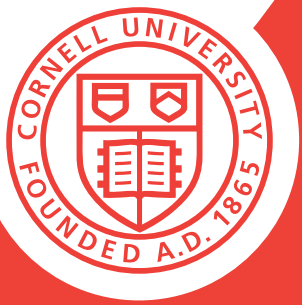
ENTRE PRENEUR SHIP SUMMIT NYC 2013





THE BEGINNING: FROM NOTHING TO SOMETHING

Entrepreneurs have the courage to break ground, creating something where nothing existed before. At the second annual Cornell Entrepreneurship Summit, you will hear from some of the most innovative entrepreneurs about their experiences at the very beginning. They will share insights from their successes and challenges at the early stages and provide inspiration to turn ideas into reality.

What will you create?

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LOGISTICS

Location

The TimesCenter
242 West 41st St.
www.thetimescenter.com

Wi-fi

NETWORK: *Backstage*
WEP PASSWORD: *Backstage1*

Once logged in, open a web browser and you will be brought to the Aruba login screen.

USERNAME: *timescenter*
PASSWORD: *timescenter242*

Please press log in as opposed to enter, and you'll be authenticated.

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Instagram

INSTAGRAM HASHTAG: *#CUSummit*
INSTAGRAM: *@CornellNetwork*

Livestream

LIVESTREAM URL:
www.alumni.cornell.edu/livestream/summit13

PollEverywhere

Questions for the speakers?
Text CUSUMMIT and your question to 22333
or submit questions at PollEv.com/cusummit13

SCHEDULE

October 11, 2013

9:00 – 9:55	**REGISTRATION AND BREAKFAST**
10:00 – 10:15	**WELCOME REMARKS** Zach Shulman '87, JD '90 Steve Gal '88 Dean Kathryn Boor '80
10:20 – 12:20	**SPEAKERS** Keynote: Kathy Savitt '85 Niraj Shah '95 & Steve Conine '95 Brian Distelburger '01 Dean Laurie Glimcher
12:20 – 1:40	**LUNCH**
1:45 – 3:10	**SPEAKERS** Josh Wolfe '99 Cheryl Swirnow '02 Randy Garutti '97
3:15 – 3:55	**NETWORKING BREAK**
4:00 – 5:25	**SPEAKERS** Neal Goldman Jessica Rolph '97, MBA '04 Karim Abouelnaga '13
5:30 - 5:40	**CLOSING REMARKS** Scott Belsky '02
5:40 – 7:00	**COCKTAIL RECEPTION**

SPEAKERS



ZACH SHULMAN '87, JD '90

OPENING REMARKS

Entrepreneurship@Cornell, Director
Cayuga Venture Fund, Managing Partner
@zachshulman

Zach Shulman has been Director of Entrepreneurship@Cornell since October 2013. Previously, Zach was Associate Director at the Entrepreneurship and Innovation Institute at Johnson and a Senior Lecturer of Entrepreneurship at Johnson, where he taught, since 1997, courses on startups and venture capital. Zach is also a Managing Partner at Cayuga Venture Fund (CVF), a venture capital fund based in Ithaca, NY that he joined in 2004. He currently serves on the boards of six of CVF's portfolio companies.

From January 1999 through March 2002, Zach served as General Counsel and Chief Investor Relations Officer of Spike Broadband Systems. Prior to joining Spike, Zach was an associate at the law firm of Harris Beach in Ithaca, NY from 1996–1999. Before Harris Beach, Zach was an associate at Ropes & Gray in Boston, MA from 1990–1996. Zach earned a BS from the Cornell University School of Industrial and Labor Relations and graduated from Cornell University Law School, magna cum laude.



STEVEN GAL '88

OPENING REMARKS

Entrepreneurship@Cornell Advisory Council, Chairman

Steven Gal is a career entrepreneur. He currently teaches entrepreneurship and innovation as a visiting associate professor at Cornell University's Johnson Graduate School of Management and at the Rady School of Management at UCSD.

