PATHWAYS
TO ENTREPRENEURSHIP
8-9 November 2012
eCONFERENCE
FRIDAY, 9 NOVEMBER 2012

MORNING SESSIONS [Abbott Center Auditorium]

8:00AM – 8:45AM Continental Breakfast
[Abbott Center Auditorium Lobby]

9:00AM – 9:45AM Design Thinking for the “Intra-preneur” - How to Innovate within a Corporation, Tim Ogilvie, CEO, Peer Insight

9:45AM – 10:30AM Featured Address, Ellen Levy, former vice president, strategic initiatives, LinkedIn with Michael Lenox, Batten Institute

AFTERNOON SESSIONS

Breakout Sessions

1:00PM – 2:00PM CROWDFUNDING WORKSHOP
How to Launch a Campaign, Vlad Vukicevic, co-founder, RocketHub [i.Lab]

2:15PM – 3:15PM Starting a Small Business, Buying a Business or Franchise, Moderator: Saras Sarasvathy, Darden; Dave Fafara, Shenandoah Joe; Murry Pitts, president & CEO, Carded Graphics; Jon Spivey, owner & president, USA Mobile Drug Testing of Atlanta [Classroom 180]

3:30PM – 4:30PM Making the Leap, Moderator, Philippe Sommer, Batten Institute; John Bracken, CEO, Speek; Nate Casey, co-founder, Blazetrak; Liz Nicol, director, strategic initiatives, Living Social; Mike Stashak, vice president, marketing & sales, Wahoo Fitness [Classroom 180]

4:30PM Reception & Venture Fair [South Lounge]
THURSDAY, 8 NOVEMBER 2012

4:00 PM – 6:30 PM  Concept Competition  [Darden Classroom 50]
6:30 PM – 7:30 PM  Reception  [South Lounge]
7:30 PM – 9:00 PM  Dinner, Concept Competition Awards  [Abbott Center Dining Room]

10:30 AM – 10:45 AM  BREAK

10:45 AM – 11:45 AM  Crowdfunding Panel, Moderator: Sean Carr, Batten Institute; Kit Hickey, co-founder, Ministry of Supply; Brian Knight, co-founder, CrowdCheck; Charlie Tribbett, co-founder, Bolstr; Vlad Vukicevic, co-founder, RocketHub

11:45 AM – 1:00 PM  Boxed Lunches & Hot Topics  [Abbott Center Auditorium Lobby]

Commercializing University Research, Moderator: Michael Straightiff, U.Va. Innovation; Stephanie Miller, U.Va. Innovation; Bob Lloyd, co-founder, IDx; William Stilley, CEO, Adial Pharmaceuticals; Francesco Viola, co-founder and vice president for engineering and technology, HemoSonics [Classroom 180]

Frontiers in Entrepreneurship and Venture Capital
Jonathan Aberman, founder, Amplifier Ventures; Don Rainey, general partner, Grotech Ventures [Classroom 140]

DESIGN THINKING WORKSHOP
Assumption Testing: How to De-Risk Your Business Idea
Tim Ogilvie, CEO, Peer Insight [i.Lab]

*All events will take place at the Darden School of Business
BIOGRAPHIES

Jonathan Aberman
Jonathan Aberman is the founder and managing director of the Amplifier Ventures fund. He possesses substantial venture capital, financial and managerial expertise, gained over a career spanning venture capital, law and investment banking. Since 2005, when he formed Amplifier, Aberman has been integrally involved in the evaluation and execution of its investment opportunities. He was a practicing attorney from 1990 to 2004, during which time he represented many -backed technology businesses backed by venture capital firms, as well as family- and closely-held businesses. He was a partner at the nationally-recognized law firms of Fenwick & West, Fish and Richardson and Pillsbury Winthrop. Prior to entering legal practice, Jonathan worked in the investment banking industry in London (at Daiwa Securities, Donaldson Lufkin & Jenrette and Goldman Sachs International). As Amplifier’s Managing Director, Aberman manages the growth and business activities of branch offices for two international law firms, including a $45 million business unit with more than 200 employees. He also serves as an adjunct professor at the University of Maryland’s Robert H. Smith School of Business. Aberman holds a Bachelor of Arts in political science and economics from George Washington University, where he was a Phi Beta Kappa. He received a Master of Science in international economics with distinction from the London School of Economics. He holds a M.A. degree from Downing College, Cambridge University, and a L.L.M. degree from the New York University School of Law.

