

## Thursday, April 3rd, 2014

7:30 am - 6:00 pm

**Registration and Information Desk Open**

7:30 am - 8:45 am

**Breakfast**

8:45 am -9:00 am

**Welcome to DEMO Enterprise: New Tech Solving Big Problems**

Erick Schonfeld, Executive Producer, DEMO

Neal Silverman, Senior Vice President & General Manager, DEMO

**DEMO Watch: Box CEO Aaron Levie On Taking On Incumbents**

Aaron Levie, Co-founder & CEO, Box

9:00 am - 9:30 am

Box took something hard: sharing files and collaborating without losing track of everything, and made it dead simple. Levie, who was named “Entrepreneur of the Year “ by Inc., will discuss how his feisty startup is taking on much larger competitors and winning.

9:30 am - 10:10 am

**New Products: 3D Printing + Wearables**

Bubba Murarka, Managing Director, DFJ

Charles Hudson, Partner, SoftTech VC

David Hornik, General Partner, August Capital

*The Challenge: Transform Industries With New Technologies*

3D Printing and Wearable technologies are introducing entirely new sets of capabilities with the potential to change the economics of everything from manufacturing to healthcare.

The first real products emerging are for business, industrial, and healthcare applications.

Demonstrators:

- XOEye Technologies
- Eko Devices
- Remedy
- Authentise Inc.
- Retoy

10:10 am - 10:50 am

**New Products: Smart Data**

Matt Ocko, co-Managing Partner, Data Collective

Danielle Morrill, CEO & Cofounder, Mattermark

Aiaz Kazi, Senior Vice President of Products and Innovation Platform Strategy and Adoption, SAP

*Challenge: Turn Data Into Profits.*

The amount of data flooding the enterprise is growing exponentially. Watch finalists in the Big Data category launch products that turn big data into information and insights that make businesses smarter.

Demonstrators:

- AgileQR, Inc. dba 12 nexus
- SimpleQL
- Trufa Inc.
- Learnmetrics

**New Products: Advertising + Marketing**

Dean DeBiase, Chairman, Reboot Partners

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

Stephen Ibach, VP, Digital Partnerships and M&A, Inmar, Inc.

*Challenge: Getting Your Message to the Right Audience*

Businesses are constantly struggling to get their message across to both potential and existing customers. The finalists in this category are bringing new approaches to personalizing, targeting, and broadcasting those messages.

Demonstrators:

- Vidible
- Queue Technologies, Inc.
- NextUser
- SendSmart.com
- MentAd

**DEMO Brainstorm: The Problem With Email and How to Fix It**

Bill Gross, CEO, Idealab

Joshua Baer, Founder, Capital Factory, OtherInBox

We all live in email, but are constantly declaring "email bankruptcy." Email is the default place where we put all of our most important communications, manage projects, send files, and have group conversations. Email is used to solve a lot of problems it was not designed to solve. In this DEMO Brainstorm, two veteran founders will describe the problems email is trying to solve and propose better ways to go about solving them.

**DEMO Deep Dive: How Does Bitcoin Become Real Money?**

Keith Rabois, Partner, Khosla Ventures

Barry Silbert, Founder & CEO, SecondMarket/Bitcoin Investment Trust

Bitcoin is taking off as a new currency and a payments protocol that is completely native to the internet. But how does it become a permanent store of value instead of something that fluctuates wildly and tends to be a vehicle for speculation or converted immediately into other currencies to remove that risk? Rabois and Silbert will give us a deep dive into the

10:50 am - 11:30 am

11:30 am - 11:50 am

11:50 am - 12:10 pm

12:10 pm - 12:30 pm

world of bitcoin, and lay out what needs to happen for it to become a mainstream form of payment.

**DEMO Labs: Here Come The Drones**

Helen Greiner, CEO, CyPhy Works , Co-Founder, iRobot

Unmanned aerial drones are making the jump from military vehicles and hobbyist toys to industrial tools for monitoring assets and even delivering goods. Robotics pioneer (and DEMO alum) Helen Greiner will show us how drones are emerging from the labs to do real work.

12:30 pm - 2:30 pm

**Lunch and Demonstrator Pavilion Open**

2:05 pm - 2:10 pm

**DEMO Executive Brief- Ireland: Gateway to Europe**

Frank Keane, Co-founder, Ireland: Gateway to Europe, Head of International Business, MKO Partners – Chartered Accountants

2:10 pm - 2:30 pm

**DEMO Deep Dive: Big Data Changes Everything**

John Gallant, Senior Vice President and Chief Content Officer, IDG Communications US  
Jeff Rothschild, VP Infrastructure Engineering, Facebook  
David Flynn, CEO, Primary Data

The advent of cloud computing and big data is changing computing at a deep architectural level. The data models are changing, and architectures built for Internet-scale computing are trickling down to the enterprise. Jeff Rothschild, VP of Infrastructure Software at Facebook and co-founder of Vertitas, and David Flynn, CEO of Primary Data and former CEO of Fusion-io, will discuss what needs to happen next at the storage, compute, and networking layers, and what can the enterprise learn from Internet-scale systems built at Facebook, Google, and elsewhere.