Prior to returning to teaching in 2009, Steven spent almost two decades as a technology entrepreneur and board director, serving as a senior operating executive or CEO at six venture-backed technology companies, three of which he Co-founded, leading to over $100 million in venture financings, five successful sales, and a NASDAQ IPO.

Earlier in his career, Steven was an associate professor in the Entrepreneur Program at USC's Marshall School of Business. He is an attorney and a member of the California Bar.

Steven holds a Doctor of Jurisprudence degree from University of Southern California School of Law and a bachelor's degree from Cornell University, where he serves as Chair of the Entrepreneurship@ Cornell Advisory Council.



DEAN KATHRYN BOOR '80

OPENING REMARKS

Ronald P. Lynch Dean of the College of Agriculture and Life Sciences
Chair of the Governing Board of Entrepreneurship@Cornell
@boorkj4

Kathryn J. Boor became the Dean of Cornell University's College of Agriculture and Life Sciences on July 1, 2010. As the Ronald P. Lynch Dean of the College of Agriculture and Life Sciences, Boor oversees the second-largest college at Cornell and shares responsibility for leadership and advancement of Cornell Cooperative Extension throughout New York State with the Dean of Cornell's College of Human Ecology. Prior to her appointment as Dean, Dr. Boor served as Professor and Chair of the Department of Food Science at Cornell University (2007-2010).

Dr. Boor earned a BS in Food Science from Cornell University and an MS in Food Science from the University of Wisconsin. She conducted research for two years in Kenya, East Africa, as a member of a multi-disciplinary team working with small-scale farmers to enhance sustainable and safe goat milk production and preservation systems, then earned her PhD in Microbiology in 1994 at the University of California, Davis.

Dr. Boor serves on the editorial boards for the *Journal of Food Protection, Applied and Environmental Microbiology and Foodborne Pathogens and Disease*. She is past president of the New York State Association for Food Protection and she presently serves as scientific advisor for the New York State Cheese Manufacturers' Association.

Dr. Boor received the 2000 USDA Honor Award as a member of the Listeria Outbreak Working Group, the 2000 Foundation Scholar Award and the 2006 DeLaval Award for Dairy Extension programming, both from the American Dairy Science Association, and the 2002 Samuel Cate Prescott Award for outstanding research from the Institute of Food Technologists. Dr. Boor is a Fellow of the American Academy of Microbiology, the International Academy of Food Science and Technology, and the Institute of Food Technologists.



DOUGLAS M. STAYMAN

REMARKS ON THE MBA FROM JOHNSON AT CORNELL NYC TECH

Associate Dean for MBA Programs,
Associate Professor of Marketing

As Associate Dean for MBA Programs, Stayman is responsible for Cornell's three residential MBA programs, including the MBA from Johnson at Cornell NYC Tech as well as Johnson's other NYC initiatives. He also oversees the Office of Student Services, the MBA Admissions Office, the Career Management Center, our Leadership programs, including the Park Leadership Fellows Program, and the Office of Diversity and Inclusion.

Stayman's teaching and research interests are in the areas of advertising and consumer decision making. His research has focused on the study of emotional responses to advertising and the role of affect in decision-making. His work has involved methodological and measurement issues in studying emotions. He is also interested in theoretical accounts of the effects of emotions on people's preferences. Prior to coming to Johnson in 1990, he taught at the University of Texas at Austin.



SCOTT BELSKY '02

MODERATOR

Behance, Founder
Adobe, Vice President Products/Community
Author & Investor
@scottbelsky

Scott Belsky has committed his professional life to helping organize creative people, teams, and networks. Scott is Adobe's Vice President of Products/Community & the Head of Behance, the leading online platform to showcase and discover creative work. Scott Co-founded Behance in 2006, and served as CEO until Adobe acquired Behance in 2012. Millions of people use Behance to display and find talent every month. Behance also powers portfolio display for LinkedIn, AIGA, AdWeek, School of Visual Arts (SVA), Rhode Island School of Design (RISD), and many other sites and curated galleries around the web —as well as 10,000+ personal websites via Behance's ProSite service. Behance also runs 99U, a think tank and annual conference for creative leaders focused on the execution of ideas. He is a frequent contributor on MSNBC and has worked with leading companies and organizations including General Electric, Proctor & Gamble, and Facebook. In 2010, Scott was also included in Fast Company's list of "100 Most Creative People in Business." Scott is the author of the international bestselling book *Making Ideas Happen* (Portfolio, Penguin Books). He also serves as an advisor and investor in several early-stage companies including Pinterest, Uber, and Warby Parker. He attended Cornell University as an undergraduate and received his MBA from Harvard Business School.