John Bracken
John Bracken is a business development executive and product visionary who has a passion for building voice and web communication products. Bracken has played key roles in several of the recent most-influential web products, including Evite, AIM, and Patch.com. Prior to serving as CEO of Speek, Bracken worked as a business development executive at AOL where he supported the expansion of the AIM Network to hundreds of third party products and the growth of Patch.com, one of the largest local media web properties in the U.S. John was a co-founder, COO, and business development executive of Evite.com, a website that remains the leader in its category. In his early career, he worked as a technology and telecommunications consultant for Booz Allen and the San Francisco Consulting Group. Bracken holds a B.S. in systems engineering from the University of Virginia and an MBA from the University of California at Berkeley’s Haas School of Business.
Sean D. Carr
Sean Carr is a lecturer at the University of Virginia’s Darden School of Business and director of intellectual capital at the Batten Institute. His applied research, which has examined entrepreneurial dynamics, social networks, venture capital, and financial crises, has resulted in award-winning books, articles, case studies, digital media, and numerous teaching materials. His work has been cited by major media outlets and he is the co-author of The Panic of 1907: Lessons Learned from the Market’s Perfect Storm (Wiley, 2007), with Robert F. Bruner. He is also the executive chair of the Jefferson Innovation Summit, presented with CNBC to convene national leaders from business, government, academia, media, and the arts for a constructive conversation about creating a robust entrepreneurial ecosystem. Previously Carr spent nearly ten years as a broadcast journalist with ABC News’ World News Tonight with Peter Jennings and CNN. He earned an MBA from the University of Virginia Darden School of Business, an M.S. from Columbia University, and a B.A. from Northwestern University; he is currently a Ph.D. candidate in entrepreneurial management and organizational dynamics at the University of Virginia.

Nathaniel J. Casey
Nathaniel Casey is the president, CEO and co-founder of Blazetrak.com. Blazetrak facilitates guaranteed video access to top professionals and celebrities in music. The company’s launch was funded through the sale of a web solutions company started by Casey and his business partner. The unusual funding story was featured in the December issue of Entrepreneur Magazine. Since its launch in 2009, Blazetrak has seen tremendous success; cash flow was positive in the first year, visitors came from every country, 300+ professional/celebrity clients enrolled and the site has 50,000 registrations. Casey earned a B.A. and M.A. degree in music performance from the Cleveland Institute of Music and the University of Georgia, respectively. He played tuba professionally in Europe before entering the world of arts administration, where he helped run operations for the Atlanta Symphony and later directed operations for the Brooklyn Philharmonic. Casey sits on the board of Rosie’s Theater Kids, is a mentor for the New England Conservatory Entrepreneurship in Music Program and regularly participates in advising start-ups. He speaks publically and participates in panel discussions on the topics of social media, entrepreneurship and music.
David Fafara
David Fafara is the owner of Shenandoah Joe Coffee Roasters and Espresso Bar as well as Sun Sports, a pool management company, in Charlottesville, Virginia. A former University of Virginia men's and women's diving coach, he coached four Atlantic Coast Conference Divers of the Year. Prior to coaching at Virginia, Fafara spent three years as diving coach at West Virginia University. He also taught and coached in the Santa Cruz, California city schools for five years and coached at Cabrillo Junior College from 1982-85. Fafara earned a B.S. in physical education and health from North Park College and a master's degree in counseling from West Virginia University.

