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### MONDAY SESSIONS

#### GENERAL SESSION WITH JOHN HARTHORNE
8:00 - 9:15 AM

<table>
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<tr>
<th>9:45 - 11 AM (75-minute panels)</th>
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<td>University Program Business Models: Pay It Forward</td>
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#### 11:15 AM - 12:15 PM (60-minute sessions)

- If You Build it, They Will Come: How to Establish a Successful University Program
- Social Incubation and Acceleration
- Activating Startup Culture
- Opportunities for Fostering Global Innovation
- Growth Through Inbound Marketing: Fostering Marketing Success for Your Founders
- Sector-Specific Ecosystems
- Why Mentors Matter and How to Set the Stage

#### 2:45 - 3:45 PM (60-minute discussions)

- Sustainable SMEs in the Developing World
- Legal Issues for Accelerators and Incubators
- The Four C's of Coworking
- Flipping the Power Dynamic: Peer Selected Investments
- Creating and Strengthening a Regional, National or International Business Cluster
- The Entrepreneurial Community’s Crazy Focus on Investment Versus Customers

#### 4:00 - 5:00 PM (60-minute discussions)

- It Takes an Ecosystem to Raise an Entrepreneur
- Ecosystem Mini-Hackathon
- Innovation Districts Outside Big Cities: Strategies for Suburbs, Rural and Small Places
- Regional Innovation Ecosystems: The Case of the Pacific Alliance
- Building Regional Success in the Creative Economy

These sessions are grouped into six tracks to help attendees better identify which presentations will be most relevant to their specific needs.

- Serving Entrepreneurs
- Entrepreneurial Ecosystems
- Best Practices in Operations
- Industry Trends and Innovations
- University
- Specialty
## TUESDAY SESSIONS

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### 9:45 - 11:00 AM (75-minute panels)

- **Kick-Starting Youth Entrepreneurship on Campus**
- **The Challenges and Opportunities of Rural Entrepreneurship Centers**
- **The Super Hub: A Multi-Faceted Approach to Supporting Entrepreneurship**
- **Technology Commercialization Through Accelerators and Incubators**
- **U.S. Government Funding: Opportunities for Your Center and the Startups You Serve**
- **Entrepreneurial Ecosystems Across the Globe**
- **Overcoming the High Cost of Developing Kitchen Incubators**

### 11:15 AM - 12:15 PM (60-minute sessions)

- **Creating a Mentor Cooperative in Your Community**
- **Attracting and Accelerating Women Business Owners**
- **Powering Growth, Innovation and Collaboration**
- **Creating a Thriving Ecosystem: 43North and Buffalo**
- **Help! I’m a Millennial Trapped in a Baby Boomer’s Body!**
- **Following the Crowd: Preparing a Compelling Crowdfunding Campaign**
- **Category and Progression Specific Program Model for Full Service Incubators**

### 2:45 - 3:45 PM (60-minute sessions)

- **What Should a Feasibility Study RFP Look Like?**
- **Mindset of an Incubator Professional - an Interactive Journey**
- **CO.STARTER Community Resource Model**
- **What Should a Feasibility Study RFP Look Like?**
- **Courting Corporates**
- **Mindset of an Incubator Professional - an Interactive Journey**
- **Tech-Led Economic Development: University-Based Communities of Innovation**
- **Creating a Mentor Cooperative in Your Community**

### 4:00 - 5:00 PM (60-minute discussions)

- **From Concept to Market: Connecting with the Source of All Creativity** (Room: Cirrus (35th Floor))
- **Building Entrepreneurial Ecosystems in Nontraditional Environments** (Room: Diamond (1st Floor))
- **SELF-LED: Supporting Entrepreneurial Leadership for Founders**
- **Global Strategies for Business Innovation Leaders**

These sessions are grouped into six tracks to help attendees better identify which presentations will be most relevant to their specific needs.

- **Serving Entrepreneurs**
- **Entrepreneurial Ecosystems**
- **University**
- **Best Practices in Operations**
- **Industry Trends and Innovations**
- **Specialty**
MONDAY SESSIONS (9:45 - 11 AM)

University Business Models: Pay It Forward University

ROOM: ASPEN
University accelerator programs use a number of different models to ensure sustainability, including support from the university, equity and royalty agreements, seed funds, and more. This panel will present different case studies and explore the pros and cons of some of the different models. You will find out what options might apply to your program and have the opportunity to discuss best practices.