KATHY SAVITT '85

KEYNOTE SPEAKER

Yahoo!, CMO

Lockerz, Founder & former CEO

@ksavitt ksavitt.tumblr.com

Kathy Savitt is Chief Marketing Officer, where she is responsible for Yahoo!'s branding and marketing worldwide.

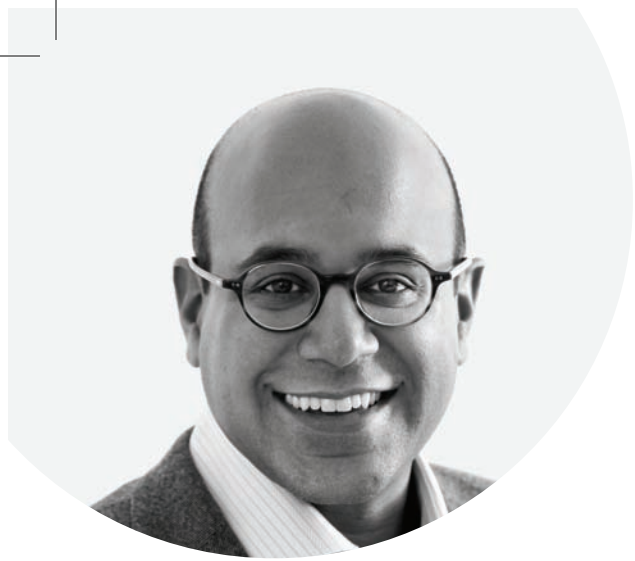
Before joining Yahoo!, Kathy was CEO of Lockerz, a company she founded in 2009 with the mission of revolutionizing the way Generation Z discovers and consumes content and products. She has focused heavily on youth culture, particularly on Gen Z (born between 1992-2010), which she believes is the most disruptive group in modern history. Kathy discovered the tremendous opportunity in creating a company geared precisely for their specific behaviors and consumptive patterns.

Prior to Lockerz, Kathy was Executive Vice President and Chief Marketing Officer at American Eagle Outfitters, Inc., where she led both the global marketing efforts of the company's portfolio of brands and the digital and e-commerce channels. She was also Vice President of Strategic Communications, Content, and Entertainment Initiatives for Amazon.com.

Kathy's entrepreneurial spirit was evident early in her career. She founded her first company, an integrated marketing communications firm called MWW/Savitt, before she turned 30. During her 10 years at MWW/Savitt, she represented some of the world's most influential Fortune 500 brands and helped launch more than 100 startups.

Kathy currently serves as Chairman of the Lockerz Board of Directors and is a member of the Board of Directors of Vitamin Shoppe, Inc. (NYSE: VSI). She graduated from Cornell University with a Bachelor of Arts degree in history and government.

"You are the heroine & author of your own story. End stop."



NIRAJ S. SHAH '95

Wayfair, CEO & Co-Founder
@nshah10

Niraj is the CEO and Co-Founder of Wayfair, formerly known as CSN Stores, the leading online home goods retailer with 2012 sales in excess of $600 Million. Wayfair, founded in 2002, offers a selection of over 5 million items from 5,000 brands. Wayfair services customers in the United States, Canada, Germany, United Kingdom and Australia through its three brands - Wayfair.com, AllModern.com and Joss & Main. Wayfair is headquartered in Boston and has over 1,250 employees in its seven global offices.