Kit Hickey
Kit Hickey is the co-founder of Ministry of Supply, a menswear company out of MIT, which aims to re-create the way men think about business clothing. Ministry of Supply launched its newest shirt, the Apollo, on Kickstarter.com, and it became the most-funded fashion project of all time, raising $430,000 from nearly 3,000 customers in 40 countries. Prior to Ministry of Supply, Hickey co-founded BiD Network USA, a nonprofit dedicated to helping entrepreneurs in emerging markets access venture capital funding. Her previous experience also includes doing investment banking work in San Francisco and London. Hickey earned a bachelor's degree from Colby College and completed some coursework in the MBA program at MIT’s Sloan School of Business.

Brian R. Knight
Brian Knight is co-founder and director of platform services at CrowdCheck. Knight's background in law and entrepreneurship allows him to effectively address the needs of CrowdCheck as a startup. Prior to co-founding CrowdCheck, Knight established and ran Publius Incorporated, a business focused on improving constituent communications with elected officials, while he was in residence at the Tech Ranch incubator in Austin, Texas. Publius then merged with Ballotbook Corp., where Knight served as general counsel and Chief Operations Officer before leaving to work on CrowdCheck, Knight fell in love with being an entrepreneur through this experience and gained firsthand insight into the challenges facing small businesses. Prior to moving to Austin, he served in the general counsel's office of the Central Intelligence Agency. Knight also worked for a firm specializing in commercial litigation. He earned a B.A. from the College of William and Mary and a J.D. from the University of Virginia School of Law.
Michael Lenox

Michael Lenox is the Samuel L. Slover Professor at the Darden School of Business and he is associate dean and executive director of Darden’s Batten Institute for Entrepreneurship and Innovation. He serves as the faculty director for the multiple-university Alliance for Research on Corporate Sustainability. Prior to joining Darden in 2008, Lenox was a professor at Duke University’s Fuqua School of Business, where he served as the area coordinator for Fuqua’s strategy area, the faculty director and founder of Duke’s Corporate Sustainability Initiative and course head for the core MBA strategy course. Professor Lenox has served as an assistant professor at New York University’s Stern School of Business and as a visiting professor at Harvard University, Oxford University and IMD. Lenox’s research has appeared in over 25 refereed academic publications and has been cited in a number of media outlets. His expertise is in the domain of technology strategy and policy. He is broadly interested in the role of innovation and entrepreneurship for economic growth and firm competitive success. In particular, he explores the sourcing of extramural knowledge by firms and its impact on firm innovation strategy. Lenox has also had a long-standing interest in the interface between business strategy and public policy as it relates to the natural environment. Recent work explores firm strategies and nontraditional public policies that have the potential to drive “green” innovation and entrepreneurship. He received his Ph.D. in technology management and policy from the Massachusetts Institute of Technology and the degrees of B.S. and M.S. in systems engineering from the University of Virginia.

Ellen Levy

Ellen Levy is managing director of Silicon Valley Connect, working with organizations and entrepreneurs on opportunities for “networked innovation.” Levy recently concluded a nine-year term with LinkedIn, after having served as vice president of strategic initiatives, head of corporate and business development, and as a member of LinkedIn’s advisory board, which was her original role. Prior to LinkedIn, Levy spent two years running a groundbreaking program at Stanford University, facilitating collaboration between industry partners, Silicon Valley, and the University research community. Over the course of her career, Levy has held formal roles in venture capital, startups, technology think tanks, large corporations and universities. Levy currently focuses much of her time on the dynamics of social networks within “the enterprise;” social media and the consumer internet; innovation ecosystems and supporting organizational models. She earned a B.A. from the University of Michigan and a M.A./Ph.D. from Stanford University.
Robert W. Lloyd

Robert Lloyd is co-founder of IDx and BrightSpec. He has a passion for selling and creating software-based products that deliver meaningful insights to customers. Lloyd has more than ten years of executive experience in technology and data-intensive information services companies. IDx is a partnership formed to build new companies, the first of which is BrightSpec, a scientific instrumentation company spun out of the University of Virginia. BrightSpec assists large manufacturers with new means of process control and environmental monitoring for the use of industrial gases. Lloyd earned a B.A. in foreign affairs and Spanish from the University of Virginia and M.A./MBA from the University of Virginia Darden School of Business.