2:30 pm - 3:05 pm

**New Products: Cloud Tools and DevOps**

Michelle Zatlyn, Co-founder, Head of User Experience, CloudFlare, Inc.  
Warren Weiss, General Partner, Foundation Capital  
Jake Flomenberg, Accel Partners

*Challenge: Transform Enterprise IT With New Tools For The Cloud*

As the technology architecture changes inside companies, the old systems administrators are no longer just “maintaining” machines, they are being reassigned into nimble DevOps teams to fine-tune the applications that run the business. Watch finalists in the Cloud Tools and DevOps category launch products that cater to the growing needs of these IT workers.

Demonstrators:

- ThinAir
- VividCortex
- ParallelX
- Apakau

3:05 pm - 3:40 pm

### **New Products: Work**

David Girouard, Founder & CEO, Upstart Network, Inc.

Jason Lemkin, Managing Director, Storm Ventures , Co-founder/CEO, EchoSign

Gordon Ritter, Founder and General Partner, Emergence Capital Partners

*Challenge: Make Employees More Productive*

Collaboration is the key to an efficient enterprise, and technology keeps breaking down barriers inside organizations as well as between them. The finalists in the Work category are streamlining workflows and making collaboration easier for businesses large and small.

Demonstrators:

- Zoom
- Apruve
- Parklet
- Blink

3:40 pm - 4:15 pm

### **New Products: Mobile Enterprise**

Alex Rosen, Managing Director, IDG Ventures

Dr. Michelle Zhou, Senior manager, User Systems and Experience Research group , IBM Research

Julie Sandler, Principal, Madrona Venture Group

*The Challenge: Manage Mobile Workflows*

Mobile is not only changing the way we work, but is also changing the way information flows throughout an organization. Watch the finalists in the Mobile Enterprise category launch products tackling this challenge with feedback from a panel of experienced founders, VCs and product designers.

Demonstrators:

- Indoor Atlas
- Grene Robotics
- CultureSphere
- Clari

4:15 pm - 4:45 pm

### **DEMO Watch: Yext CEO Howard Lerman and Going After The Bigger Prize**

Howard Lerman, CEO , Yext

Howard Lerman is founder of Yext, one of the fastest-growing startups in New York City and of Confide, a new mobile app that is a SnapChat for business folks. Yext started as a click-to-call advertising platform for local businesses, but Lerman saw a bigger opportunity in becoming the de facto geo-marketing platform for local commerce. He sold off the original business, raised another round, and now is growing faster than ever.

4:45 pm - 5:05 pm

### **DEMO Founders School: How to Solve Hard Problems**

Michael Lopp, Rands in Repose

The hardest interview in Silicon Valley is not at Google or Facebook. It is at Palantir, an engineering-driven company that uses big data to solve big problems for governments, law enforcement, and corporations. Lopp, who manages the engineers at Palantir, and is a speaker and author better known on the Internet as Rands, will distill how to motivate engineers to go after big problems.

5:05 pm - 5:20 pm

### **Making a Programming Language That Can Think For You**

Stephen Wolfram, Founder & CEO, Wolfram Research, Creator of Mathematica & Wolfram|Alpha, Author of A New Kind of Science

5:20 pm - 6:00 pm

### **Founder School Session: The Future Doesn't Have to Be Incremental**

Alan Kay, Viewpoints Research Institute

*A Conversation with Alan Kay*

Alan Kay once said, "*The best way to predict the future is to invent it.*" But how do you invent the future? Kay—the pioneering Silicon Valley computer scientist who brought us object-oriented programming, the GUI interface and the very concept of mobile, networked computing—draws a distinction between true invention and innovation. What he sees in Silicon Valley today is a lot of incremental innovation. But it doesn't have to be that way.

6:00 pm - 6:10 pm

### **DEMO Enterprise Spotlight Winners**

Aiaz Kazi, Senior Vice President of Products and Innovation Platform Strategy and Adoption, SAP announces the DEMO SAP SFP Spotlight winners

6:10 pm - 6:30 pm

### **DEMO God Awards**

The DEMO God Awards are a longstanding favorite at each DEMO Conference. An award is given to four demonstrating companies for their ability to present a great product, with its position in the market and compelling features, differentiate it from the others.

6:30 pm - 7:30 pm

### **DEMO Celebration in the DEMO Pavilion**

DEMO Enterprise keeps going! Join us for drinks, music and great networking.