Wayfair has been twice honored in the Inc. 500 list, has been named the 19th best company to work for in America by Glassdoor, the 28th most valuable private digital company in the world by *Business Insider*, one of America's Most Promising Companies by *Forbes Magazine*, and the 52nd largest online retailer in the US by *Internet Retailer Magazine*.

Before Wayfair, Niraj was CEO and Co-Founder of Simplify Mobile and Spinners, and was also an Entrepreneur-in-Residence at Greylock Partners. Niraj has been included in the *Boston Business Journal's* 40 Under 40, and has won the Ernst and Young's Entrepreneur of the Year Award. Niraj is also on the board of MITX, The Greater Boston Chamber of Commerce, the Cornell University Council, and the Entrepreneurship@Cornell Advisory Council. He holds a BS from Cornell University, and lives in Boston with his family.

"Find a way to be an entrepreneur in an area that you love... if you don't, you will find the lows too low and your success rate drops precipitously."



STEVE CONINE '95

Wayfair, Chairman & Co-Founder
@stevenconine

Steve is the Chairman and Co-Founder of Wayfair, formerly known as CSN Stores, the leading online home goods retailer with 2012 sales in excess of $600 Million. Wayfair, founded in 2002, offers a selection of over 5 million items from 5,000 brands. Wayfair services customers in the United States, Canada, Germany, United Kingdom and Australia through its three brands - Wayfair.com, AllModern.com and Joss & Main. Wayfair is headquartered in Boston and has over 1,250 employees in its seven global offices.

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Before Wayfair, Steve was CTO and Co-Founder of Simplify Mobile, an enterprise software company which was sold in 2001. Prior, he was the Head of Operations for the United Kingdom at iXL, a publicly traded global technology consulting firm, and the CTO and Co-Founder of Spinners, which was sold to iXL in 1998.

Steve has been included in the *Boston Business Journal*'s 40 Under 40. Steve is a member of the Entrepreneurship@Cornell Advisory Council.

"Until you have a paying customer, it is just a hobby."



BRIAN DISTELBURGER '01

Yext, President & Co-Founder
@bdistel

Brian Distelburger is the President and Co-Founder of Yext, the leading location data technology company. As the leader of Yext's Enterprise division, Brian has driven the rapid adoption of the platform by many of the world's largest brands, including 25 Fortune 500 companies and 20 of the top 100 retailers. Prior to Yext, Brian began his career in local marketing with management roles at CDS and Traffix.

Brian is a graduate of Cornell University and a member of the Entrepreneurship@ Cornell Advisory Council. He also serves on the board of Food Genius, a startup out of Chicago.

"Get comfortable making fast decisions with imperfect information under intense pressure."



DEAN LAURIE GLIMCHER

Weill Cornell Medical College, Dean
@lglimche

Dr. Glimcher is the Stephen and Suzanne Weiss Dean of Weill Cornell Medical College in New York, where she is also Professor of Medicine. In addition, she is Provost for Medical Affairs of Cornell University. Previous to her current positions, she was the Irene Heinz Given Professor of Immunology at the Harvard School of Public Health, where she was director of the Division of Biological Sciences, and Professor of Medicine at Harvard Medical School, where she headed the immunology program. She also served as Senior Physician and Rheumatologist at the Brigham and Women's Hospital. As an immunologist, her primary research interests are elucidating the molecular pathways that regulate CD4 T helper cell development and activation. She is a Fellow of the American Academy of Arts and Sciences, a Member of the Institute of Medicine of the National Academy of Sciences and a Member of the National Academy of Sciences. She is a member of the American Asthma Foundation, Immune Diseases Institute, Health Care Ventures, and Cancer Research Institute Scientific Advisory Boards and served on the Burroughs-Wellcome Fund. She sits on the Board of Trustees of Memorial Sloan Kettering Cancer Center and the New York Blood Foundation and is on the Corporate Board of Directors of the Bristol-Myers Squibb Pharmaceutical Corporation and the Waters Corporation.

Dr. Glimcher speaks nationally and internationally on rheumatology, immunology, skeletal biology and translational medicine and has contributed more than 350 scholarly articles and papers to the medical literature.

