

ROUNDTABLE DISCUSSIONS

SESSION 2 | 1:35–2:10 PM

Supercharge your Performance

Rasa DiSalvo, StarView Coaching & Consulting

Want to learn how to do more with less? Instead of managing your time, manage your energy. You will identify and remove your unconscious blocks you didn't even know were there that are zapping your energy (and profits!) In this interactive and hands on session, Business & Success coach Rasa DiSalvo will lead you through the neuroscience-based process of how to effortlessly create recurring space and energy in your daily calendar.

Organizational Inflection Points: How to Grow at the Right Pace

Jennifer Longnion, See & Free Consulting

Know when to pivot, when to hire, and when to add infrastructure? How do you scale without adding too much bureaucracy and without killing the entrepreneurial spirit of your company? Learn from an experienced COO how to design and build a scalable organization and elevate leaders and teams at the right pace, avoiding unnecessary job loss, plummets in morale and productivity, and hits to your brand reputation. Jenn Longnion, former COO at Dollar Shave Club, with 28 years of experience fixing and scaling orgs, will lead this discussion.

How to Choose the Right Co-Founder

Matt Sand, Avalon Mfg.

Startups can fail for many reasons, but one of the most overlooked reasons startups fail is fallout between co-founders. Necessary for startup success is co-founders developing a partnership that is resilient, trusting and productive. Startups are hard enough to build with a thriving partnership, and nearly impossible if co-founders break up. Matt Sand will explore the dynamics of a successful partnership, how to lay the foundation for interpersonal success in the early days, and what it takes to continue building upon that foundation for years to come.

Get to Know Your Customer Agreement: Tips, Tricks & Mistakes to Avoid

Jesse Saivar, Greenberg Glusker LLP

Come sit with an experienced tech transactional lawyer to unravel the complexities of your customer agreement. Gain valuable insights on making your agreement work for you and steering clear of potentially costly missteps.

Pricing for Profit and Growth

Per "The Price Whisperer" Sjofors, Sjofors & Partners, Inc.

How do you measure a customer's willingness to pay? Wondering about meaningful differentiation that can support more profitable pricing? This discussion with pricing expert, Per Sjofors, aka "the Price Whisperer" will help you as you define a pricing strategy that minimizes sales friction and maximizes revenue and profits.

What is my SaaS Company Worth?

Randall Lucas, SaaS Capital

In this conversation we will discuss the key drivers of a SaaS company's value, derived from years' of empirical data from SaaS Capital's portfolio exits. In the second half of the discussion, we will provide an update on the current market and expectations for future M&A values and velocity.

High Performance SEO – Its Relevance for Growth

Rob Sherman, Sherman Web Group

Google's dominance and relevance is as commanding as ever. We'll discuss how you can use that to your advantage, including how to get started, or what may be missing, how long it takes, how to measure, and more. Industry expert Rob Sherman will lead a lively and practical session.

Continued on next page →

ROUNDTABLE DISCUSSIONS

SESSION 2 | 1:35–2:10 PM

Hiring Talent: Lessons Learned from Building, Advising, and Investing in Venture-Backed Companies

David Teichner, Accelerate HC

Talent is one of the largest investments a company makes. Getting it wrong is incredibly expensive. Most companies struggle with talent acquisition and ultimately talent retention. David Teichner will discuss how to improve your odds of success in recruiting and retaining the “right” talent. Learn best practices in identifying the actual roles you need, nuances to look for, how to run a productive process... all resulting in greater Talent success. David spent 20 years building multiple businesses and advising/investing in others. He struggled and saw other operators struggle with building teams, and after perfecting a process, David launched Accelerate HC to help companies think through their actual needs and then taking an “operators” view to recruiting.

How NOT to Pitch! Mistakes to Avoid in Investor Decks

Jenny Leung, Startups with Jenny

One of the secrets to creating a winning investor pitch deck is knowing what NOT to do. Bring your laptops and pitch decks to this interactive session where Jenny Leung, pitch deck expert and coach to hundreds of startups who have gone on to raise millions, will give you examples, real world advice, and real-time feedback to make YOUR pitch deck one that investors will remember!