Speakers:
- Mark Lieberman, Chief Startup Officer, Oregon State University, Advantage Accelerator
- Gupreet Jagpal, Director, Research, Enterprise and Innovation, London South Bank University
- Karl Mundorff, Director, OSU Advantage Accelerator, Oregon State University
- Travis Woodland, Director of Industry Expansion and WSU I-Corps, Voiland College of Engineering and Architecture, Washington State University

Leveraging Social Media to Market Your Entrepreneurship Center

ROOM: METROPOLITAN A
Social media has become a critical marketing opportunity for entrepreneurship centers of all kinds. Platforms such as Facebook and Twitter have become integral to brand awareness, content distribution, stakeholder relationships and client pipeline creation. Panelists will discuss social marketing strategies specific to entrepreneurship centers, including how to use the different popular platforms, and lessons they have learned during implementation of these strategies. There will be special focus on targeting specific groups, including Millennials, students, minorities, veterans and others.

Speakers:
- Lisa Smith, President, NorthStar Innovation Partners
- Omar Muhammad, Director and Intrapreneur, The Entrepreneurial Development and Assistance Center at Morgan State University
- Nic Zito, CEO, Rev3 Innovation Center

Catalyzing Inclusivity in Incubators and Accelerators

ROOM: CEDAR
This session will use research and practical perspectives to explore why women and minority entrepreneurs have lower participation rates at incubators and accelerators than their white male counterparts. A panelist from the Initiative for a Competitive Inner City (ICIC) will explain research that identifies barriers and creates proactive strategies incubators and accelerators can implement to overcome those challenges. You will also find out what it takes to support all urban entrepreneurs as part of a place-based strategy, and additional panelists representing a tech-focused incubator and a startup lab focused on young, black entrepreneurs will share their own innovative approaches to this issue and the lessons they've learned.

Speakers:
- Moderator: Brittney Riley, VP of US Ventures, Village Capital
- Kim Zeuli, Senior Vice President and Director of Research, Initiative for a Competitive Inner City
- Paul Riser, Director, Technology-Based Entrepreneurship, TechTown Detroit
- Herman Nyamunga, Program Director, Welcoming Center for New Pennsylvania
- Henry Rock, Executive Director/Founder, City Startup Labs

Student Entrepreneurship: Creating a Pipeline of Future Entrepreneurs

ROOM: METROPOLITAN B
Student accelerators and incubators are helping develop the next generation of entrepreneurs and new businesses by teaching students - from young adults to college age - about the entrepreneurial mindset. Learn about different models that target different age groups, from high school through graduate school. Panelists will explain what makes these programs successful and explore the best ways to partner with universities, incubators, accelerators and other entrepreneurial support organizations to engage the local entrepreneurial ecosystem in student entrepreneurship.

Speakers:
- Moderator: Carol Lauffer, Principal, Business Cluster Development
- Karl LaPan, President & CEO, Northeast Indiana Innovation Center
- Judy Mahan, Incubator Manager, Center for Innovation and Entrepreneurship
- Michael Herd, Executive Director, Sussex Innovation Center
Helping Companies Enter Foreign Markets: New Ideas and Opportunities

ROOM: REDWOOD

Successfully entering foreign markets is an important part of creating a sustainable business for many entrepreneurship center clients. This panel will discuss best practices in assisting clients with selling their products and services in markets outside their home countries, including services promoted through the InBIA Soft Landings program. Panelists will also explain current funding opportunities available to help entrepreneurship centers in specific locations better prepare clients to take their companies abroad.

Speakers:
- **Moderator:** David Fonseca, Senior Director of Global Programs, International Business Innovation Association
- Brett Hamsik, Foreign Affairs Officer, U.S. Department of State
- Robert Sanders, Head of International Projects, EBN Innovation Network
- Alfredo Coppola, Co-CEO, U.S. Market Access Center
- Lou Cooperhouse, Executive Director, Rutgers Food Innovation Center

Opportunities and Challenges in the Metrics of Entrepreneurship Centers

ROOM: WILLOW B

Assessing and reporting the success of your entrepreneurship center and the impact it has on the local and regional economy can be crucial to securing funding, attracting stakeholders and creating a steady pipeline of clients. Panelists will explore several effective methods in program evaluation, identify several tools to help with the process, and explain current opportunities for participating in broader entrepreneurship center impact studies.

Speakers:
- **Moderator:** Andrea Wesser-Brawner, CEO, Impacta
- David Madie, Founder and CEO, GrowthWheel
- Greg Bean, CEO, Cybergroup
- Cathy Renault, Principal and Owner, Innovation Policyworks

Collaboration Focus in the Ecosystem

ROOM: WILLOW A

Effective entrepreneurial ecosystems lead to regions in which entrepreneurship thrives, but can be tricky to establish. This session will explore best practices in building partnerships and collaborations between various types of entrepreneurial support organizations to establish a strong ecosystem. Topics will include better understanding government and municipalities, offering unique programs for entrepreneurs and stakeholders, working with universities and colleges, leveraging your board of directors, and more. Participants will gain an understanding of how their organizations fit into the larger ecosystem and how collaboration can improve community influence.

