AGENDA

morning sessions [Abbott Center Auditorium]

8:00AM–8:45AM  Continental Breakfast

9:00AM–11:00AM  Darden Concept Competition

11:00AM–11:30AM  BREAK

11:30AM–12:15PM  Documentary Screening and Panel

   Kickstarted: Documenting the Crowdfunding Revolution, Jason Cooper, producer; Jay Armitage, producer; Moderator: Sean Carr, Darden

12:15PM–1:30PM  Lunch and Hot Topics

[Abbott Auditorium Lobby, and other locations]

concurrent breakout sessions [Classrooms 120 and 140]

3:00PM–4:00PM  Positioning Your Company for an Investor, Jonathan Aberman, Amplifier Ventures; Don Rainey, Grotech Ventures [Classroom 120]

4:00PM–4:15PM  BREAK

4:15PM–5:15PM  How to Buy and Grow a Business

   Charles Lunsford, Virginia Candle, Marianna Industries [Classroom 120]

5:15PM  Reception and Announcement of Concept Competition Winners

[Abbott Auditorium Lobby]
FRIDAY
8 NOVEMBER 2013

featured address [Abbott Center Auditorium]

1:30PM–2:45PM
Ethics as a Winning Start-Up Strategy – Two Success Stories
Chuck Newhall, founder, New Enterprise Associates (NEA); Barbara Dreyer, co-founder, Connections Education; Moderator: John Glynn, Darden

2:45PM–3:00PM
BREAK

How Successful Start-Ups Achieve Traction
Vince Talbert, Bill Me Later, PayPal, GiveCorps [Classroom 140]

De-Risk Your Business Idea Like an Expert
Entrepreneur, Ric Fleisher, Urgent.ly; Joel Selzer, ArcheMedX; Moderator: Saras Sarasvathy, Darden [Classroom 140]

8:00PM–9:00PM
After Hours: HackCville Presents Alexis Ohanian, co-founder, Reddit [Location: Central Grounds, Rouss/Robertson Hall (RRH) 120]

*All events will take place at the Darden School of Business, unless otherwise noted*
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 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, Aberman 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 B.A. in political science and economics from George Washington University, where he was a Phi Beta Kappa. He received a M.S. in international economics with distinction from the London School of Economics. He holds an M.A. degree from Downing College, Cambridge University, and a LL.M. degree from the New York University School of Law.

Jay Armitage

Born in Harrogate, United Kingdom and now living in Los Angeles, Armitage has been a creative producer for many years. Armitage founded Ralph, a creative production shop with offices in London, New York and Los Angeles. He has worked on popular movies including "The Hangover," “Nightmare on Elm Street,” “Bruno” and “Bridesmaids,” and the TV shows “Breaking Bad,” “Dexter,” “Fringe” and “The Vampire Diaries.” Armitage has won a BAFTA award and received an Emmy nomination for his work at Ralph. He has a passion for entertainment, is a great believer in the crowd and is totally stoked to be making a documentary film about crowdfunding called “Kickstarted.” Together, Armitage and co-producer Jason Cooper raised over $87,000 for the film, which is currently in production and tentatively scheduled to premiere in summer 2014.
Sean D. Carr

Sean Carr is executive director of the Batten Institute and an assistant professor at the University of Virginia Darden School of Business. 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 and Ph.D. from the University of Virginia Darden School of Business, an M.S. from Columbia University, and a B.A. from Northwestern University.

Jason Cooper

Jason Cooper is a seasoned digital and non-fiction content producer. He spent five years with NBC Universal working on shows like “The Biggest Loser,” “Last Comic Standing,” “Deal or No Deal” and “Nashville Star.” He was also a producer with the NBC Universal Digital Studio, where he helped develop, produce and launch original digital series including the award winning shows “CTRL,” “Gemini Division,” “Fact Checkers Unit,” and “In Gayle We Trust.” An independent producer since 2011, he has produced content for some of the world’s most recognizable companies. In addition, he has created and produced a number of original digital series such as “Love in the Time of Robots.” Cooper and co-producer Jay Armitage raised over $87,000 for their documentary film about crowdfunding, “Kickstarted,” which is currently in production and tentatively scheduled to premiere in summer 2014.
Barbara Dreyer

Barbara Dreyer is the president, CEO and co-founder of Connections Education,® which serves over 50,000 full-time public school students through relationships with school districts and charter schools under its Connections Academy (for full-time virtual learning) and Nexus Academy (for full-time blended learning) school programs. Connections also works with hundreds of school districts, charter schools, and private schools to provide individual courses, virtual speech therapy, services to homebound students, credit recovery courses and private label virtual and blended school programs. Connections received about $20 million in equity funding primarily from Sterling Capital and Apollo Management and was sold to global education company Pearson in 2011 for $400 million. Prior to founding Connections, Dreyer served as COO and co-founder of Ntercept Communications, an online market research company that operated Speakout.com, a site for political issues that was one of the 500 most-visited web sites during the 2000 national election. She also founded VideoGrafects, a multimedia production company. Before becoming an entrepreneur, Dreyer was a special partner and CFO for New Enterprise Associates, one of the nation’s premiere venture capital firms. She has served on 15 corporate boards, including those of three publicly traded companies. Dreyer was a member of the Board of Visitors for the University of Maryland University College and served for six years on the Board of Visitors of Towson University, where she remains an emeritus member. In 2010, she was honored for “Outstanding Leadership by an Individual in the field of Distance Learning” by the United States Distance Learning Association. In 2011, she received AdvancED’s Corporation and Distance Learning “Excellence in Education Award” and now chairs this international accrediting body’s Corporations and Distance Education Council. In 2013, she received the Center for Education Reform’s award for service and the Florida Virtual School’s “Opening Doors to the World” award for worldwide education innovation.

