

Tuesday, November 18th, 2014

11:00 am - 7:00 pm

6:00 pm - 7:00 pm

Wednesday, November 19th, 2014

8:00 am - 6:30 pm

8:00 am - 8:45 am

8:45 am - 9:00 am

9:00 am - 9:40 am

9:40 am - 10:20 am

Registration and Information Desk Open

Welcome Reception

Registration and Information Desk Open

Breakfast

Welcome to DEMO Fall 2014

Neal Silverman, Senior Vice President & General Manager, DEMO

Erick Schonfeld, Executive Producer, DEMO

Product Launches: Wearables and Hardware

Irene Au, Operating Partner, Khosla Ventures

Emily Melton, Partner, DFJ

Joshua Schacter, Independent Angel Investor

As computing spreads everywhere from our pockets to the rest of our bodies, a new class of smart wearable devices is emerging. Watch the most promising Wearable start-ups launch the their next products.

Demonstrators:

Umbrela Smart Inc

Healium, Inc.

LikeAGlove

Curb

Top Flight Technologies

Product Launches: Enterprise

Aiaz Kazi, SVP, Products & Innovation Platform Strategy and Adoption, SAP

Alex Rosen, Managing Director, IDG Ventures

James Thomason, CTO, Dell Cloud Marketplace

Businesses large and small are the biggest buyers of technology. The product launched in this session give businesses a leg up in productivity, communications, sales, developer tools, and IT.

Demonstrators:

Shoobx, Inc.
MakeTime Inc.
Contract Room, Inc.
Suvola Corporation
Primary Data

10:20 am - 10:30 am

DEMO Deep Dive: What Comes After Mobile?

Benedict Evans, Partner, Andreessen Horowitz

The modern mobile era is already 7 years old. While it still has legs, we are already seeing the first hints of what might come next: Wearables, the Internet of Things, Virtual Reality (finally), or something completely unexpected. In this deep dive, mobile analyst Benedict Evans gives us a glimpse of what the next 7 years might look like.

10:30 am - 10:40 am

DEMO Alumni Update: Marcus Weller, CEO, Skully Helmets

Marcus Weller, Ph.D, CEO, Skully Systems

10:40 am - 10:45 am

DEMO Executive Brief: Toyota

Ron Guerrier, VP & CIO, Toyota Financial Services

10:45 am - 11:00 am

Coffee Break

11:00 am - 11:40 am

Product Launches: Mobile

Benedict Evans, Partner, Andreessen Horowitz

Ryan Sarver, Partner, Redpoint Ventures

Bilal Zuberi, Partner, Lux Capital

Mobile phones and tablets are quickly becoming the main way we communicate with each other, access the internet, and discover the world around us. They are also becoming "remote controls for real life" -- helping to shake up industries by matching local supply and demand on the fly. The mobile apps launching at DEMO take advantage of the scale and unique device characteristics of mobile computing and communications to deliver new services or expand computing into new areas.

Demonstrators:

Valet Anywhere

Skillpocket
PathSense.
IQ Technology, Inc.

11:40 am - 12:10 pm

Product Launches: Smart Data

Kent Bennett, Partner, Bessemer Venture Partners
Stephen Ibach, VP, Digital Partnerships and M&A, Inmar, Inc.
Adam Nash, President & CEO, Wealthfront
Matt Ocko, Managing Partner, Data Collective

With the explosion of data from consumers and the enterprise, big data has taken center stage. But what people really want is smart data--ways to filter, analyze, and make sense of all the data spewing from all the computers, devices, and sensors around the world now connected together. The Smart Data products launching at DEMO take all that big data and make it actionable.

Demonstrators:

Celect
Ghostery
Incorta
BrandVO2

12:10 pm - 12:20 pm

DEMO Labs: Create Your Own Creatures By Printing DNA

Austen Heinz, CEO, Cambrian Genomics

It now costs less than \$1,000 to sequence a human's DNA, compared to \$10 million less than a decade ago. But sequencing DNA is only reading the genetic code. What if you could write it at a similar cost? Cambrian Genomics is a startup that has figured out a way to "laser print" DNA at a cost of tens of thousands of dollars per genome and dropping. As the price to print DNA comes down, what kind of genes will be designed to change the properties of plants and people? Cambrian Genomics CEO Austen Heinz will show us what's possible when DNA can be designed and manufactured cheaply.

