences like we've never seen before. Just like that, Midwest Immersive was born. As founder, Usman emerged as a leader in the immersive reality community and has turned Midwest Immersive into the go-to creative studio for experience creation. Today, some of his clients include both national and global brands such as Adidas, Cadbury, Invisalign, Nike, Lurie Children's Hospital, Make-A-Wish Foundation, 1871, and many others. While Usman has come a long way in a short period of time, he has always remained true to his mission, to change the way brands interact with their audiences by creating the most unique in-person experiential connections.

COOLER SCREENS TECHNOLOGY DEMO:

Arsen Avakian

Cofounder and CEO, Cooler Screens; Founder and Former CEO, Argo Tea



Arsen Avakian is the founder and CEO of Cooler Screens. Prior to Cooler Screens, Avakian founded Argo Tea in 2003 and has built into one of the most respected CPG tea brands and the largest tea café chain globally. Prior to founding Argo Tea, Avakian led the business development and corporate ventures group of i2 Technologies, the pioneer and global leader in supply chain management software solutions. His prior entrepreneurial experience includes starting up Bluemeteor, an internet software outsourcing company and working in management consulting. Avakian has an undergraduate degree in computer science from the Engineering University of Armenia and moved to Chicago in 1996 as a Fulbright Scholar to complete his graduate business studies. His civic engagements include membership in the Council of Regents of Loyola University of Chicago and the Society of Fellows of the Culinary Institute of America. Avakian has been a member of the Young Presidents Organization (YPO) since 2013. He is a 2016 inductee of the Chicago Area Entrepreneurship Hall of Fame, 2015 Pride of America Honoree of Carnegie Corporation of New York's Great Immigrants List, and 2010 Crain's 40 Under 40 Honoree.

FIRESIDE CHAT:

Eric Feng

General Partner, KPCB; Founder, Packagd; CTO, Flipboard; Founding CTO and Head of Product, Hulu



Eric Feng is a partner at Kleiner Perkins and focuses on consumer internet investments and incubations. Feng was previously with the firm in 2010, where he worked across the sustainability and digital practices and was chief of staff to Vice President Al Gore. Before joining Kleiner Perkins, Feng was the founding CTO at Hulu and Flipboard, and is currently a cofounder of Packagd, a series of apps that offer new mobile shopping experiences. Feng obtained his BS in electrical engineering from University of Texas at Austin and was awarded the IEC Everitt Award of Excellence.

Steven Kaplan (Moderator)

Neubauer Distinguished Service Professor of Entrepreneurship and Finance; Kessenich E.P. Faculty Director, Polsky Center for Entrepreneurship and Innovation



Steven Kaplan is Neubauer Distinguished Service Professor of Entrepreneurship and Finance; Kessenich E.P. Faculty Director at the Polsky Center for Entrepreneurship and Innovation. Kaplan is one of the world's foremost researchers on private equity, venture capital, corporate governance, executive talent, and income inequality. His papers on private equity and venture capital are the standard references in the field. He has testified to US Senate and US House Committees about his research. He ranks among the top 60 in paper downloads and in paper citations (out of over 280,000 authors) on SSRN (Social Science Research Network). He is the co-creator of the Kaplan-Schoar PME (Public Market Equivalent) private equity benchmarking approach. A Fortune Magazine article referred to him as "probably the foremost private equity scholar in the galaxy." A JP Morgan report called him "the patron saint of private equity research." His findings and opinions regularly appear in the business media. He is a research associate at the National Bureau of Economic Research. Kaplan teaches advanced MBA, law, and executive courses in entrepreneurial finance and private equity, corporate financial management, corporate governance, and wealth management. His course in entrepreneurial finance and private equity is consistently among the most popular in the school. *BusinessWeek* named him one of the top 12 business school teachers in the country and one of the top four teachers of entrepreneurship. He cofounded the entrepreneurship program at Booth. With his students, he helped start the New Venture Challenge (NVC), which has spawned over 200 companies. The companies have raised over \$600 million from investors (including Accel, Andreessen Horowitz, Benchmark, Index, and Sequoia) and they have created over \$8 billion in market value. Companies include GrubHub (market cap \$7+ billion), Braintree/Venmo (sold to eBay for \$800 million), Base CRM, Bump (sold to Google), MedSpeed and Simple Mills. For four years in a row, the NVC has been rated one of the top two university accelerator programs in the US as well as one of the top eight accelerators of any kind in the US. He also helped start Hyde Park Angels, which was named one of the top 10 angel groups in the US. Kaplan has been awarded the Phoenix Award four times and the Arthur Kelly Prize twice for exhibiting exceptional dedication to his students outside of the classroom. Kaplan serves on the boards of Morningstar (MORN) and Zayo Group (ZAYO). He also serves on the advisory boards of Access Holdings, Correlation Ventures, NextGen Growth Partners, Uptake, and Vistria Group. He earned a PhD in business economics from Harvard University and an AB, summa cum laude, in applied mathematics and economics from Harvard College.

Notes

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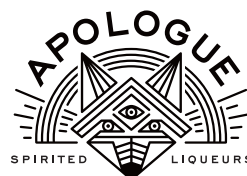
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