Wednesday, April 15
7:30 – 9 pm
Celebration Meet-up for all participants
Popshop, Collegetown

Thursday, April 16
8 am
Registration Opens
Lobby, Statler Hotel

9 – 11 am
Celebration Business Roundtable & Continental Breakfast
Hosted by Johnson’s Smith Family Business Initiative
Ballroom, Statler Hotel
“Entrepreneurship, Family Business and the Global Enterprise” a moderated panel discussion
with Peter Cuneo, Managing Principal, Cuneo & Company, LLC
Moderated by: Daniel G. Van Der Vliet, Executive Director, Smith Family Business Initiative at Cornell

9:30 – Noon
Cornell Venture Challenge Finalist Presentations
Amphitheater, Statler Hotel

11 am – 12:30 pm
Networking Break
Conference Room Foyer, Statler Hotel

11:30 – 12:30 pm
Kevin M. McGovern Family Center for Venture Development in the Life Sciences
Overview and Facility Tour
Facilitated by: Lou Walcer ’74, Center Director
Registration Desk, Lobby, Statler Hotel
Noon – 2 pm
The Pillsbury Institute for Hospitality Entrepreneurship Slice of Insight Social (for students only)
Pillsbury Institute, 289 Statler Hall

12:30 – 2 pm
New Business & Emerging Technologies Showcase & Stand-up Lunch
Hosted by Center for Technology Licensing (CTL)
Ballroom, Statler Hotel

1:30 – 3 pm
EaC Advisory Council Meeting (MEMBERS ONLY)
Rowe Room, Statler Hotel

2:45 – 4 pm
Symposia Session 1 (Select one panel)
Conference Center, Statler Hotel, Rooms TBD

Panel 1: Sponsored by the College of Agriculture and Life Sciences: “The Cutting Edge: Making the Most of Emerging Technology”
Moderated by: Deborah Streeter, Bruce F. Failing, Sr. Professor of Personal Enterprise, Charles H. Dyson School of Applied Economics and Management
Panelists: Linda Benowitz ’84, Director of Global Insights, Citibank; Adam Hirsch ’04; Sarah Boone Martin ’03, Vice President, Digital Currency Council
Panel 2: Sponsored by Student Agencies Foundation: “Shark Tank: Behind the Pitch Deck”
Moderated by: Sharon Dauk MBA ’89, President, Sharon Dauk Coaching, LLC
Panelists: Micah Rosenbloom ’98, Founder, Founder Collective; Andrew Schoen ’12, New Enterprise Associates; Eric Young ’78, Partner, Canaan Partners
Panel 3: Sponsored by the College of Arts and Sciences & the Cornell BEST (Broadening Experiences in Scientific Training) Program: “Bringing Your Idea to Reality: Funding and Realizing your “Aha” Moment”
Moderated by: Scott Allen ’01, PhD ’04, Co-Founder, Novomer, Vice President, Catalyst Development
Panelists: Alison Gerlach ’93, Host, The Unapologetic Capitalist; Tim Novikoff ’10, PhD ’13, Founder/CEO, Fly Labs; Sacha Ross ’94, JD ’99, Partner, Wilson Sonsini Goodrich and Rosati
Panel 4: Sponsored by The Leland C. and Mary M. Pillsbury Institute for Hospitality Entrepreneurship at The School of Hotel Administration at Cornell University: ‘Mingle-Ability’: A HoteliE Approach to Networking for Entrepreneurial Mobility
Moderated by: Mona Anita Olsen PhD ’04, Assistant Academic Director and Visiting Assistant Professor, The Leland C. and Mary M. Pillsbury Institution for Hospitality Entrepreneurship
Panelists: Josh Ogle ’07, Founder & CEO, Fresh Spin Advertising; Ana Perez ’10, Co-Founder, InSitu Works; Christopher Sanson ’06, Co-Founder & Lead Developer, Handsome Code; Zeev Sharon ’04, Co-Founder & CEO, Hotelied, Inc.
4:15 – 6:15 pm
**eLab Demo Day and Special Keynote Presentation** by [Jay Walker ’77](https://example.com)
Statler Auditorium

6:30 – 7:15 pm
**Cocktail Reception**
Sponsored by Harter Secrest
Ballroom Foyer, Statler Hotel

7:15 – 9 pm
**Celebration Banquet with special guest** [Svante Myrick ’09](https://example.com), Ithaca Mayor
Sponsored by Cornell Entrepreneur Network (CEN)
Ballroom, Statler Hotel

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**Friday, April 17**

8 – 9 am
**Networking Breakfast**
Conference Room Foyer, Statler Hotel

9:15 – 10:30 am
**Symposia Session 2 (Select one panel)**
Statler Hotel, Rooms TBD