12:20 pm - 12:25 pm

DEMO Executive Brief: Dell

Ansgar Chorhummel, Head of Innovation & New Technology Strategy (Office of the CTO), Dell

12:25 pm - 12:35 pm

Defying Conventional Wisdom: America's Most Overlooked Talent Pool

Catherine Hoke, Founder & CEO, Defy Ventures

Would you believe that 100 million Americans have criminal histories? Your competitors

12:35 pm - 4:00 pm

aren't hiring from this overlooked talent pool of hustlers. Join us as Catherine Hoke, Founder & CEO of Defy Ventures, presents shocking stories of transformation with America's biggest underdogs. Serving as an entrepreneurship training program and start-up incubator, Defy "transforms the hustle" of formerly incarcerated drug dealers and gang leaders, equipping them to become legal CEOs. Defy has financed and incubated 71 start-ups in the past two years, and hosts Shark Tank-style business plan competitions, in which Defy's Entrepreneurs-in-Training compete for \$100,000 in start-up financing. Defy has just expanded from NYC to the Bay Area and is recruiting executive mentors and competition judges. Catherine, who used to work in VC/PE, was recently recognized by Fast Company as one of the 100 Most Creative People in Business. She will be joined onstage by two Defy students who will unveil their business ideas.

Pavilion Open/Lunch/Networking

DEMO Launch: Meet the launching demonstrators at their booths in the DEMO Pavilion, get a personal demo, and learn more about their products. Great for investors, press, and potential customers to kick the tires.

2:30 pm - 4:00 pm

Traction Showcase: A new addition to DEMO, the Traction Showcase brings post-launch, up-and-comers who have raised an angel round or graduated from accelerator programs to display in the DEMO Pavilion. Attendees vote to see 90-second pitches on the main stage from the best ones.

The DEMO Challenge: Help Businesses Solve Real Problems

Concurrent brainstorming sessions focused on hard business problems and how to solve them. Discussions are led by a real business leader (a CMO, CIO, Head of Sales, Manufacturing VP) and a domain expert (VC, founder, or industry analyst). The business leader sketches out the problem they want to solve, and with the help of the audience and the expert, they draw an Opportunity Map showing the technologies and products that address it, along with white spaces where new products can be developed.

Room A: The Manufacturing Challenge

[Stephan Biller, Chief Manufacturing Scientist, GE](#)

[Marc Strohlein, Adjunct Research Advisor, IDC](#)

A manufacturing executive outlines the challenge of making a factory smart enough to sense the activity inside it and adjust accordingly. Technologies to create a "brilliant factory" are discussed, and new approaches brainstormed.

Room C: The Marketing Challenge

[Stephen Ibach, VP, Digital Partnerships and M&A, Inmar](#)

[Joe Megibow, Chief Digital Officer & SVP, American Eagle Outfitters](#)

A CMO describes the challenge of reaching customers across new channels such as social media, mobile, and online video. The current product marketing landscape is explored and

gaps identified.

Room D: The Technology Challenge

[Stephen Elliott, VP of Research, IDC](#)

[Kelly McGowan, CIO, American Securities Capital Partners](#)

A CIO details how changes in IT infrastructure, including the growth of enterprise cloud computing and the bring-your-own-device culture, is creating new opportunities for how to manage devices and data.

4:15 pm - 4:30 pm

Problems Solved: Workshop Results

The most promising technologies and approaches from the DEMO Challenge Workshops are presented on the main stage by the business leader and domain expert from each session. Each team gets 3 minutes to define the problem they set out to solve, the solutions they considered, and the one they settled on and why. They present the Opportunity Map developed during the session.

4:30 pm - 5:00 pm

Traction Sessions: In The Hot Seat

Stewart Butterfield, Co-founder & President, Slack

Adam Nash, President & CEO, Wealthfront

Moderator: Cory Johnson, Anchor & Editor-at-Large, Bloomberg Television

Notable startups with fast-growing products take the stage to talk about their traction and how they got it, followed by 5 minutes Q&A in the hot seat with Cory Johnson, anchor & editor-at-large for Bloomberg Television.

5:00 pm - 5:45 pm

Founder School Keynote: Peter Thiel on How To Build The Future

Peter Thiel, Entrepreneur and Venture Capitalist

Peter Thiel was the first outside investor in Facebook, co-founded both PayPal and Palantir, and is one of Silicon Valley's leading venture capitalists. He also taught a course on startups at Stanford, which is now a book: Zero To One. In this very social Founder School, he will draw from his course and book to deliver some new thinking on how to build the future by mixing founders with technology.

6:00 pm - 9:00 pm

Launch-A-Rama at DEMO

Join us and Launch-A-Rama sponsor, Primary Data under the big top behind the San Jose Convention Center at the end of the DEMO day to celebrate great beginnings at DEMO 2014. Action sport collective Rodeo Revolution, featuring riders from the X-Games and Nitro Circus, will be trying to hit the rafters with high-altitude stunt jumps. Guests will be

able to join in the action by launching themselves in a 20-foot free fall and testing their courage in a 40-foot high jump slide. Free food and drink will keep the fun flowing all night long at this DEMO party that is sure to go down in history.

