

May 9 Case Presentation:

**What's in your pocket?
Entrepreneurial Opportunities in Wireless**

Join us on May 9 as Bob Schukai, the vice president of wireless and broadband technologies for Turner, keynotes the evening with a cable content provider's perspective on opportunities within the wireless entertainment industry. Bob, well-known for his ability to present industry know-how in a humorous manner, will demonstrate the industry's latest devices for providing mobile content and his perspective on opportunities within mobile advertising, wireless entertainment, and who has the best chances of making money.

Immediately following, Nicholas Tommarello, the President of Urban Interactive, will present the challenges and opportunities of their plan, utilizing user-generated content delivered via your mobile phone to transform our cities into a location adventure that is both a social and learning entertainment experience.

The panel, comprised of industry perspectives from the wireless sector, investing, legal and the voice of the consumer will provide feedback on scaling the business, partnering opportunities, marketing and channel strategies, trends in wireless technologies, and structuring the pitch for investors and partners.

Moderator: Gabor Garai, Partner, Foley & Lardner LLP

Panelists:

- Gautham Gupta, Babson student working with General Catalyst, provides the perspective of the 'voice of the customer'
- Andy Miller, CEO, Quattro Wireless. Quattro is a venture-backed start-up focused on diverse ad placement across the mobile ecosystem
- Bob Schukai, Vice President of Wireless and Broadband Technologies for Turner Broadcasting
- Carl Stjernfeldt, partner, Castile Ventures. Carl is a seasoned investor with deep experience in wireless

When:

Wednesday, May 9

5:30 p.m. Walk-in Registration & Networking

(Pre-Registration Is Encouraged)

6:15 - 8:00 p.m. : Program

8:00 p.m. : Networking Reception upstairs at the R&D Pub

First drink is on us!

Where:

Stata Center

Kirsch Auditorium, 1st fl.

32 Vassar Street

Cambridge, MA 02139

Cost:

Members: \$20

(don't forget members get half-price admission to 2 case presentations each year)

Non-Members: \$30.

The MIT Community and Students from **all** universities are **FREE** with valid ID.

Registration:

Available on line and encouraged
www.mitforumcambridge.org

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