Ric Fleisher

Ric Fleisher has more than 25 years of experience in business development, sales and technology. He has been involved with eight start-ups. These ventures have included mobile, location based services, ID verification, networking hardware, speech, streaming video, collaboration, intelligent agents and RFID. He has helped build early stage technology companies in software, hardware and service areas. His current start-up is Urgent.ly, which connects people with an urgent or top of mind need to the nearest party who can meet it.
John W. Glynn, Jr.

Venture capitalist John W. Glynn, Jr., teaches the venture capital course at the University of Virginia Darden School of Business as the MacAvoy Professor of Business Administration. He is a partner with Glynn Ventures and director of several small, private companies. Glynn joined Darden in 1987 as the school’s first venture-capitalist-in-residence and began teaching two years later. He also teaches the venture capital course at the Stanford Graduate School of Business and Cambridge’s Judge School of Business. He earned an MBA from Stanford University; a LL.B. from the University of Virginia School of Law; and a B.A. from the University of Notre Dame.

Charles Lunsford

Charles Lunsford is CEO and chair of CrossRoads Equity Partners, a private investment company involved in majority control investments and strategic minority co-investment opportunities. From 1999-2009 he served as CEO and chair of Virginia Candle, a company that he grew from $3 million to over $50 million in revenue through developing products, brands, private label, and contract manufacturing. Lunsford sold Virginia Candle in September 2007. In addition to his role at Crossroads Equity Partners, he currently serves as chair of Freedom Hawk Kayaks, and Marianna Industries. Freedom Hawk Kayaks manufactures the first fishing kayaks designed from the waterline up to allow the user to stand safely and comfortably. Marianna Industries is a leading developer, manufacturer, importer, marketer and distributor of products for the beauty care industry. Lunsford earned an MBA from Harvard Business School, and a B.A. from the University of Virginia.
Chuck Newhall co-founded New Enterprise Associates (NEA) in 1977. NEA is one of the largest early-stage venture capital firms in the United States with $14 billion in committed capital. The firm invests primarily in information technology, healthcare and energy technology. Since its inception, NEA has funded more than 800 companies, 178 of which have gone public, and 300+ companies that have been successfully acquired. Newhall has served as a director of over 50 venture backed companies. The companies in which he is invested currently have revenues in excess of $120 billion. Newhall is also active in financing biotechnology and pharmaceutical companies including Bethesda Research Labs, which became Life Technologies, Sepracor, and Genetic Therapy, which pioneered human gene therapy, and was sold to Sandoz (now Novartis) for over $400 million. In 1988 Newhall co-founded the Mid-Atlantic Venture Capital Association (MAVA), for which he is now chairman emeritus. More than 500 venture capital professionals representing nearly 100 firms make up its membership including private equity, growth capital, venture capital, and angel investor groups—most of which are entrepreneurs. Before co-founding NEA, Newhall was a Vice President of T. Rowe Price. He served in Vietnam commanding an independent platoon including an initial reconnaissance of Hamburger Hill. His decorations include the Silver Star and Bronze Star V (1st OLC.) He earned an MBA from Harvard Business School, and an honors degree in English from the University of Pennsylvania.
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 the Washingtonian’s “Tech Titans” list in 2011. The Northern Virginia Technology Council presented Rainey with its prestigious “Lifetime Navigator Award” for his work with entrepreneurs in 2011. Prior to his career in venture capital Rainey 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 1980’s.

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.
Joel Selzer
Joel Selzer is a serial entrepreneur and innovator in the healthcare industry. He co-founded and currently leads ArcheMedX, a healthcare informatics and e-learning technology company based in Charlottesville, VA. Selzer also serves as chairman of Ozmosis, Inc., a provider of care collaboration solutions to the healthcare industry. Prior to Ozmosis, Selzer co-founded and directed Medical Funding Services (MFS), a healthcare technology firm that took medical claims into the digital age. He previously served as a manager and global subject matter expert in wireless technology and e-business at IBM Global Services and began his career at American Management Systems. Selzer also holds a B.A. in Government-Foreign Affairs from Georgetown University and an MBA from the University of Virginia Darden School of Business.

Vince Talbert
Vince Talbert brings 20 years of marketing, internet and credit card knowledge as well as his experience as a philanthropist, advisor, and investor to his role as CEO of GiveCorps. Talbert is a member of Towson University’s Board of Visitors and Board of Advisors and a board member at the Digital Harbor Foundation and Urban Teacher’s Center. He previously held positions at Citigroup and First USA, and is co-founder of Bill Me Later, Inc., which was acquired by PayPal for $1 billion. Talbert was named the Internet Advisory Board’s 1999 “Marketer of the Year,” and holds an MBA from the University of Virginia Darden School of Business.
The 2013 Darden eConference is sponsored by

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About the Batten Institute

The Batten Institute at the Darden School of Business improves the world 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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