Thursday, November 20th, 2014

8:00 am - 7:30 pm

8:00 am - 8:50 am

8:50 am - 8:55 am

8:55 am - 9:45 am

9:45 am - 10:25 am

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Breakfast

Opening Remarks

Erick Schonfeld, Executive Producer, DEMO

Product Launches: Bitcoin & Personal Finance

Bobby Goodlatte, Angel Investor

Scott Robinson, FinTech Director, Plug and Play

Rick Yang, Principal, NEA

Bitcoin and its underlying blockchain is fast becoming the payments protocol for the Internet. It is distributed, frictionless, and offers a transparent ledger for transactions. The Bitcoin startups in this session are building new services on top of the blockchain that will blow your mind.

Demonstrators:

SmartContract

Obsidian

Pavilion.io

HelloBit

Draft

AppZen

Product Launches: The Work Cloud

Max Gazor, Partner, CRV

John Lilly, Partner, Greylock Partners

Angela Yochem, Global CIO, BDP International

As more and more businesses run on the cloud, more problems are being solved there by new Software-as-a-Service (SaaS) and backend infrastructure companies. The cloud companies launching at DEMO are tackling those problems.

Demonstrators:

	Opstarts Venture360 Student Loan Benefits AccuSure Survmetrics, Inc.
10:25 am - 10:30 am	DEMO Executive Brief: McKinsey Alex Ince-Cushman, Associate Principal , McKinsey & Company Peter Weed, General Manager, 'Fast Growth Tech' Practice, McKinsey & Company
10:30 am - 10:45 am	Coffee Break
10:45 am - 10:50 am	DEMO Executive Brief: Zebra Technologies Philip Gerskovich, Senior Vice President of New Growth Platforms , Zebra Technologies Corp.
10:50 am - 11:30 am	Product Launches: Messaging Kobie Fuller, Principal, Accel Partners Mara Lewis, Managing Director, Start Co. Shanna Tellerman, Partner, Google Ventures
	At its core the internet is a communications medium, especially now as it becomes more and more mobile. This session will explore how mobile apps are changing the way we communicate with one another.
	<u>Demonstrators:</u>
	GlanceAT, Inc. Kandid Lifebox Klink MeshMe, Inc.
11:30 am - 12:10 pm	Product Launches: Internet of Things Jeremy Conrad, Founding Partner, Lemnos Labs Stephen Plumlee, Global Chief Operating Officer & EVP, R/GA Trae Vassallo, General Partner, Kleiner Perkins Caufield & Byers
	As sensors and computer chips make their way into more and more devices in our homes, factories, and businesses, we are approaching a time when there will be more smart

"things" than computers or even mobile devices. These startups are building products for a future when trillions of devices are connected to the network.

Demonstrators:

Yonomi
Measurance, Inc.
Seed
Bluvision, Inc.
Iotera

12:10 pm - 12:40 pm

Conversation: Designing For The Internet of Things

Matt Rogers, Founder & Engineering, Nest Labs

One of the big debates as we build out the Internet of Things is whether it needs a central hub to control it, or if everything just connects to one big network on an ad hoc basis (kind of like the Internet). In this onstage interview with one of the leading designers of the Internet of Things, we explore what the future holds.

12:40 pm - 1:00 pm

Founder School Keynote with Keith Rabois: You've Launched, Now What?

Keith Rabois, Partner, Khosla Ventures

Before launch, most of a startup's energy is focused on building the first product. After launch, it's all about execution. Khosla Ventures partner Keith Rabois will share his operating playbook. As the former COO of Square, an operating executive at Slide, PayPal, and LinkedIn, and an early investor in YouTube, Keith knows how to take great products and scale them up into great businesses.

1:00 pm - 2:45 pm

Pavilion Open/Lunch/Networking

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Traction Showcase: A new addition to DEMO, the Traction Showcase brings post-launch, up-and-comers who have raised an angel round or graduated from accelerator programs to display in the DEMO Pavilion. Attendees vote to see 90-second pitches on the main stage from the best ones.

2:45 pm - 3:30 pm

DEMO Founder Workshops

Concurrent sessions on different aspects of building or working with a startup. Each session is designed to give founders, investors, and technology executives a framework

they can apply in their own companies.

Room A: How To Hack Growth

[Hiten Shah, Co-Founder, KISSMetrics and Crazy Egg](#)

Building a great product is only the first step on a long journey. Now you have to tell the world about it. In this session, you will learn how to hack growth by taking the strengths of your product and compounding them, and designing the product itself to pull in new users and customers.