Speakers:
- Ted Baker, CEO/Executive Director, Innovation Connector
- David Terry, Director of Entrepreneurial Outreach, WT Enterprise Center
- Tongila Manly, COO, TMG Solutions USA
Monday Sessions - (11:15 AM - 12:15 PM)

**If You Build It, They Will Come: How to Establish a Successful University Program**

**ROOM: ASPEN**

Starting and growing a university entrepreneurship or incubation center requires planning and patience - you cannot simply create a program and expect people to come. This session will discuss effective processes for establishing a university center, the importance of identifying the initial core services and programs, and how to add to those offerings as necessary. Participants will also learn how to break down barriers and create collaborations between the university and the community, and speakers will explain how comprehensive entrepreneurial support programs must be planned and built over several years.

**Speakers:**
- Katherine Cota, Associate Director and Intellectual Property Officer, John Pappajohn Entrepreneurial Center, University of Northern Iowa
- Laurie Watje, R.J. McElroy Student Business Incubator Manager, John Pappajohn Entrepreneurial Center, University of Northern Iowa
- Patrick Luensmann, Program Manager, Center for Business Growth & Innovation, University of Northern Iowa

**Activating Startup Culture**

**ROOM: METROPOLITAN A**

Culture is an important aspect of any organization, but it is particularly key for startups and the entrepreneurship centers that serve them. Using both research and direct experiences, speakers will explain the aspects of a great startup culture and how you can both help client startups establish a good culture and create an atmosphere that fosters collaboration and innovation within your organization. Find out how to encourage the formation of a strong, supportive community in which startups and their employees thrive.

**Speakers:**
- Jeff Joerling, Analog Collaboration Advocate, Turnstone, a Steelcase Brand
- Sherif El Tawil, Manager, Operations, The DMZ

**Social Incubation and Acceleration**

**ROOM: CEDAR**

Startups that focus on social issues often need unique programs, services and perspectives to help them achieve success. This session brings together two programs that support social enterprise companies, as well as an accelerator graduate and social enterprise founder, to discuss challenges specific to this business model, effective strategies they have employed, and the nature of working with companies focused primarily on solving social problems and serving others.

**Speakers:**
- Nicole Muise-Kielkucki, Director, Social Enterprise, Idea Foundry
- Kim Alter, Managing Director and Senior Technical Advisor, Virtue Ventures
- Emily Kennedy, CEO, Marinus Analytics

**Opportunities for Fostering Sustainable Global Innovation**

**ROOM: METROPOLITAN B**

Across the globe, regions are focusing on creating entrepreneurial ecosystems to foster innovation and help startups take advantage of emerging business opportunities. However, as the innovation economy grows, established companies within industry are taking notice. They are anxious to better understand the opportunities for disruption within their sectors, and to be at the forefront of that innovation so they can impact change and adapt quickly to mitigate their risks. This session will explore the essential collaborations between key ecosystem players, the impact of disruption that affects multiple sectors, and the opportunities for incubators and accelerators to help established companies encourage innovation and succeed in a global innovation economy.

**Speakers:**
- Paul Salvini, CEO, Accelerator Centre
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**Growth Through Inbound Marketing: Fostering Marketing Success for Your Founders**

**ROOM: REDWOOD**

Inbound marketing has radically changed how companies start, grow or scale their businesses. This session will cover the basics of this type of marketing strategy, explain how and when your client startups can most benefit from it, and provide you with resources and templates to start using immediately. Participants will learn how to help startups use content to build their online web traffic, convert anonymous website visitors into a valuable database of prospects, and what to do with those prospects to turn them into customers.

**Speakers:**
- **Kim Walsh**, Global Director, HubSpot for Startups

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**Why Mentors Matter and How to set the Stage**

**ROOM: WILLOW B**

Effective mentoring programs can help your startup clients get the specific information and advice they need to get off to a successful start. This session will explore why founder-focused mentoring programs are so effective and use case studies to highlight successes and failures in setting up a mentoring network. Speakers will also explain how you can start a mentoring network for your program, including how to recruit and retain mentors, match mentors with clients, and track effectiveness of the program.

**Speakers:**
- **Jasper Welch**, Management Consultant, Four Corners Management Systems
- **Jon Worren**, Senior Director and Entrepreneur-in-Residence, MaRS Discovery District

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**Sector-Specific Ecosystems**

**ROOM: WILLOW A**

Some entrepreneurship centers target a hyper-specific industry, tailoring their programs and services to startups in that particular field. This panel will have representatives from three different sector-focused entrepreneurship centers, and will address the challenges and opportunities of narrowing your client market in such a specific way. Panelists will also share about the industries they serve, including biotechnology, water technology and manufacturing.

