



THE LAUNCHPAD FOR EMERGING  
TECHNOLOGY AND TRENDS

**Fall 2013**

**Tuesday, October 15, 2013**

11:00 am - 7:00 pm

5:30 pm - 7:00 pm

**Wednesday, October 16, 2013**

7:30 am - 7:00 pm

7:30 am - 8:30 am

8:30 am - 8:45 pm

8:45 am - 9:30 am

**Registration Open**

**Welcome Reception**

Opening reception for speakers, demonstrators, press, and attendees.

**Registration and Information Desk Open**

**Breakfast**

**Welcome to DEMO Fall 2013**

Erick Schonfeld, Executive Producer, DEMO

Neal Silverman, Senior Vice President & General Manager, DEMO

Erick Schonfeld, Executive Producer, DEMO and Neal Silverman, Senior Vice President and General Manager, DEMO

**Session 1: Mobile DEMOs with Founder Feedback**

Josh Elman, Partner, Greylock Partners

Christine Herron, Director, Intel Capital

Steve Jang, Co-founder & CEO, SoundTracking

Watch finalists in this category launch new products with a 4-minute DEMO + 4-minute feedback from a panel of experienced founders, VCs and product designers.

**Demonstrators:**

shoto by shoto

Ve-Go by Ve-Go Mobile Apps, Inc.

SnoopWall by SnoopWall, LLC

9:30 am - 10:10 am	<p>Magisto by Magisto Context Browser by HereCandy</p> <p><b>Session 2: Cloudware DEMOs with Founder Feedback</b> Renata Quintini, Partner, Felicis Ventures Suranga Chandratillake, President and Chief Strategy Officer, blinkx John McIntyre, Managing Director, Citrix Startup Accelerator Watch finalists in this category launch new products with a 4-minute DEMO + 4-minute feedback from a panel of experienced founders, VCs and product designers.</p>
10:10 am - 10:50 am	<p><b>Demonstrators:</b> GuardRail by ScriptRock CIBI by Cerebrate, Inc. Mainframe2 by Mainframe2 SigmaGuardian by Warwick Analytics</p> <p><b>Founder School with Di-Ann Eisnor: How to Build a Billion-Dollar Business: Lessons from Waze</b> Di-Ann Eisnor, Head of U.S. Operations, Waze Mobile navigation app Waze (DEMO Fall 2009 alum) was recently bought by Google for \$1 billion. Head of U.S. Operations Di-Ann Eisnor will discuss the evolution of the company, its product, and how social data gave it a competitive edge.</p>
10:50 am - 11:10 am	<p><b>Founder School with McKinsey: The Arc of Software</b> Dr. Michael Chui, Principal, McKinsey Global Institute Kara Sprague, Principal, McKinsey &amp; Company Our knowledge partner, McKinsey, will share new insights into the different growth phases of software businesses.</p>
11:10 am - 11:50 am	<p><b>Session 3: Health DEMOs with Founder Feedback</b> Malay Gandhi, Chief Strategy Officer, Rock Health Deborah Estrin, Professor, Cornell NYC Tech Mara Lewis, Co-founder and CEO, StoppedAt Watch finalists in this category launch new products with a 4-minute DEMO + 4-minute feedback from a panel of experienced founders, VCs and product designers.</p>
11:50 am - 12:00 pm	<p><b>Demonstrators:</b> Hello Doctor by Hello Doctor RealClarity by SoundFest, Inc. Pictrition by Pictrition</p>
12:00 pm - 2:00 pm	<p><b>Executive Brief: AARP</b> Jody Holtzman, Senior Vice President, Thought Leadership, AARP What's Your 50+ Strategy? A New Investment Theme.</p> <p><b>DEMO Pavilion Open and Lunch</b></p>

2:00 pm - 2:45 pm

**Session 4: Work DEMOs with Founder Feedback**

George Zachary, General Partner, Charles River Ventures  
Rohini Chakravarthy, Partner, New Enterprise Associates (NEA)

Nicole Glaros, Managing Director, Techstars

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**Demonstrators:**

Foko by Foko

Pointdrive by Pointdrive Holdings, LLC

Kabuto by Kabuto Corporation

Databox by Zeppelin, Inc.