Room B: How To Sell To The Enterprise

[Angela Yochem, Global CIO, BDP International](#)

Deepak Aher, Head of Global Market Enablement, SAP Startup Focus

Kaustav Mitra, Global Vice-President, SAP Startup Focus

Bradley Mossman, Vice President for Convergence CT

Sponsored by SAP

Large companies want access to the new technologies and innovation that bubbles up first in startups, but those startups are young organizations that move fast. Putting them through the normal procurement or partner process could strangle them. In this workshop, CIOs and founders lay out best practices for working with startups, and vice versa.

Room C: How To Go Global From Day One

[Linda Kozlowski, Vice President, World Wide Operations, Evernote](#)

[Jay Parekh, Director, Business Development, Braintree](#)

[Emma Sinclair, CoFounder, EnterpriseJungle](#)

Sponsored by PayPal

From the day you launch your website or mobile app, you are a global company with users around the world. Too often, startups ignore every market but their home country for the first few years of their existence. In this workshop, you will learn why that is a mistake and how to reach global markets with startup resources.

Room D: Busting B2B Sales Myths

[Alison Berkley Wagonfeld, Operating Partner, Emergence Capital](#)

[Kathleen Lord, Vice President, Sales & Customer Success, Intacct](#)

[Armando Mann, VP Sales and Customer Success, Relate IQ](#)

[Peter Weed, General Manager, 'Fast Growth Tech' Practice, McKinsey & Company](#)

Sponsored by McKinsey and Emergence Capital

Growing a startup is hard enough without the challenge of rapidly scaling your B2B sales organization and efficiency. Conventional wisdom and recommendations abound on blogs and from experts. But what does data actually show? Explore the facts from a benchmark

3:45 pm - 4:00 pm

of more than 120 growth stage B2B SaaS players between \$10 and \$200MM ARR.

Traction Report: Who's Got It, How to Get It

Danielle Morrill, CEO & Cofounder, Mattermark

4:00 pm - 4:25 pm

New data on the products and startups gaining the most traction in both consumer and enterprise.

DEMO Deep Dive: Wearables, Data, and the Augmented Self

Nir Eyal, Author, "Hooked"; Co-founder, AdNectar

Philippe Kahn, CEO, Fullpower

Lior Ron, CVP, Product Management, Motorola Mobility

Moderator: Redg Snodgrass, Founder & CEO, Wearable World

4:25 pm - 4:45 pm

Computing is moving from our phones to wearables that track every step, handshake, and heartbeat. How do you design products for a wearable world, and what problems can these wearables now solve?

DEMO Deep Dive: Seed Rounds Are The New Series A

Jeremy Conrad, Founding Partner, Lemnos Labs

Dave McClure, Founding Partner, 500 Startups

Tomasz Tunguz, Partner, Redpoint Ventures

4:45 pm - 5:30 pm

It's never been easier to get seed funding for a startup idea and "seed" rounds are getting bigger and bigger. Is this a good thing? New data and trends in startup funding offers a more nuanced perspective.

Traction Sessions: In The Hot Seat

Eric Setton, Co-Founder & Chief Technology Officer, TangoMe, Inc.

Emma Sinclair, Co-founder, EnterpriseJungle

Tien Tzuo, Founder & CEO, Zuora

5:30 pm - 6:00 pm

Notable startups with fast-growing products take the stage to talk about their traction and how they got it, followed by 5 minutes Q&A in the hot seat with executive producer Erick Schonfeld.

Founder School Keynote with Steve Papa: The Long Road To A Billion-Dollar Exit

Steve Papa, Founder and Venture Capitalist, Parallel Wireless

DEMO alum Steve Papa started Endeca in 1999, and sold it twelve years later to Oracle for \$1.1 billion. Along the way, he learned how to solve thorny problems and sell search and smart data technologies to the enterprise. In this Founder School, he shares some

6:00 pm - 6:05 pm

hard-fought lessons for how startups can tackle the enterprise market.

Hackathon and Traction Showcase

Erick Schonfeld, Executive Producer, DEMO

Neal Silverman, Senior Vice President & General Manager, DEMO

6:05 pm - 6:15 pm

Winners of the DEMO Wearable World Hackathon and the Traction Showcase will present onstage in rapid-fire, 90-second pitches.

DEMO Global Showcase

Thomas Debass, Managing Director, U.S. Department of State

Neal Silverman, Senior Vice President & General Manager, DEMO

6:15 pm - 6:30 pm

Winners from DEMO Global events in Africa and Brazil will present onstage in rapid-fire, 90-second pitches.

DEMO God Awards

Erick Schonfeld, Executive Producer, DEMO

Neal Silverman, Senior Vice President & General Manager, DEMO

6:30 pm - 7:30 pm

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.

Closing Reception in the Pavillion