Stephanie A. Miller

Stephanie Miller joined the U.Va. Licensing & Ventures Group (originally the Patent Foundation) as a licensing associate in July 2009. Promoted to the position of licensing manager in 2012, she evaluates and markets technologies primarily in the areas of medical diagnostics and therapeutics. Miller also manages the licensing of reagents, such as antibody hybridomas, transgenic mice and cell lines. Before joining the Licensing & Ventures Group full time, Miller served for two years as a licensing intern (assisting in evaluating patentability, searching for prior art and marketing) while completing her graduate studies at the University of Virginia. Miller earned a Bachelor of Science in biotechnology from the University of Delaware and a Master of Science of biological and physical sciences as well as a Ph.D. of biochemistry and molecular genetics from the University of Virginia.
**Elizabeth Nicol**

Liz Nicol (D’10) is a director of strategic initiatives at LivingSocial, based in Washington, DC. She works with LivingSocial’s Product, Operations and Sales teams to execute strategic projects within the company’s Consumer business unit. Liz joined LivingSocial in 2010 as the startup began to enter a rapid growth phase, expanding from 25 markets in three countries to over 300 markets in 20 countries in less than one year. During this time, she led Competitive Intelligence and Market Strategy for LivingSocial’s North American expansion efforts. Prior to attending Darden, Liz spent four years at the NY-based research firm, Gerson Lehrman Group, serving institutional investor clients focused on Technology, Media & Telecommunications sectors. She holds a B.A. degree in English from Georgetown University and a MBA from the University of Virginia Darden School of Business.

**Tim Ogilvie**

Tim Ogilvie is CEO and chief inspiration officer for Peer Insight. Ogilvie is a visionary business leader who has achieved success in both corporate and entrepreneurial settings. Ogilvie has led Peer Insight consulting assignments for sixteen Fortune 200 firms and six global governments, and has made pioneering contributions to the emerging discipline of service innovation and business model design. Prior to forming Peer Insight, he was the founder and CEO of Brivo Systems, a software company focused on security and access control. Before Brivo, he was a partner at Kaiser Associates, the global strategy consultancy. Early in his career, Ogilvie founded and led the global benchmarking practice at PricewaterhouseCoopers, conducting site visits in 13 countries. Ogilvie is a visiting lecturer at the University of Virginia Darden School of Business, where he teaches customer-centered design. He holds a Bachelor of Arts degree in English from the University of Virginia and a Master of Science degree in computer integrated manufacturing systems from Georgia Tech. Ogilvie is the co-author, with Jeanne Liedtka, of *Designing for Growth: A Design Thinking Tool Kit for Managers* (Columbia Business School Press, 2011).
P. Murry Pitts
Murry Pitts is president, CEO and owner of Carded Graphics, one of the few independent folding carton manufacturing operations in U.S. Carded Graphics manufactures custom printed folding cartons, paper based and sustainable packaging for food, medical, retail and other clients. In 2006, Pitts merged Pell Paper Box, (his first venture, purchased in 1989), into Carded Graphics. He has often been recognized for his entrepreneurial leadership exemplified by his continued investment in the most innovative technologies, advanced training and human resources. The company has grown from 34 employees in a 60,000 square ft. facility to well over 100 employees and 120,000 square ft., doubling in just six years. Pitts has been featured in several industry articles for his commitment to growth in an otherwise flat economic environment. His passion is sales and he runs a sales driven organization placing the core values on quality, speed to market and customer service. He holds a B.A. from Old Dominion University.