"If you're afraid of taking risks, you're not going to get very far."



JOSH WOLFE '99

Lux Capital, Co-Founder & Managing Partner
@wolfejosh

Josh is Co-Founder of Lux Capital and focuses on investments in the physical and life sciences. Lux is actively investing out of its third fund, an oversubscribed $245M Lux Ventures III, pursuing contrarian emerging technologies ranging from nuclear-waste remediation, robotic surgery, meta-materials, computational photography, 3D printing and other "matter that matters." Mr. Wolfe manages Lux's investments in Nanosys, Cambrios, Siluria and serves on the Board of Directors of Shapeways, Kymeta, Kurion, and Lux Research. Before forming Lux Capital, he worked in Salomon Smith Barney's Investment Banking group, in capital markets at Merrill Lynch on its Financial Futures & Options/Government Strategy desk and at Prudential Securities in Municipal Finance. Prior to venturing into the financial world, Mr. Wolfe published cutting-edge AIDS-immunopathology research in *Cell Vision and The Journal of Leukocyte Biology*, leading medical-immunology journals.

He serves as Co-Founder and Chairman of the Board of Trustees of Coney Island Prep, the first charter school in his native Coney Island, Brooklyn, and has been actively involved with the East Harlem School at Exodus House for over a decade. Josh is a columnist with *Forbes*, Editor for the *Forbes/Wolfe Emerging Tech Report* and host of a show on the Forbes Video Network. He has been an invited guest to the White House and Capitol Hill to advise on nanotechnology and emerging technologies, a lecturer at MIT, Harvard, Yale, Cornell, Columbia and NYU, and a frequent guest on CNBC and CNN.

"Maximize randomness and optionality."



CHERYL SWIRNOW '02

Sherpaa, COO & Co-Founder

Cheryl Swirnow is COO and Co-Founder of Sherpaa, a startup working to bridge the gap between accessibility and affordability in healthcare. She brings more than 10 years of experience in human resources, benefits, insurance, and recruitment with a specific focus on the needs of startups. Prior to Sherpaa, Swirnow was the Director of Talent at Rent The Runway and head of HR at the Barbarian Group. Swirnow, a 2002 graduate of Cornell University holds a BS in Hospitality. She currently lives in the West Village with her husband and son.

"Be fearless, and unafraid to take risks. If doing something new and interesting were safe, it wouldn't be worth doing."



RANDY GARUTTI '97

Shake Shack, CEO
@randygarutti

Randy is responsible for the performance, excellence, profitability, and direction of Shake Shack. Prior to leading Shake Shack, Randy was a Senior Manager at Danny Meyer's Union Square Hospitality Group for eight years, most recently as Director of Operations, overseeing the operations for all USHG restaurants. In 2006, he was named one of *Crain's* Top 40 under 40. In addition, Randy served as General Manager of Union Square Cafe and Tabla, both of which have won numerous accolades in the hospitality industry. In January 2003, Randy was named one of the Top 50 General Managers in the country by *Nation's Restaurant News*. Before joining USHG in 2000, Randy was the General Manager of the acclaimed Canlis Restaurant in Seattle. Prior to that, Randy worked in various management roles with Chart House Restaurants in Aspen, CO and Maui, HI. Randy graduated from Cornell University's School of Hotel Administration in 1997 and also studied at La Sorbonne in Paris.

"The bigger you get, the smaller you need to act."



NEAL GOLDMAN

RelSci, Founder & CEO

Neal is Chairman and Chief Executive Officer at Relationship Science (RelSci). Previously, Neal was the Founder, Chairman and Chief Executive Officer of Capital IQ, Inc. until its sale to McGraw-Hill/Standard & Poor's. Neal is a Young Global Leader at the World Economic Forum, a Henry Crown Fellow at the Aspen Institute, a member at the Council on Foreign Relations, a member of YPO and a board member of Hatzalah and the Jerusalem Foundation. Neal received a BA from U Penn and an MBA from Columbia Business School.

