



# Foley's Emerging Technologies Conference

## *Do You Speak Entrepreneur?*

Thursday, October 28, 2010

Westin Copley Place - Boston, Massachusetts

Time	Sessions				
7:30 a.m. – 8:00 a.m.	<b>REGISTRATION &amp; CONTINENTAL BREAKFAST – Essex Ballroom Foyer</b>				
8:00 a.m. - 8:15 a.m.	<p><b>OPENING REMARKS &amp; RESULTS OF FOLEY'S SIXTH ANNUAL EMERGING COMPANIES SURVEY – Essex Ballroom</b></p> <p><b>Susan E. Pravda</b>            Partner &amp; Chair            Foley's Emerging Technologies Industry Team            Foley &amp; Lardner LLP  <a href="mailto:spravda@foley.com">spravda@foley.com</a>            617.342.4003</p>				
8:15 a.m. - 9:15 a.m.	<p><b>OPENING GENERAL SESSION – Essex Ballroom</b></p> <p><b>How Investors Find, Mentor, and Work With Successful Entrepreneurs</b></p> <p>In business today, communication is vital to success and knowing how to do it well is not always as easy as it may seem. As an investor, it is critical to understand and communicate effectively with entrepreneurs. This panel of seasoned investors will discuss how to evaluate a management team when deciding on investments, how to work and communicate effectively with entrepreneurs after they invest, and how to help mentor and fill out a management team.</p> <p><b>MODERATOR:</b>  <b>Gabor Garai</b>            Partner &amp; Chair            Private Equity &amp; Venture Capital Practice            Foley &amp; Lardner LLP  <a href="mailto:ggarai@foley.com">ggarai@foley.com</a>            617.342.4002</p> <p><b>PANELISTS:</b></p> <table border="0"> <tr> <td><b>Dr. Eric Elenko</b> Partner PureTech Ventures LLC</td> <td><b>Jeff Glass</b> Managing Director Bain Capital Venture Partners, LLC</td> </tr> <tr> <td><b>Chris Sheehan</b> Managing Director CommonAngels</td> <td><b>Michael Skok</b> General Partner North Bridge Venture Partners</td> </tr> </table>	<b>Dr. Eric Elenko</b> Partner PureTech Ventures LLC	<b>Jeff Glass</b> Managing Director Bain Capital Venture Partners, LLC	<b>Chris Sheehan</b> Managing Director CommonAngels	<b>Michael Skok</b> General Partner North Bridge Venture Partners
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<b>Chris Sheehan</b> Managing Director CommonAngels	<b>Michael Skok</b> General Partner North Bridge Venture Partners				
9:15 a.m. – 9:45 a.m.	<b>NETWORKING BREAK: Essex Ballroom Foyer</b>				



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9:45 a.m. - 10:45 a.m.	<p><b>BREAKOUT #1</b> St. George A/B</p> <p><b>Talking the Talk:</b> <b>How to Find Financing</b></p> <p>Learn from experienced investors how to best position your company for funding in today's recovering economy. Panelists will discuss investing models for every stage of financing.</p> <p><b>MODERATOR:</b> <b>Beth J. Felder</b> Partner Foley &amp; Lardner LLP <a href="mailto:bfelder@foley.com">bfelder@foley.com</a> 617.342.4065</p> <p><b>PANELISTS:</b> <b>Jeff Bussgang</b> General Partner Flybridge Capital Partners</p> <p><b>Sean Marsh</b> Co-Founder and General Partner Point Judith Capital</p> <p><b>Glen Mello</b> Managing Director Hercules Technology Growth Capital</p>	<p><b>BREAKOUT #2</b> St. George C/D</p> <p><b>How to Speak IT:</b> <b>Procurement and Contracting Without Getting Burned</b></p> <p>Industry leaders, entrepreneurs, and IT lawyers will discuss the nuts and bolts of procuring and contracting for IT goods and services, from both the customer and supplier perspective.</p> <p>Panelists will discuss finding the right balance in form agreements, terms that must be in your contracts and terms to avoid, common pitfalls, pricing and payment strategies, negotiation techniques, and how to avoid critical mistakes in the procurement and contracting process.</p> <p><b>MODERATOR:</b> <b>Matthew A. Karlyn</b> Senior Counsel Foley &amp; Lardner LLP <a href="mailto:mkarlyn@foley.com">mkarlyn@foley.com</a> 617.502.3231</p> <p><b>PANELISTS:</b> <b>Malcolm Clarke</b> Chief Financial Officer Hosted Solutions</p> <p><b>Kari Murphy</b> Managing Director HengTian Services LLC</p> <p><b>Daniel Weintraub</b> Senior Vice President &amp; General Counsel Audax Group</p>	<p><b>BREAKOUT #3</b> Essex North</p> <p><b>Speaking Without Talking: How Social Media is Changing Product Development and Marketing</b></p> <p>Social media and networking sites and mobile applications are playing an increasing role in product development and marketing. Panelists will discuss the role of social media and the best uses of these new technologies for emerging companies.</p> <p><b>MODERATOR:</b> <b>Nicole Gage</b> Senior Counsel Foley &amp; Lardner LLP <a href="mailto:ngage@foley.com">ngage@foley.com</a> 617.502.3216</p> <p><b>PANELISTS:</b> <b>Bill Phelan</b> Vice President, Products Carbonite, Inc.</p> <p><b>Daniel Smith</b> Chief Executive Officer go2Media</p>