Don Rainey
Don Rainey joined Grotech Ventures as a general partner in September 2007 and currently serves on the boards of Grotech portfolio companies Clarabridge, GramercyOne, HelloWallet, LivingSocial, Personal, SnappCloud, and Zenoss. He is a strong proponent of both technology transfer and education. Currently, he is an emerging technology consultant to the Chief Information Officer of the U.S. Department of Defense through the DeVenCi Program, which is tasked with researching and nominating companies to solve the DOD’s unmet technology needs. In 2011, Rainey was appointed to the James Madison University Board of Visitors and he also serves on the Board of Directors of James Madison Innovations, Inc., a non-profit corporation which helps commercialize intellectual property. Rainey is a frequent speaker at local and national technology events, and was included on Washingtonian’s Tech Titans list in 2011. The Northern Virginia Technology Council presented Don with its prestigious “Lifetime Navigator” Award for his work with entrepreneurs in 2011. Prior to his career in venture capital Don spent many years in business management, serving as president at Attitude Network, one of the first online entertainment networks, which was sold to TheGlobe.com. He also managed channel distribution and brand marketing in 50 countries for IBM's $2 billion network hardware division and served as COO of DaVinci Systems where he spearheaded the company's acquisition by ON Technology. Rainey designed and launched Novell's much-emulated global Authorized Dealer Program in the late 1980s.
Saras Sarasvathy

Saras Sarasvathy is the Isadore Horween Research Associate Professor of Business Administration at the Darden School of Business. A leading scholar on the cognitive basis for high-performance entrepreneurship, Sarasvathy serves as Associate Editor of the Journal of Business Venturing as well as advisor to entrepreneurship education and doctoral programs in Europe and Asia. Her scholarly work has won several awards including the 2001 William H. Newman Award from the Academy of Management, the 2009 Gerald E. Hills Best Paper Award from the American Marketing Association, and her book Effectuation: Elements of Entrepreneurial Expertise was nominated for the 2009 Terry Book Award by the Academy of Management. In 2007, she was named one of the top 18 entrepreneurship professors by Fortune Small Business magazine. Her research program based on effectuation involves scholars from around the world. Sarasvathy received a B.Com from the University of Bombay (India), and M.S.I.A. and Ph.D. degrees from Carnegie Mellon University.

Philippe Sommer

Philippe Sommer, director of Darden’s Center for Entrepreneurial Leadership at the Batten Institute, is responsible for managing Darden’s entrepreneurship program as well as its broader educational efforts around innovation including the recently launched i.Lab. Sommer also works extensively with the larger U.Va. community on new university-wide entrepreneurship initiatives, such as the U.Va. Entrepreneurship Cup. Prior to joining Darden, Sommer was a founding partner of WestMed Venture Funds, publicly registered life-sciences venture-capital funds affiliated with CIBC/Oppenheimer, Inc. Sommer has extensive experience in fund management, venture capital, private investments, M&A, licensing and technology transfer. Sommer serves on the advisory boards of the Coulter Foundation Grant to the Biomedical Engineering Department; as advisor to the nanoSTAR Institute (nanotechnology); as a board member of the Buchanan Endowment Program of the Medical School; and as an advisor to the Launch Pad Fund supporting diabetes research, all of which are at U.Va. Sommer received a B.A. with honors from Amherst College and an MBA from Columbia University.
Jon Spivey

Jon Spivey is the owner of USA Mobile Drug Testing of Atlanta, a franchise specializing in employee drug abuse prevention through policy development, training and testing. Prior to this venture, his experience includes operations roles as an officer in the U.S. Navy submarine force and as a manufacturing supervisor at a bulk pharmaceutical plant with Merck. Upon graduation from business school, Spivey joined the strategy practice of Ernst & Young. He then transitioned to The Coca-Cola Company where he held various roles supporting the marketing organization with analysis of syndicated data sources and pricing strategy. Spivey holds a B.S. in engineering physics and computer science from Cornell University and a MBA from the University of Virginia Darden School of Business. He resides in Atlanta with his wife and two sons.