**Speakers:**
- **Elizabeth Scallon**, Associate Director, CoMotion Labs & CoMotion MakerSpace
- **Elizabeth Thelen**, Director of Entrepreneurship and Talent, The Water Council
- **Anthony Durante**, Program Manager, AEDC - Bridgeworks Enterprise Center
**MONDAY SESSIONS - (2:45 - 3:45 PM)**

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**ROOM: METROPOLITAN A**

Establishing and growing an entrepreneurial ecosystem involves unique legal risks and challenges. The speaker will highlight the major legal issues entrepreneurship centers should consider as they plan to provide resources, access and funding to startup companies. The session will cover best practices and standard procedures to avoid making legal mistakes. You will leave knowing how to minimize legal cost and risk for your program.

**Speaker:**
Roger Royse, Founder, Royse Law Firm

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**ROOM: METROPOLITAN B**

The Four C’s of Coworking

By now, everyone knows about the coworking trend, and many are looking at incorporating it into their entrepreneurship centers. But not everyone truly understands what makes a successful coworking space. This session will explore what makes coworking special, why this trend is so popular right now, and what makes the good spaces stand out. The speaker will explain the four “C’s” of effective coworking: community, culture, choice and coffee.

**Speakers:**
Jeff Joerling, Analog Collaboration Advocate, Turnstone, a Steelcase Brand

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**ROOM: CEDAR**

Sustainable SME’s in the Developing World

Entrepreneurship centers in developing countries often have to take a different approach to the programs and services they offer due to unique circumstances and government policies. This session will explore both the challenges and the opportunities entrepreneurs face in this regions. Speakers will also explain some of the funding sources that help establish program sustainability.

**Speakers:**
Zaid Mohidin, CEO, New Generation Mindset
Maria Andrea Nieto, Director of Entrepreneurship and Employment, Servicio Nacional de Aprendizaje (SENA)

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**ROOM: ASPEN**

Performance Measurement

Many universities have invested in starting incubators or accelerators in recent years to bridge the gap between knowledge creation and new business. Accurate and effective metrics are necessary for making these programs as relevant as possible. This session will discuss best practices in performance measurement for university incubators and accelerators, identify the competing and complementary interests of program stakeholders (the university, funders, program managers and client companies), and explain how performance measurement is influencing the role of university incubators and accelerators in the entrepreneurial ecosystem.

**Speakers:**
Moderator: John MacRitchie, Senior Director, Business Development, Ryerson University
Martin Croteau, Director, Academic Entrepreneurship, Ontario Centres of Excellence, Toronto, Ontario
Ian Hand, Executive Director, VentureLabs, Vancouver, BC
Janice O’Brien, Associate Director, Venture Connection, Vancouver BC
James McCartney, Business Development Associate, British Columbia Institute of Technology

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**ROOM: CEDAR**

Legal Issues for Accelerators and Incubators

Establishing and growing an entrepreneurial ecosystem involves unique legal risks and challenges. The speaker will highlight the major legal issues entrepreneurship centers should consider as they plan to provide resources, access and funding to startup companies. The session will cover best practices and standard procedures to avoid making legal mistakes. You will leave knowing how to minimize legal cost and risk for your program.

**Speaker:**
Roger Royse, Founder, Royse Law Firm
**MONDAY SESSIONS - (2:45 - 3:45 PM)**

**Flipping the Power Dynamic: Peer Selected Investments**

**ROOM: REDWOOD**

Village Capital’s unique investment model brings companies together to learn to think like investors, work on each other’s businesses, and ultimately make investment decisions on peer companies. They have also cultivated a multi-year relationship with the Global Accelerator Learning Initiative (GALI) and the Entrepreneurship Database Program (EDP) at Emory University. Through the data collected, Village Capital has been able to determine that their acceleration process results in better companies with stronger investment levels. Speakers will discuss these findings and talk about how flipping the power dynamic between investors and entrepreneurs exposes common myths about entrepreneurship and startup acceleration. The panelists will also talk about how Village Capital (and other accelerators) must continue learning about the effectiveness of different support models being applied in various sectors around the world.