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10:45 a.m. - 11:00 a.m.	REFRESHMENT BREAK – Essex Ballroom Foyer		
11:00 a.m. - 12:00 p.m.	<p><b>BREAKOUT #1</b> <b>St. George A/B</b></p> <p><b>Saying Goodbye:</b> <b>How and When to Sell Your Business</b></p> <p>As an investor, it is critical to understand each portfolio company's logical exit and the entrepreneur's need to be on the same page as their investor partner. This panel of experienced industry veterans and serial entrepreneurs will discuss the future of public offerings, the state of the M&amp;A market, and when a company should start planning an exit.</p> <p><b>MODERATOR:</b> <b>Susan E. Pravda</b> Partner and Chair Emerging Technologies Industry Team Foley &amp; Lardner LLP <a href="mailto:spravda@foley.com">spravda@foley.com</a> 617.342.4003</p> <p><b>PANELISTS:</b> <b>Robert T. Brown</b> Managing Director Lincoln International LLC</p> <p><b>Chan Russell</b> VP, Product Strategy, Safety Health Sciences Global Business Unit Oracle Corporation</p> <p><b>John Simon</b> Managing Director General Catalyst Partners</p>	<p><b>BREAKOUT #2</b> <b>St. George C/D</b></p> <p><b>Silence is Golden:</b> <b>The Impact of Privacy and Data Security Laws on Your Business</b></p> <p>The importance of protecting users' privacy and data has grown in recent years, and many laws have been enacted in response. Companies, even the very smallest ones, must comply with extensive privacy and data security laws from the very beginning. Learn from experienced executives how companies manage their compliance at various stages of company growth.</p> <p><b>MODERATOR:</b> <b>Andrew B. Serwin</b> Partner &amp; Chair Privacy, Security &amp; Information Practice Foley &amp; Lardner LLP <a href="mailto:aserwin@foley.com">aserwin@foley.com</a> 858.847.6728</p> <p><b>PANELISTS:</b> <b>Liam Donohue</b> Co-Founder and Managing Director .406 Ventures</p> <p><b>Jack Phillips</b> Co-Founder and Chief Executive Officer International Institute for Analytics</p> <p><b>Danielle K. Sheer</b> General Counsel Carbonite, Inc.</p>	<p><b>BREAKOUT #3</b> <b>Essex North</b></p> <p><b>Language Immersion:</b> <b>How to Talk and Work with Strategic Partners</b></p> <p>As risk capital continues to be difficult to find, entrepreneurs should increasingly consider strategic partners as a means to finance their business. Listen as industry insiders discuss how to find the right strategic partner and structure a mutually beneficial deal.</p> <p><b>MODERATOR:</b> <b>James C. Chapman</b> Partner Foley &amp; Lardner LLP <a href="mailto:jchapman@foley.com">jchapman@foley.com</a> 650.251.1120</p> <p><b>PANELISTS:</b> <b>Anne Jackson</b> Strategy Consultant IBM Corporation</p> <p><b>Larry Miller</b> Managing Partner Miller &amp; Company LLC</p>