Contatta by Contatta

2:45 pm - 3:25 pm

**Session 5: Tools DEMOs with Founder Feedback**

Jonathan Abrams, Founder & CEO, Nuzzle

Trevor Oelschig, Partner, Bessemer Venture Partners

Dalton Caldwell, Founder & CEO, App.net

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**Demonstrators:**

Share by NewAer

Monimbus Mobile Studio by MoNimbus, Inc.

SignToLogin by KASIB, Science and Tech Center

EmoVu by Eyeris

3:25 pm - 3:45 pm

**Executive Brief with SAP (Real-time Business in the Cloud)**

Dr. Vishal Sikka, Member of the Executive Board, Products & Innovation, SAP AG

3:45 pm - 4:05 pm

**Founder School with Ayr Muir: Rapid Prototyping in The Fast Food Business**

Ayr Muir, CEO, Clover Foods

Rapid prototyping is all the rage among lean tech startups. But can it be applied to the fast-food business? Clover Foods CEO Ayr Muir explains how he built the largest fleet of food trucks in Boston by changing his menu every day and focusing on local, affordable, healthy food.

4:05 pm - 4:45 pm

**Founder School With Phil Libin: What You Didn't Know About Evernote**

Phil Libin, CEO, Evernote

Evernote CEO Phil Libin will tell the story of Evernote (DEMO Mobile 2004 alum) through the product, and in the process give a lesson on how to build an enduring company.

4:45 pm - 5:15 pm

**DEMO Global Showcase**

Andrew O'Brien, Special Representative, Global Partnerships

- US State Department special representative to discuss the LIONS@FRICA and Mekong TIGERS Initiative
- DEMO Africa and DEMO ASEAN winners take the stage to show how startup culture is taking root around the world. (90 second pitches)

5:15 pm - 7:00 pm

8:30 pm - 10:30 pm

## Thursday, October 17, 2013

8:00 am - 7:00 pm

8:00 am - 9:00 am

9:00 am - 9:10 am

9:10 am - 9:50 am

9:50 am - 10:30 am

### Reception in the DEMO Pavilion

#### DEMO After Dark Speakeasy

Join us for a Great Gatsby themed party out by the pool at the Hyatt. Step back in time where fedoras, boas, flappers and pearls ruled the social scene. We invite you to raise a glass to the end of prohibition with your favorite beer, wine or specialty cocktail. Sponsored by Glazed

### Registration and Information Desk Open

#### Breakfast

#### Opening Remarks

Erick Schonfeld, Executive Producer, DEMO

#### Session 6: Touch DEMOs with Founder Feedback

Terrence Rohan, Principal, Index Ventures

Satya Patel, Partner, Homebrew

Megan Quinn, Partner, KPCB

Watch finalists in this category launch new products with a 4-minute DEMO + 4-minute feedback from a panel of experienced founders, VCs and product designers.

#### Demonstrators:

Nota by Nota

Kula Tech by Kula Tech

HueTunes by Iconicast, LLC

Oscar by Oscar Tech

#### Session 7: Enterprise DEMOs with Founder Feedback

Jason Lemkin, Co-founder, EchoSign

Deborah Magid, Director, Software Strategy, IBM Venture Capital Group

Ingrid Vanderveldt, Entrepreneur-in-Residence/Curator, Dell, Inc.

Watch finalists in this category launch new products with a 4-minute DEMO + 4-minute feedback from a panel of experienced founders, VCs and product designers.