Michael P. Straightiff

Michael Straightiff joined the University of Virginia Licensing & Ventures Group as director in 2011. Previously, as director of biomedical engineering commercialization in Case Western Reserve University’s Technology Transfer Office, Straightiff managed high-profile research, development and commercialization partnerships with several large biomedical technology companies. He was also involved in the formation of companies spun out of Case, in coordination with Case Technology Ventures and the local investment community. Straightiff served on the board of directors for a venture-backed neuro-stimulation company and an early-stage biomedical imaging company. At Case, Straightiff also served on the institutional oversight committee for the school’s Wallace H. Coulter Translational Research Partnership. Straightiff formerly was a senior licensing associate and a consultant for Virginia Tech Intellectual Properties Inc., where he managed a diverse portfolio of technologies in engineering, physical sciences and life sciences. He also worked as a patent examiner for the U.S. Patent and Trademark Office after serving as research assistant at the Cleveland Functional Electrical Stimulation Center. Straightiff earned a B.S. in biomedical engineering and an MBA from Case Western Reserve University, and a master of public policy degree from George Mason University.
Mike Stashak
Mike Stashak is a seasoned sales and marketing executive who is passionate about consumers and how they interact with technology. Currently, Stashak leads sales and marketing for Wahoo Fitness, an early stage Atlanta-based technology company focused on connecting smartphones to fitness activities such as running, cycling, and going to the gym. Stashak’s experience is a blend of Fortune 100 and early stage companies both as an operator and a strategic advisor. As an operator, he successfully led strategic marketing and sales divisions at several Atlanta based companies, including Equifax, TRX, and iXL. As a strategic advisor, Stashak worked with McKinsey & Company, where he served Fortune 100 consumer brands in the areas of marketing, strategy, and distribution. He holds a B.A. from Duke University and an MBA from the University of Virginia Darden School of Business.

Charlie Tribbett
Charlie spent three years in Investment Banking and Global Capital Markets at Morgan Stanley in New York. While working in Capital Markets Charlie helped provide strategic direction and insight to 200+ Fortune 500 clients on the short-term credit market during an unprecedented period of volatility. After a short stint at Macy’s where he was responsible for running a $14 million Men’s Sportswear brand, Charlie co-founded Bolstr with the goal of improving capital access for main street small businesses. He is a native of the City of Chicago and graduated from the University of Virginia (UVA) with a B.A. in history. In his spare time Charlie has volunteered as a youth mentor and on U.Va. scholarship committees. He loves travel and active sports.

Francesco Viola
Francesco Viola is co-founder of HemoSonics. Viola has over ten years of experience in the areas of medical ultrasound imaging, advanced signal processing, coagulation biology and development of medical instrumentation. He has been involved with the creation of the HemoSonics concept, technology and business strategy. Viola is the first recipient of the TETHIC (The Emerging Technologies and Healthcare Innovations Congress) Award for achievements in scholarship and contributions to healthcare technology translation. He was a research professor at the University of Virginia from 2007 until he joined HemoSonics full time in 2009. Viola holds a laurea in biomedical engineering from the Polytechnic University of Milan, Italy and a Ph.D. in Biomedical Engineering from the University of Virginia.
Vladimir Vukicevic

Vladimir Vukicevic is co-founder and CTO of RocketHub.com, one of the world’s largest online crowdfunding platforms. He is an established thought leader in the world of social media and innovation who has taught Fortune 500 companies how to apply innovative technology and has combined culture with management theory on his blog. Vukicevic is the co-author of *The Crowdfunding Manifesto*, a popular foundational resource for artists and entrepreneurs. Vukicevic and the RocketHub team share a bold vision: crowdfunding is the new path to creative, entrepreneurial, and academic empowerment. RocketHub is working closely with the U.S. government to help shape the structure for newly-legalized crowdfunding for equity legislation. RocketHub has been featured in the *New York Times, Wall Street Journal, CNN, The Economist, NBC, NPR, and ABC*, and is the fastest growing crowdfunding community in the world.
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About the Batten Institute

The Batten Institute at the Darden School of Business creates value and transforms society through entrepreneurship and innovation. The Institute’s academic research center advances knowledge that addresses real-world challenges and shapes Darden’s curriculum, and the Center for Entrepreneurial Leadership offers one of the world’s top entrepreneurship programs. The Batten Institute was established with gifts now totaling over $100 million from U.Va. alumnus Frank Batten, Sr., a media pioneer, visionary and founder of The Weather Channel.

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