**Speakers:**
- Brittney Riley, VP of U.S. Ventures, Village Capital
- Emily Eastman, Program Associate, Entrepreneurship Database Program, Emory University
- Abigayle Davidson, Research Analyst, Aspen Network of Development Entrepreneurs

**Creating and Strengthening a Regional, National or International Business Cluster**

**ROOM: WILLOW A**

A best-practice entrepreneurship center can serve as the catalyst for cluster formation in an industry segment. Using the Rutgers Food Innovation Center as an example, this session will explore the many business models that can be used to support food business incubation, as well as the ways a program can establish and continually strengthen cluster development. The speaker will also explain how having a Soft Landings program to help foreign companies enter into your market can significantly enhance economic impacts and lead to the creation of an international cluster.

**Speaker:**
- Lou Cooperhouse, Executive Director, Rutgers Food Innovation Center

**The Entrepreneurial Community’s Crazy Focus on Investment Vs. Customers**

**ROOM: WILLOW B**

In the beginning, many early-stage entrepreneurs focus a significant amount of their time and energy on securing investment. This session will explore why that approach is faulty in many cases, and how these entrepreneurs should instead focus on creating high-quality products and/or services and acquiring customers. You will learn how to help clients better accelerate ventures, amplify customer discover, engage the ecosystem more fully and effectively attract investors when ready.

**Speakers:**
- Bill Kenney, Founder and CEO, Test My Pitch
It Takes an Ecosystem to Raise an Entrepreneur

ROOM: DIAMOND

Find out how four major academic institutions are collaborating to address youth unemployment by creating a specific entrepreneurship ecosystem. Speakers will explain how they engaged with other partner organizations through regional innovation centers, funding organizations and an entrepreneur network to establish effective campus innovation and entrepreneurship activities. Discuss lessons learned, future plans and how this model could work in your region.

Speakers:
- Deepak Gupta, Executive Director, Applied Research, Innovation and Entrepreneurship Services
- Chris Dudley, Director, HELIX, Seneca College of Applied Arts and Technology
- Nilay Goyal, Entrepreneurship Manager, York University
- Debbie McKee Demczyck, Dean, Research Services, Innovation and Entrepreneurship, Durham College

Ecosystem Mini-Hackathon

ROOM: GRAND BALLROOM

Find out what you and your colleagues can solve by leveraging different perspectives and experiences to work together on solutions during this highly interactive working session. At this hybrid mini-hackathon and design-thinking session, participants will identify specific pain points (inclusion, sustainability, measurement, data collection, etc.), and the facilitator will lead a discussion to “hack” the problems and brainstorm potential solutions.

Speaker:
- Leslie Smith, President, EPIcenter

Innovation Districts Outside Big Cities: Strategies for Suburbs, Rural and Small Places

ROOM: METROPOLITAN

Suburbs, rural and small areas can develop their own innovation districts to support and develop an innovation community. This session will feature pioneers from three smaller places to describe their strategies, challenges and successes. Learn how these places adapted the phenomenon of urban places with consolidated innovation activity. Then, discuss opportunities to collaborate and create such districts in your own region.

Speakers:
- Catherine Renault, Principal and Owner, Innovation Policyworks
- Glendowlyn Thames, Executive Director, CTNext
- Joe Maruschak, Chief Startup Officer and Director, RAIN Eugene
- John Provo, Director of the Office of Economic Development, Virginia Tech

Regional Innovation Ecosystems: The Case of the Pacific Alliance

ROOM: METROPOLITAN B

There is plenty of evidence that innovation is a key driver for growing economies, but supporting innovation goes beyond governments putting in place inputs such as research and development venture financing, seed capital funds, human capital training and others. The right interactions between actors in innovation ecosystems and the ability to confront relevant markets is just as important. The speaker will share about the Pacific Alliance, in which four Central and South American countries with open economies, democratic governments and similar development models have come together to form an economic block that is beyond trade relationships, but in which innovators and entrepreneurs can develop their ideas and businesses beyond their own borders. Attendees will discuss the pros and cons of this type of model, and how it might work in their regions.

Speaker:
- Adrian Magendzo, Head of Entrepreneurship Policy, Interamerican Development Bank
MONDAY SESSIONS - (4:00 - 5:00 PM)

Building Regional Success in the Creative Economy

ROOM: BALLARD
The creative economy represents a distinct, but often overlooked, part of the global economy. Many people assume that creative entrepreneurship focuses on individual artists working to break into the market, but this industry represents a much wider range from single people such as fashion designers to high-growth companies generating creative products related to music, digital media, film, animation and gaming. This sector has experienced explosive growth in recent years, leading to job creation and economic success. Learn more about this dynamic economic sector by hearing from two centers at very different points on the creative continuum, both of which have thriving programs. Speakers will explain what tools and strategies they have found to be successful, and then guide a discussion on how entrepreneurship centers can effectively support creative industries.

