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# Conference Agenda

## CONQUERING THE PLATFORM REVOLUTION



Harnessing Disruptive Technology &  
Creating New Markets and Applications

October 14, 2009

The Quadrus, Menlo Park, CA



## Conference Agenda

### Wednesday, October 14, 2009

**8:00 – 8:45 am**            **CONFERENCE REGISTRATION & CONTINENTAL BREAKFAST**

**8:45 am**                    **Chairman's Welcome**  
**Curtis Mo**, Partner, WilmerHale

**8:45 – 9:45 am**            **KEYNOTE PANEL:**  
**THE PLATFORM REVOLUTION & THE INFLUENCE OF DISRUPTIVE TECHNOLOGY**  
A new tidal wave of emerging technologies is gathering strength and preparing to roll ashore, transforming technology and internet enterprise. Going forward, every business will need to learn how to identify and leverage disruptive technologies to enhance their value proposition and sustain competitive advantage. Since the VC industry has been able to define business models that support advancements in innovation, how will they crack the code of building a revenue business around today's disruptive technologies?

**Panelists:**

**David Lawee**, Vice President, Corporate Development, Google, Inc.

**Scott Stanford**, Managing Director, Global Head of Internet & Digital Media Investment Banking, Goldman, Sachs & Co.

**Navin Chaddha**, Managing Director, Mayfield Fund

**Moderator:**

**Curtis Mo**, Partner, WilmerHale

**9:45 - 10:15 am**            **MORNING COFFEE & NETWORKING BREAK**  
**HOSTED BY: MOSS ADAMS**

**10:15 - 11:15 am**            **DEFOGGING CLOUD COMPUTING**

- Time to market: When Is The right time to launch a cloud
- Deconstructing the cloud segment: -What are the real benefits – to the IT professional and to the end user
- How will the value chain be affected
- Where will be opportunities for startups

**Panelists:**

**Brad Feld**, Co-Founder and Managing Director, Foundry Group

**Ann Winblad**, Co-Founder and Managing Director, Hummer Winblad

**Gary Swart**, CEO, oDesk

**Mike Mullany**, VP of Marketing , Engine Yard

**Matt Thompson**, General Manager Western Region, Microsoft

**Moderator:**

**David Fachetti**, Managing Director, Globespan Capital Partners

**11:15 - 12:15 pm**

**MOBILE APPLICATIONS:  
DEFINING THE MARKET AND DRIVING REVENUE**

- Path to profitability
- Market saturation: how many mobile ad networks do we need and is consolidation coming
- The impact of VoIP on cellphones to traditional wireless carriers - how long can they hold off Skype and Google Voice
- Mobile gaming: will the low prices and aggressive growth of the mobile game sector have an adverse impact to the set top box gaming market

**Panelists:**

**Tim Chang**, Principal, Norwest Venture Partners

**Scott Raney**, Partner, Redpoint Ventures

**Bob Borchers**, General Partner, Opus Capital

**Paul Greco**, Vice President, ICAP Ocean Tomo

**Moderator:**

**Derek Dowsett**, Partner, Moss Adams

**12:15 - 1:15 pm**

**LUNCHEON RECEPTION  
HOSTED BY: WILMERHALE**

**1:15 – 2:15 pm**

**SOCIAL NETWORKING: THE KILLER APP**

- Monetization strategies
- What is the real killer application
- Looking beyond the social graph: how can it be used it to make money
- Applications to the enterprise
- Where will be opportunities for startups

**Panelists:**

**Sandy Miller**, General Partner, Institutional Venture Partners

**Ravi Mohan**, General Partner, Shasta Ventures

**Ryan Nichols**, Partner, Excend

**Craig Sherman**, CEO, Gaia Online

**Moderator:**

**Martin Pichinson**, Founder, Sherwood Partners, LLC.

2:15 – 3:15 pm

**THE MATURIZATION OF THE WEB:  
MONETIZATION MODELS FOR WEB CONTENT PLAYS**

- Helping advertisers have “a conversation with their customers”
- Topical “special editions” and their appeal to advertisers
- Using conferences and Events to offer sponsors/advertisers unique access to attractive demographics
- How “powered By” offerings from a partner can add commerce to your site at no risk to content provider

**Panelists:**

**Lisa Stone**, CEO, BlogHer

**Will C. Rogers**, CEO, Rooftop Media

**Danielle Wood**, Editor-in-Chief, Education.com

**Peter Rokkos**, Partner & General Counsel, Comcast Interactive Capital

**Moderator:**

**Mike Kwatinetz**, General Partner, Azure Capital Partners

3:15 – 3:45 pm

**AFTERNOON REFRESHMENTS & NETWORKING**

3:45 – 4:30 pm

**SMART GRID & NEXT-GEN INFRASTRUCTURE**

It's a whole new world in the Smart Grid sector. Gone are the roll-your-own days when every installation was custom and any small company could hope to become the Next Big Thing. In its place is a platform war that includes heavyweights such as Cisco and IBM, with Oracle, Microsoft and Google eagerly looking for a way to enter the fray. When and where will smart grid platforms arise? And how should today's investors position themselves and their portfolio companies for this new era?

**Panelists:**

**Sandhya Venkatachalam**, Director, Strategy, Acquisitions and Venture Investments, Cisco Systems, Inc.

**Matthew Denesuk**

Partner, IBM Venture Capital Group

**Warren Weiss**, General Partner, Foundation Capital

**Moderator:**

**Jesse Berst**, Managing Director, Global Smart Energy & SmartGrid News

4:30- 5:15 pm

**Fireside Chat:**

**DISRUPTIVE INNOVATION 2.0:  
MARKET EVOLUTION & VISIONARY LEADERSHIP EXAMINED**

**Guest Speaker:**

**Christy Wyatt**

VP for Ecosystem and Market Development, Mobile Devices Business, Motorola

**Facilitator:**

Cheryl Perkins, Founder and President of InnovationEdge

Former Chief Innovation Officer, Kimberly-Clark

5:15 - 7:00 pm

**COCKTAIL RECEPTION**