"Take your time in deciding what opportunity to pursue and then pursue it like a crazed pack of wolves."



JESSICA CROLICK ROLPH '97, MBA '04

HAPPYBABY, COO & Founding Partner

Jessica Rolph is Founding Partner and COO of HAPPYBABY, the leading brand for premium, organic baby, toddler, and kid's food in the US. In 2011, HAPPYFAMILY was ranked No. 2 in the food and beverage industry in *Inc. Magazine's* listing of the 500 Fastest-Growing Companies. Seven years later, on Mother's Day 2013, HAPPYBABY was acquired by Group Danone, a global leader in infant nutrition whose mission is to improve health through food, give back to the community, and help the environment. Before HAPPYBABY, Jessica's career spanned working for nonprofits, government, and socially responsible businesses including Whole Foods Market, SPINS, Business for Social Responsibility, Carol Trevelyan Strategy Group, and The Federal Trade Commission's Outstanding Scholars Program, and she was a member of the Full Circle Fund. She currently serves as a trustee for RSF Social Finance, as a board member of Create Common Good, and is a member of the 2013 Class of Henry Crown Fellows at the Aspen Institute. Jessica was awarded the Park Leadership Fellowship, a full-tuition merit scholarship to Cornell's MBA program, graduating in 2004.

"Before a vision becomes reality you can be vulnerable to the whims of your emotions. Don't let doubt slow you down."



KARIM ABOUELNAGA '13

Practice Makes Perfect, Inc., CEO
@KarimAbouelnaga

Karim is an entrepreneur, writer, public speaker, and investor. He is the founder of Practice Makes Perfect, Inc., a nonprofit that works to narrow the achievement gap by providing low-income students with mentorship and resources that are beyond the reach of their inner-city public schools. As a speaker for the LIFE foundation, Karim continues to engage thousands of life insurance executives and financial advisers all across the United States motivating them to expand their reach. He was a Cornell Presidential Research Scholar. Most recently, Karim was named a 2013 Echoing Green Fellow.

Karim has held internships with BlackRock, Goldman Sachs, and has volunteered on political campaigns. He was a licensed New York State Realtor, a Newman Civic Fellow, a Pearson Prize National Fellow, REACH Scholar, New York Needs You Fellow and a Presidential fellow through the Center for the Study of the Presidency and Congress. Karim has been featured in *VentureBeat*, *The New York Times*, and *Newsweek* for his work with Practice Makes Perfect and the LIFE foundation. While in undergrad, he frequently blogged, contributed to Policymic, and was a columnist for Inc.'s YoungEntrepreneur.com.

"Do not do things because someone else succeeded while doing them; create your own path, it's far more fun."

Entrepreneurship @Cornell

Cornell University traces its origins to the vision of an entrepreneur and an educational innovator who together saw the opportunity to create a new kind of university for America. Today, Cornell continues the entrepreneurial legacy of its founders with a distinguished and innovative university-wide program called Entrepreneurship@Cornell. Drawing on the strong entrepreneurial and business skills of its faculty and the resources of one of the world's great research universities, Entrepreneurship@Cornell enables Cornell students and the wider community to develop the knowledge they need for business creation and success.

Special Thanks

A special thanks to the Entrepreneurship@Cornell Advisory Council, whose creativity, dedication and financial support enable Entrepreneurship@Cornell to find and foster the entrepreneurial spirit in every Cornell participant – in every college, every field, and every stage of life. For information on joining the Advisory Council please email Debra Moesch, Program Manager, at dlm8@cornell.edu.