Speakers:
- Alice Loy, Co-founder, Creative Startups
- Elissa Bloom, Executive Director, Philadelphia Fashion Incubator


ROOM: CIRRUS
Building an entrepreneurial ecosystem is a hot topic, but what does that look like for your community - and how can your program be at the center of it? Hear about on-the-ground programs that have led the momentum for their communities and learn how to be the hub for entrepreneurship. We’ll share five ways you can supercharge your program to identify entrepreneurial assets, connect entrepreneurs to resources, empower a sustainable ecosystem, measure your success and fund your momentum.

Speaker:
- Maria Meyers, Executive Director, University of Missouri - Kansas City Innovation Center and Founder, SourceLink
**TUESDAY SESSIONS - (9:45-11:00 PM)**

**The Challenges and Opportunities of Rural Entrepreneurship Centers**

**ROOM: CEDAR**

Rural regions face unique challenges in creating entrepreneurial ecosystems because of factors such as low population density, lack of resources and large service areas. This session will explore different models for addressing these challenges, including a multiple facility program and another that implements a flexible agile strategy. Rural entrepreneurship centers are also uniquely positioned to help bring high-tech businesses to their areas if they have the right programs and services. Panelists represent different rural regions within the United States and will speak to the experiences within their regions, as well as the global challenges and opportunities of rural entrepreneurship.

**Speakers:**
- **Moderator:** David Hughes, Analyst, Appalachian Regional Commission
- **Devon Laney**, CEO, Innovation Depot
- **Jorge Varela**, Director, Tech Fort Worth
- **Jeff Reid**, Executive Director, WT Enterprise Center
- **Giles McDaniel**, Executive Director, Shoals Entrepreneurial Center
- **Christina Quick Henderson**, Executive Director, Montana High Tech Business Alliance

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**The Super Hub: A Multi-Faceted Approach to Supporting Entrepreneurship**

**ROOM: METROPOLITAN A**

As the landscape of entrepreneurship support has changed in recent years, many organizations are adopting new programs and approaches to better fit the needs of their local entrepreneurs. Incubators are creating coworking spaces and offering accelerator cohorts, while traditional coworking spaces are starting to offer more formal training and programming, and accelerators are looking to offer space and assistance for clients even after they have finished their allocated time. The result has been the emergence of super hubs: entrepreneurship centers that are offering multiple approaches to entrepreneurship support, all under the same umbrella. Panelists will explain how they came to offer the varied programs and services they do, explore best practices that are emerging in this space, and share some of the lessons they have learned in managing a super hub.

**Speakers:**
- **Moderator:** Leslie Smith, President, EPIcenter
- **Devon Laney**, CEO, Innovation Depot
- **Jorge Varela**, Director, Tech Fort Worth
- **Paul Dudley**, Director, Technology-Based Entrepreneurship, TechTown Detroit

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**Technology Commercialization Through Accelerators and Incubators**

**ROOM: METROPOLITAN B**

Learn how accelerators and incubators deploy different models and tools for helping entrepreneurs to commercialize technology. Panelists will discuss best practices for assisting entrepreneurs in overcoming barriers, understanding the market, developing viable products, creating strong business models and launching new businesses. Hear perspectives on both university and non-university models. Find out how targeted approaches can engage partners, leverage community resources and generate new clients and revenue for your program.

**Speakers:**
- **Moderator:** Carol Lauffer, Principal, Business Cluster Development
- **John Gebhard**, Assistant Vice President, Office of Technology Commercialization, UT Health San Antonio
- **John Hanak**, Managing Director, Purdue Ventures
- **Tony Bailetti**, Executive Director, Lead to Win, Carleton University
- **Giles McDaniel**, Executive Director, Shoals Entrepreneurial Center
- **Christina Quick Henderson**, Executive Director, Montana High Tech Business Alliance

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**Kick-Starting Youth Entrepreneurship on Campus**

**ROOM: ASPEN**

Encouraging youth entrepreneurship and fostering collaboration among ecosystem stakeholders are two of the keys to creating an environment where startups thrive. This interactive panel will explore a government policy in the Canadian province of Ontario that supports a collaborative network of campus-linked incubators and stimulates youth entrepreneurship at post-secondary institutions. Panelists, including policy makers and incubator managers, will share their experiences in collaborating and sharing best practices with incubators at other academic institutions, and integrating campus-based incubators within their regional entrepreneurship ecosystems, ultimately leading to better incubator performance. Find out about the lessons the key players have learned, and how you might apply parts of this approach in your own region.