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12:15 p.m. - 1:15 p.m.	<p><b>LUNCHEON GENERAL SESSION – Essex Ballroom</b></p> <p><b>The Care and Feeding of Venture Capitalists: How Successful Entrepreneurs Educate and Partner with Their Investors</b></p> <p>In today's high-tech world, it is critical for entrepreneurs to both educate and collaborate effectively with their investors. It could mean the difference between success and failure. This panel of serial entrepreneurs will address how to present and sell your ideas, how to work and communicate effectively with investors post-investment, and how to partner with investors to build the right management team.</p> <p><b>MODERATOR:</b>  <b>Paul D. Broude</b>            Partner and Vice Chair            Emerging Technologies Industry Team            Foley &amp; Lardner LLP  <a href="mailto:pbroude@foley.com">pbroude@foley.com</a>            617.342.4027</p> <p><b>PANELISTS:</b>  <b>Paul Baker</b>            Senior Vice President of Sales            ZINK Imaging, Inc.</p> <p><b>P. Bernard Haffey</b>            President and Chief Executive Officer            Forsight Vision3, Inc.</p> <p><b>Richard J. Morello</b>            Senior Vice President, Commercial Operations            Proventys, Inc.</p> <p><b>David Rochon</b>            Chief Executive Officer            SaveWave, Inc.</p>



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1:30 p.m. - 2:30 p.m.	<p><b>INDUSTRY SEGMENT #1</b> Essex North</p> <p><b>Cloud Computing: How to Avoid Getting Lost in Translation</b></p> <p>As one of the most significant developments in computing in recent years, cloud computing has become synonymous with corporate efficiency and flexibility. Industry experts are only beginning to realize the impact of cloud computing on the business environment. In this session, leading experts will discuss opportunities for growth and investment in cloud computing. Our panel will evaluate the impact of the cloud and whether it really represents a dynamic change in computing operations or a small shift in the status quo. We will examine the common risks and rewards associated with cloud computing, its impact on venture investing, and expectations for growth in the cloud business.</p> <p><b>MODERATOR:</b> <b>David W. Kantaros</b> Partner, Foley &amp; Lardner LLP <a href="mailto:dkantaros@foley.com">dkantaros@foley.com</a> 617.342.4068</p> <p><b>PANELISTS:</b> <b>David W. Baum</b> Partner Stage 1 Ventures</p> <p><b>John Landry</b> Manager Lead Dog Ventures</p> <p><b>Ralph Rodriguez</b> Chief Executive Officer and Founder Delfigo Security</p>	<p><b>INDUSTRY SEGMENT #2</b> St. George C/D</p> <p><b>Actions Speak Louder Than Words: Getting Ahead of the Trends in Health Information Technology</b></p> <p>Join industry leaders with a broad variety of perspectives and experience — as investors, deal makers, and entrepreneurs — as they discuss current trends in health information technology. Learn how to position your company to maximize growth and leverage in this quickly evolving and important field.</p> <p><b>MODERATOR:</b> <b>Michael L. Blau</b> Partner Foley &amp; Lardner LLP <a href="mailto:mblau@foley.com">mblau@foley.com</a> 617.342.4040</p> <p><b>PANELISTS:</b> <b>Brad Burkett</b> Senior Managing Director Epsilon Securities LLC</p> <p><b>Jonathan Bush</b> Chief Executive Officer, President, and Chairman of the Board of Directors athenahealth, Inc.</p> <p><b>Marty Mannion</b> Managing Director Summit Partners</p>	<p><b>INDUSTRY SEGMENT #3</b> St. George A/B</p> <p><b>Putting Your Money Where Your Mouth Is: Gaming in Today's Economy</b></p> <p>The video game industry has shown exciting growth recently, particularly as compared to the general economy, but financings remain a challenge. This panel will discuss the opportunities presented by today's gaming market, the unique revenue model of gaming companies, and how different financing structures may unlock access to the next level of investment capital.</p> <p><b>MODERATOR:</b> <b>Edouard C. LeFevre</b> Partner Foley &amp; Lardner LLP <a href="mailto:elefevre@foley.com">elefevre@foley.com</a> 617.342.4071</p> <p><b>PANELISTS:</b> <b>Fred Chesnais</b> General Manager Interactive Game Group, LLC</p> <p><b>Dayna B. Grayson</b> Principal North Bridge Venture Partners</p> <p><b>Doug Levin</b> Founder, Chief Executive Officer, and Chairman Ayeah Games, Inc.</p> <p><b>Jerry Wolosenko</b></p>
2:30 p.m. - 3:30 p.m.	NETWORKING BREAK – Essex Ballroom Foyer		