#### Demonstrators:

	Shelfbucks by Shelfbucks idealAsset match by idealAsset SRO Analytics by BevyUp Justworks by Justworks
10:30 am - 11:05 am	<b>CIO Panel: Selling to The Enterprise</b> Steven John, Strategic Chief Information Officer , Workday Mike McClaskey, CIO, DISH Network Corp. Jason Lemkin, Co-founder, EchoSign Angela Yochem, Global CIO, BDP International Matt Rosoff, Editorial Director, CITEworld If you are going to survive as a startup, you need to ring the cash register. Enterprise startups often must convince large organizations to trust not only in their products, but that they will still be around in a few years. In this panel, you will hear from both perspectives: the CIO evaluating new technologies and the enterprise startup founder trying to sell his shiny, new (cloud-based) software.
11:05 am - 11:45 am	<b>Session 8: Wearable Computing DEMOs with Founder Feedback</b> Ethan Kurzweil, Partner, Bessemer Venture Partners Hemant Taneja, Managing Director, General Catalyst Partners Shanna Tellerman, Partner, Google Ventures Watch finalists in this category launch new products with a 4-minute DEMO + 4-minute feedback from a panel of experienced founders, VCs and product designers.
	<b>Demonstrators:</b> SKULLY P1 by SKULLY HELMETS Pristine by Pristine GlassPay by RedBottle Design, LLC People+ by People+
11:45 am - 12:15 pm	<b>Wearable Computing: Fitness, Glass, and Beyond</b> James Park, CEO & Co-founder, Fitbit Robert Scoble, Blogger, Glass Explorer Megan Quinn, Partner, KPCB The transition from desktop to mobile computing is already well-understood. But what about the next jump to wearable computers such as digital fitness bands and Google Glass? Learn about these new markets and how to design digital products that you wear on your body.
12:15 pm - 2:00 pm	<b>DEMO Pavilion Open and Lunch</b>
2:00 pm - 2:40 pm	<b>Session 9: Payment and Entry DEMOs with Founder Feedback</b> Ash Fontana, VP Fundraising Products, AngelList Brian O'Malley, General Partner, Battery Ventures Hilary Mason, Data Scientist in Residence, Accel Partners Watch finalists in this category launch new products with a 4-minute DEMO + 4-minute

	feedback from a panel of experienced founders, VCs and product designers.
2:40 pm - 3:10 pm	<p><b>Demonstrators:</b>  SupportPay by Ittavi  ArgoPay by ArgoPay, Inc.  Sekur.me by Sekur Me, Inc.  AptiQmobile by Ingersoll Rand</p> <p><b>Session 10: Hardware DEMOs with Founder Feedback</b>  Nabeel Hyatt, Venture Partner, Spark Capital  Jason Krikorian, General Partner, DCM  Jeremy Conrad, Founding Partner, Lemnos Labs  Watch finalists in this category launch new products with a 4-minute DEMO + 4-minute feedback from a panel of experienced founders, VCs and product designers.</p>
3:10 pm - 3:20 pm	<p><b>Demonstrators:</b>  Bedscales by Genetrainer  NuRoast by NuRoast  Explorer by Bounce Imaging</p> <p><b>Executive Brief with Dell</b>  Ingrid Vanderveldt, Entrepreneur-in-Residence/Curator, Dell, Inc.  Powering the Enterprise</p>
3:20 pm - 3:30 pm	<p><b>The Startup Valley of Death</b>  Keith Teare, CEO, just.me and Founding Partner, Archimedes Labs</p>
3:30 pm - 4:10 pm	<p><b>Founder School: Funding Your Startup-Choose Your Own Adventure</b>  Ash Fontana, VP Fundraising Products, AngelList  Adam Sager, Founder and CEO, Canary  Jon Fortt, Technology Correspondent, CNBC  Nabeel Hyatt, Venture Partner, Spark Capital  The options for funding your startup keep growing every day: angel investors, traditional VCs, crowdfunding. But what is the most advantageous source of capital? Our panel of investors from across the spectrum argue the pros and cons of each.</p>
4:10 pm - 4:50 pm	<p><b>Founder School with Jeremy Stoppelman: How To Outlast Your Competitors</b>  Jeremy Stoppelman, Co-founder and CEO, Yelp  Yelp is the undisputed king of local. But how did it get there, and stay there, despite ferocious competition? One word: focus. Throughout the years, it was supposed to be crushed by bigger competitors like Google or new entrants like Groupon. But <b>Yelp Co-founder and CEO Jeremy Stoppelman</b> kept the distractions at bay and kept Yelp plugging away at what it knew best. How does a founder stay focussed when the rest of the world is going after his market? Stoppelman will tell us in this Founder School session.</p>
4:50 pm - 5:30 pm	<p><b>DEMO Global Showcase; Executive Briefing: American Airlines and DEMO God Awards</b></p>

5:30 pm - 7:00 pm

Claudia Granda, Strategy Manager, American Airlines

**Just Added!** Special video message from John Kerry, Secretary of State on the value of the DEMO Conferences' international presence.

DEMO Winners from Brazil, Russia, China,  
And the judges choice from the Showcase Pavilion.

**Closing Reception, DEMO Pavilion**