**Speakers:**
- **Moderator:** Martin Croteau, Director, Academic Entrepreneurship, Ontario Centres of Excellence
- **Sherif El Tawil**, Manager of Operations, The DMZ at Ryerson University
- **Ian Haase**, Director, Propel, Western University
- **Tony Bailetti**, Executive Director, Lead to Win, Carleton University
- **Chris Dudley**, Director, HELIX, Seneca College of Applied Arts and Technology

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U.S. Government Funding: Opportunities for Your Center and the Startups You Serve

ROOM: REDWOOD

The United States government offers various funding opportunities and resources for startup companies and also for the organizations that work to help them succeed. Panelists will identify sources of funding that currently exist for entrepreneurs and entrepreneurship centers, including grants from the Economic Development Agency, the SBIR/STTR program and other federal agencies for ecosystem development and/or technology development. In addition to other government funding, learn more about the unique opportunities through the US Department of State for American companies that are abroad or looking to expand globally. Find out if you or your clients are eligible for these types of funding, and what you can do to increase the chances of successful applications.

Speakers:
Moderator: Andrea Wesser-Brawner, CEO, Impacta
Eric Smith, Sr. Policy Advisor, U.S. Economic Development Administration
Raffi Balian, U.S. Department of State, Washington, D.C.
Trish Fleming, Director of Mentoring, North Shore InnoVentures

Entrepreneurial Ecosystems Across the Globe

ROOM: WILLOW A

Find out how different countries are fostering ecosystems that encourage entrepreneurial success. Each panelist is working with different governmental policies, funding and cultural issues, yet all have the same basic goal of helping entrepreneurs thrive. This session will highlight the differences and similarities in entrepreneurial ecosystems located in different parts of the world.

Speakers:
Moderator: Barbara Harley, Director, Harley Consulting Group
Bettina Vossberg, High Tech Starbahn
Leandro Pompermaier, Manager, RAIAR Business Incubator, Pontifical Catholic University of Rio Grande do Sul - Brazil
Eman Hadweh, Senior Team Leader/Capacity Building, FHI360

Overcoming the High Cost of Developing Kitchen Incubators

ROOM: WILLOW B

Kitchen incubators can be costly to build and sustain, making new facilities out of reach for many organizations and communities interested in cultivating food businesses. This session will explore alternatives to building new facilities and highlight several programs that have successfully partnered with community-based commercial kitchens to support food entrepreneurs. Learn how these models work and discover management tools that help facilitate these arrangements. Also, explore some of the current best practices in kitchen incubation.

Speakers:
Moderator: Dawn Meader McCausland, Principal, Fruition Planning & Management
Ashley Colpaart, Founder/CEO, The Food Corridor
Anika Kafi-Grose, Coordinator, Detroit Kitchen Connect
Natalie Shmulik, Food Business Incubator Consultant, The Hatchery Chicago
Shifting Mindsets: Intellectual Property Rights for the 21st Century

ROOM: ASPEN
Most American research institutions understand the necessity of shoring up research revenues due to declining federal and state funding, and some have been willing to embrace industry-sponsored research as an alternative source of funds. The challenge facing academia in the 21st century is whether or not it can overcome an outdated bureaucratic framework that hampers adoption of new ideas. This session will suggest ways academic institutions might change their approaches to be more innovative. Speakers will cover the current intellectual property landscape, discuss best practices in protection and licensing, and suggest how universities might better support incubation and new product creation.

Speakers:
Michele Huff, Senior Associate University Counsel, University of New Mexico
Gail E. Podolsky, Attorney at Law, Carlton Fields

Attracting and Accelerating Women Business Owners

ROOM: CEDAR
The number of women-owned businesses is growing and is projected to reach 39 percent of all privately held firms by 2017. In many cases, women want and need unique tools and training to start and grow their businesses. Speakers will explain how your entrepreneurship center start incorporating features women find attractive. You’ll also learn about common factors that can hold women back and how women business owners fit in the overall business landscape.

Speakers:
Zee Worstell, CEO, AccelerateHER
Francine Spinelli, COO, AccelerateHER

Powering Growth, Innovation and Collaboration

ROOM: METROPOLITAN A
The rapid change of the entrepreneurial support industry has led to the evolution of new tools, techniques and technologies to support operational efficiency, grow and protect core revenues, and offer compelling services for client startups. This session will address some of the issues that have emerged in the shifting industry and look to the future of workplaces. The speaker will explain what infrastructure and services are most important, and how you can create an environment that enables companies to do their best work. Find out how to keep your program on the cutting edge of the industry.

Speakers:
David Kinnaird, President, Essensys North America

Creating a Thriving Ecosystem: 43North and Buffalo

ROOM: METROPOLITAN B
As the United States economy changes, states and regions are implementing innovative strategies to encourage new business growth. Find out how one program is revitalizing a former industrial region by bringing together entrepreneurs, investors, business leaders, elected officials, nonprofit organizations, incubators, accelerators and the media to attract world-class startups. Winners of a startup competition receive cash prizes ranging from $500,000 to $1 million, free incubator space for a year, guidance from mentors in related fields, and access to other business incentive programs. The speaker will explain lessons learned and how you can implement a similar strategy in your region.