E@C highlights over the past 20 years include:

1. Created and developed the Cornell Entrepreneur Network (CEN)
2. Cornell is recognized by the Kauffman Foundation as a national model of university-wide education
3. Created a web portal for "all things entrepreneurial at Cornell"
4. Helped fund and support three introductory entrepreneurship classes, including the 400+ student introductory entrepreneurship lecture series
5. Established The BIG IDEA contest for Cornell undergraduates to foster thinking entrepreneurially about everyday problems and issues
6. In collaboration with the Students Agencies Foundation, helped create and continued to develop and support eLab (2008), a provider of business acceleration services to Cornell students, and the POPSHOP, a co-working space for Cornell students
7. Grew the yearly Entrepreneurship@Cornell Celebration into an annual two-day spring conference and developed the Entrepreneurship Summit in NYC.
8. Publish an annual report on university-wide entrepreneurship (eShip Magazine)
9. Grew the E@C summer internship program to 70–80 student placements annually
10. Created the Cornell Connections Mobile App
11. Supported the Clark Professorships and Zalaznick Teaching Awards to promote faculty engagement across the campus since the mid-1990s
12. Launched Co-Founder Connection, in collaboration with Co-Founders Lab
13. Host the Cornell Entrepreneur of the Year and Student Business of the Year

Over the last several years, enrollment in entrepreneurship-related courses across the campus—taught by more than 45 faculty associated with E@C—has ranged between 2,200 and 2,500 students.

Participating Colleges and Schools:

- College of Agriculture and Life Science
- College of Architecture, Art, and Planning
- College of Arts and Science
- College of Engineering
- School of Hotel Administration
- College of Human Ecology
- School of Industrial and Labor Relations
- Johnson
- Cornell Law School

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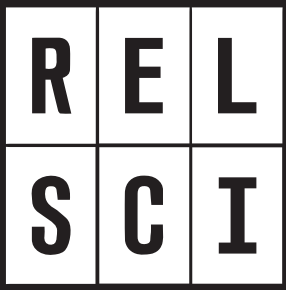
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VentureBeat covers disruptive technology and explains why it matters in our lives. Led by Founder & Editor-in-Chief Matt Marshall and a team of experienced journalists, we're the leading publication for news and perspective on the most innovative technologies. We also produce events that are renowned for the quality of their content, their networking opportunities, and the flawlessness of their execution.

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The Manhattan Chamber of Commerce (MCC) is a membership organization that supports the business community by advocating for positive business legislation, hosting networking events and seminars, expanding marketing opportunities and international outreach. MCC's mission is to advocate for, connect and educate the business community in Manhattan.



Cornell University
Cornell Entrepreneur Network

Cornell Entrepreneur Network (CEN) is the university's professional business network. CEN offers events throughout the country, valuable networking opportunities, online webinars and live streaming that feature world-class alumni industry leaders as speakers on timely topics.



Empire State Development (ESD) is New York State's chief economic development agency. The mission of ESD is to promote a vigorous and growing economy by supporting private sector investment and job growth in New York State. ESD is the lead agency for Governor Cuomo's Regional Economic Development Councils, the Office of Motion Picture and Television Development, Minority and Women-Owned business Services, Small Business Assistance, and Tourism. ESD also administers the The Innovate NY Fund, a seed stage business equity fund, in partnership with Goldman Sachs.

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Student Agencies Foundation has a 100+ year history of providing exceptional experiential learning opportunities in business and entrepreneurship to Cornell Students through its entities: SAI and eLab.

SAF is a proud sponsor of E@C and the Entrepreneurship Summit
The Beginning: From Nothing to Something.

SAF and E@C are excited to share their latest collaboration, the **eHub project,** which will provide Cornell Students an opportunity to create their own beginnings...



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- JB Osborne
CEO, Class of '03

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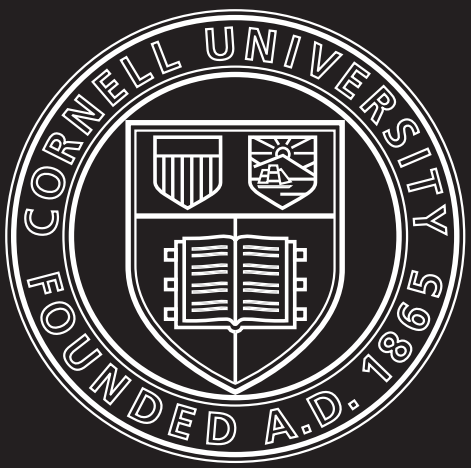
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