



presents

the annual conference connecting the Marin + Sonoma startup community

**Rohnert Park
Sonoma State University
Tuesday, April 25, 2023**

Conference Agenda
as of 3.8.23

8:00 AM Registration Opens
Coffee & Tea Available
Networking Opens

9:00 AM Conference Start Time

9:05 AM Welcome

Conference Emcee: [Mike Lewis](#), General Partner, Enjoy the Work

9:15 AM Keynote – North Bay Startups in the Post-COVID Era

Speaker: [Zachary Kushel](#), Founder & Managing Partner, Marin Sonoma Impact Ventures

9:30 AM Keynote – Entrepreneurship, Impact, & Community

Speaker: [Ahmed Rahim](#), Co-Founder, Numi Organic Tea

9:45 AM Fireside Chat – Leadership & Lessons Across Multiple Startups

Speaker: [Rob Das](#), Co-Founder, Splunk

Moderator: [Lorez Bailey](#), Publisher, North Bay Business Journal

10:10 AM Fireside Chat – Scaling Your Growth-Stage Startup

Speaker: [Amir Movafaghi](#), CEO Mixpanel

Moderator: [Arjun Arora](#), Managing Partner, Format One

10:35 AM Break

10:55 AM Introduction to Sonoma State University

Speaker: [Dr. Ming Tung 'Mike' Lee](#), Interim President, Sonoma State University

11:00 AM Keynote – My Journey to Entrepreneurship

Speaker: [Sarah Schaaf](#), Co-Founder, Headnote

11:15 AM Conversation – Raising Capital in a Challenging Macro Environment

Moderator: [David Hehman](#), Co-Founder, Underdog Labs

Speaker: [Katherine Rice](#), Partner, Gingerbread Capital

Speaker: [Jed Katz](#), Managing Director, Javelin Venture Partners

11:45 AM Move to Small Group Sessions

11:55 AM Small Group Networking Sessions

Each attendee will join a small group discussion to build new relationships with targeted attendees with similar interests

12:30 PM Lunch

Small groups will dine together on the outside lawn to further new relationships

1:30 PM North Bay Startup Showcase – Round I

Hear 5-minute overviews from some of the most innovative early-stage startup founders across Marin + Sonoma on what their companies are building

Speaker: [Devon Wright](#), Lumo

Speaker: [Mitch Braff](#), LiquidView

Speaker: [Jonathan Shambroom](#), CreatorPlus

Speaker: [Emily Harburg](#), PairUp

Speaker: [Brian Atchley](#), Starling RFS

Speaker: [Carl Dietrich](#), Jump Aero

2:05 PM Sponsor Introductions

Speaker: Lepage Center for Global Innovation - [Wayne de Fremery](#)

Speaker: Tri Counties Bank - [Charlie Clifford](#)

2:10 PM North Bay Startup Showcase - Round II

Speaker: [Federico Baradello](#), Finalis

Speaker: [Caren McNamara](#), Conscious Container

Speaker: [Milan Martin](#), The Free Spirits Company

Speaker: [Laurie O'Hara](#), Olita

Speaker: [Tim Hyer](#), Trusty

2:45 PM Break

3:00 PM Conversation – Innovation Within Large Enterprises

Moderator: [Meredith Schmidt](#), EVP Revenue Cloud, Salesforce

Speaker: [David Holyoke](#), Head of Commercial Incubations, Airbnb

Speaker: [Ethan Eyler](#), Head of Brand Ventures, Lyft

3:30 PM Conversation – The Farm of the Future

Moderator: [Karissa Kruse](#), President, Sonoma County Winegrowers

Speaker: [Tim Bucher](#), CEO, Agtonomy

Speaker: [Roland Van der Meer](#), Chairman & CEO, UpTerra

4:00 PM Fireside Chat – Building Products That Delight Customers

Speaker: [Annie Pearl](#), Chief Product Officer, Calendly

Moderator: [Jordan Kivelstadt](#), Co-Founder, Free Flow Wines

4:20 PM Conversation – Improving our Community as Engaged North Bay Citizens

Moderator: [Jennifer Gray Thompson](#), CEO, After the Fire

Speaker: [Johnathan Logan](#), VP Community Engagement, Marin Community Foundation

Speaker: [Lisa Carreno](#), President & CEO, United Way of the Wine Country

4:45 PM **Closing Remarks**

Speaker: [Zachary Kushel](#), Founder & Managing Partner, Marin Sonoma Impact Ventures

4:50 PM Move to Outdoor Evening Reception

5:00 PM **Closing Reception on the Lawn**

6:00 PM End of Conference

Register for NEXT Today!

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