Wednesday, April 15
7:30 – 9 pm
Celebration Meet-up and BRV Reception
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 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**
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, 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, Singapore Tourism Board Distinguished Professor in Asian Hospitality Management, Professor, Service Operations Management, School of Hotel Administration; Brooke Hollis MBA/Sloan ’78, Executive Director, Sloan Program in Health Administration in the College of Human Ecology
**Panelists:** John Dehart ’96, Co-Founder, Nurse Next Door; Jonathan L. Winer, Senior Managing Director & Chief Investment Officer, Seavest Healthcare Properties, LLC; Dave Caleca ’96, Partner and Managing Director, CS Capital Advisors

**Panel 2:** Sponsored by the Center for Sustainable Global Enterprise: “The Numbers Side of Social Enterprise: Profitably Selling to Mass Markets in Frontier Economies”
**Moderated by:** Monica Touesnard, Associate Director, Center for Sustainable Global Enterprise, Cornell University
**Presenter:** Erik Simanis, Head, Frontier Markets Initiatives, Cornell University

**Panel 3:** Sponsored by Entrepreneurship and Innovation Institute at Johnson: “Those Other Startups”
**Moderated by:** Rhett Weiss, Executive Director, Entrepreneurship & Innovation Institute at Johnson
**Panelists:** Jeff Chemeres EMBA ’15, SVP, Sales and Marketing, Pulse Infoframe, Inc.; Erin Handel, Co-Founder, BankersHub; Seth Helfgott ’05, Associate, Wilson Sonsini Goodrich Rosati;
| Panel 4 | Sponsored by the Cornell Entrepreneur Network (CEN) and Cornell Silicon Valley (CSV): “CEO Stories: Being Entrepreneurial at the Highest Level” Panelists: Jamey Edwards ’96, MBA ’03, CEO, Emergent Medical Associates; Carl Forsythe MBA ’82, President & CEO, Globe Composite Solutions; Smoke Wallin ’88, CEO, Taliera

| Panel 5 | Sponsored by the College of Agriculture and Life Sciences: “Success Stories: Ideas to Actualization” Moderated by: Michael Roach, J. Thomas and Nancy W. Clark Assistant Professor of Entrepreneurship, Charles H. Dyson School of Applied Economics and Management Panelists: Julie McPeek ’83, Strategic Partner, Fenwick Brands; Andrew Topus ’72, President & CEO, Smart Price Sales and Marketing, Inc.; John Wilkinson ’79, Managing Partner, Bin to Bottle Winery

10:30 – 11 am
Network 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 Panelists: Steve Benjamin ’80, MEN ’81, MBA ’82, Managing Partner, Stromiga; Mikayla Diesch ’16, Co-Founder, Solar Flare; Aaron Godert MEN ’05, MBA ’11, CTO and Co-Founder, GiveGab; Kelsey Kruse ’16, Founder and Product Engineer, saund, Co-Founder and Product Engineer, Polar Chiller

| 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 and Academic and Research Director, Sloan Program in Health Administration, College of Human Ecology; Randy Allen, Senior Lecturer and Consultant-in-Residence, Johnson School Panelists: J. Michael Bireley MBA/Sloan ’78, Senior Manager, Business Development, Deloitte Consulting; Dorrie Guest, Director, Deloitte Consulting Physician Services and Value Based Care Practices; Casey Korba, Health Policy Manager, Deloitte Center for Health Solutions Panel 3: Sponsored by the Center for Sustainable Global Enterprise “10 Simple Steps to Startup Success (and a foosball table for sale)” Moderated by: Monica Touesnard, Associate Director, Center for Sustainable Global Enterprise, Cornell University Presenter: Dhanur Grandhi MBA ’12, Head of Product, Domino

| Panel 4 | Sponsored by the Business Law Society: “Law and Entrepreneurship” Moderated by: Charles Whitehead ’83, Professor, Cornell Law Panelists: Calvin Gladney ’94, Managing Partner, Mosaic Urban; Mike Horn ’05, Founder, Craft Coffee; David Kotz ’90, Managing Director, Berkeley Research Group; Marshall Phelps JD ’69,
12:30 – 2 pm
Student Business of the Year Recognition Lunch & Panel Presentation:  “Continuing Entrepreneurship: Student Companies after Cornell”
Moderated by:  Tom Schryver ‘93, MBA ‘02, Executive Director, Center for Regional Economic Advancement, Cornell University
Panelists:  Kwame Amponsah ‘06, MEN ‘08, PhD ‘13, Founder, Xallent LLC; Robert Frisch MBA ‘13, Founder, Firelight Camps; Kristen McClellan ’12, Founder, SnappyScreen, Inc.
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 Austin ’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, Campus Grocery Store

4:30 – 6 pm
“BIG Idea” Undergraduate Competition Finals
Ballroom, Statler Hotel

6 – 7 pm
Networking Reception
Ballroom Foyer, Statler Hotel