**Panel 1:** Sponsored by the Sloan Program in the College of Human Ecology: **“Entrepreneurial Opportunities Tapping into Hospitality, Healthcare & Design”**
Moderated by: [Rohit Verma, PhD](https://example.com), Singapore Tourism Board Distinguished Professor in Asian Hospitality Management, Professor, Service Operations Management, School of Hotel Administration; [Brooke Hollis MBA ’78](https://example.com), Executive Director, Sloan Program in Health Administration in the College of Human Ecology
Panelists: [John Dehart ’96](https://example.com), Co-Founder, *Nurse Next Door; Jonathan L. Winer*, Senior Managing Director & Chief Investment Officer, *Seavest Healthcare Properties, LLC*; [Dave Caleca ’96](https://example.com), Partner and Managing Director, *CS Capital Advisors*

**Panel 2:** Sponsored by the Center for Sustainable Global Enterprise: **“To BRIC and Beyond: Tapping the Mass Markets in Emerging and Frontier Economies”**

**Panel 3:** Sponsored by Entrepreneurship and Innovation Institute at Johnson: **“Those Other Startups”**
Moderated by: [Rhett Weiss](https://example.com), Executive Director, *Entrepreneurship & Innovation Institute at Johnson*

**Panel 4:** Sponsored by the Cornell Entrepreneur Network (CEN) and Cornell Silicon Valley (CSV): **“CEO Stories: Being Entrepreneurial at the Highest Level”**
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| 10:30 – 11 am | Networking Break  
Conference Room Foyer, Statler Hotel                                                   |
| 11 am – 12:15 pm | Symposia Session 3 (Select one panel)  
Statler Hotel, Rooms TBD                                                                  |
|             | **Panel 1**: Sponsored by the College of Engineering: “EP10 – The New Gallup Entrepreneurial Profile Assessment Tool”  
**Moderated by**: Tracey Brant ’84, Director, Kessler Fellows Program                          |
|             | **Panel 2**: Sponsored by the Sloan Program in the College of Human Ecology: “Healthcare Innovation, Intrapreneurship and Entrepreneurship: The Deloitte Perspective”  
**Moderated by**: Sean Nicholson PhD, Professor, Sloan Program in Health Administration, College of Human Ecology; Randy Allen, Senior Lecturer and Consultant-in-Residence, Johnson School |
|             | **Panel 3**: Sponsored by the Center for Sustainable Global Enterprise “The Numbers Side of Social Enterprise: Profitability Selling to Mass Markets in Frontier Economies”  
**Moderated by**: Erik Simanis, Head, Frontier Markets Initiatives, Cornell University       |
|             | **Panel 4**: Sponsored by the Business Law Society: ”Law and Entrepreneurship”  
**Moderated by**: Charles Whitehead ’83, Professor, Cornell Law                                |
|             | **Panelists**: Mike Horn ’05, Founder, Craft Coffee; David Kotz ’90, Managing Director, Berkeley Research Group; Marshall Phelps JD ’69, CEO, Article One Partners |
| 12:30 – 2 pm | Student Business of the Year Recognition Lunch & Panel Presentation: “Continuing Entrepreneurship: Student Companies after Cornell”  
Ballroom, Statler Hotel                                                                         |
| 2:45 – 4 pm | Symposia Session 4 (Select one panel)  
Statler Hotel, Rooms TBD                                                                  |
|             | **Panel 1**: Sponsored by Entrepreneurship and Innovation Institute at Johnson:  
“Entrepreneurship vs. MBA: Mutually Exclusive or Not?”                                          |
Moderated by: **Rhett Weiss**, Executive Director, *Entrepreneurship & Innovation Institute at Johnson*

**Panelists:** Jon Ambrose MBA ’14, Co-Founder & COO, *Rosie*; Mike Beird MBA ’87, Co-Founder and Managing Director, *BankersHub*; Bobby Frisch MBA ’13, Founder and Co-Owner, *Firelight Camps*; John Hui, EMBA ’15, Co-Founder, *Superus Health*;

**Panel 2:** Sponsored by Computing and Information Sciences: *“Computing and Entrepreneurship”*
Moderated by: **Jon Kleinberg**, Dean, *Computing and Information Science (CIS)*

**Panelists:** Tanzeem Choudhury, Associate Professor, *CIS*; John Oliver Rogers ’15; Emin Gun Sirer, Associate Professor, *CIS*; Feifan Zhou ’16

**Panel 3:** Sponsored by the Center for Transformative Action & Engaged Learning + Research: *“Social Entrepreneurship and Innovation: Opportunities and Challenges”*
Moderated by: **Richard Kiely PhD ’02**, Director, *Engaged Learning + Research*; Anke Wessels, Executive Director, *Center for Transformative Action*

**Panelists:** Alexon Grochowski ’15, Centre d’Education Inclusif; Matt Henderson ’16, Emma Johnston ’16, Matt Stefanko ’16

4:30 – 6 pm

**“BIG Idea” Undergraduate Competition Finals**

Ballroom, Statler Hotel

6 – 7 pm

**Networking Reception**

Ballroom Foyer, Statler Hotel