Speaker:
John Gavigan, Executive Director, 43North
Category and Progression Specific Program Model for Full Service Incubators

ROOM: WILLOW B

Developing programming to meet the different needs of early-stage startups is difficult. It is especially difficult when these companies are operating in different industries, with different regulatory requirements, business climates and competitive landscapes. Add in a small staff and the task may seem insurmountable. Find out how one incubator has used a category-specific programming model to increase client participation, increase advisor and volunteer involvement, and deliver additional value to stakeholders. Using this model, the incubator has successfully focused its programming efforts, provided targeted services to clients and collected meaningful data on the needs of startup companies in the region.

Speaker:
Sean O’Shea, Program Director, Santa Fe Business Incubator

Help! I’m a Millennial Trapped in a Baby Boomer’s Body!

ROOM: REDWOOD

This interactive session will explore the strengths and challenges of generational interactions that take place in the entrepreneurial ecosystem. One speaker will draw from his experiences with teaching at the college level, being an entrepreneur, re-energizing an underperforming entrepreneurship center and doing research to explain why the generation gap is not as wide as many people think. Together, the speakers will discuss the complementary strengths of different generations working together and explore the latest trends in this entrepreneurial space.

Speakers:
Ted Baker, CEO/Executive Director, Innovation Connector
Kyla Frye, Marketing and Communications Director, WT Enterprise Center

Following the Crowd: Preparing a Compelling Crowdfunding Campaign

ROOM: WILLOW A

Technology is changing the way people raise funds, and many entrepreneurs are now turning to crowdfunding to help finance the launch of their businesses. This session will explain the different types of available crowdfunding options, how to choose a suitable platform, and how to help startups create and manage a compelling crowdfunding campaign. Find out how to help your client startups make choices that will lead them to success and avoid mistakes that could lead them to failure.

Speakers:
Sandra Cochrane, Director, WMed Innovation Center (Kalamazoo SmartZone)
**CO.STARTER Community Resource Model**

**ROOM: CEDAR**

How does a community shift from being a dying place people can't wait to leave to a vibrant, attractive place that attracts top-notch talent? Local businesses play a significant role in changing perceptions, and local culture-makers can be the instigators for a renaissance that reverses the community trajectory. This session will highlight successful examples of entrepreneur-led cultural transformation. Speakers will discuss ways to establish and accelerate this type of activity in your community, and explain existing tools and models you can implement immediately.

**Speakers:**
- Enoch Elwell, Strategic Partnerships & Special Projects, Co.Starters

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**Keys to the Capital**

**ROOM: ASPEN**

This session will explain how to help companies successfully raise capital throughout their life cycle. The speaker will cover a variety of techniques and processes and outline strategic considerations such as how to maximize company value. Learn about the numerous business and legal issues companies might face, as well as financing terms you should know. Helping clients understand these issues and the potential pitfalls they present will give them a tactical advantage in the marketplace.

**Speakers:**
- Jim Walker, Shareholder and Business Transactions Practice Group Leader, Carlton Fields

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**What Should a Feasibility Study RFP Look Like?**

**ROOM: METROPOLITAN A**

The first step to starting an entrepreneurship center in your community or region is assessing programmatic needs. Should the center have a specific focus? What method of entrepreneurial support would be most effective? Who will the primary stakeholders be? However, requesting proposals from consultants who do these studies can be complicated, and if not done well, will result in a project that does not provide you with the information you need. Learn about the request for proposals (RFP) process and how you can structure yours to avoid unnecessary frustration. Find out what questions to ask and what to avoid.

**Speakers:**
- Mark Long, Director, Sid Martin Biotechnology Institute

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**Courting Corporates**

**ROOM: METROPOLITAN B**

Corporations are increasingly challenged by changes in the economy and are looking for ways to encourage new ideas and technologies. This session will discuss different ways you can build and maximize partnerships with corporations to benefit the startups in your community. Find out strategies for engaging corporate partners and structuring your relationships in ways that are mutually beneficial. Speakers will also address common pitfalls you should try to avoid. You will leave with a checklist of what to consider when evaluating potential corporate partners as well as measurement tactics and tips for relationship management tools.

**Speakers:**
- Aliza Lakhani, Director, Business Development & International Projects, The DMZ at Ryerson University
- Jon Worren, Senior Director and Entrepreneur-in-Residence, MaRS Discovery District
TUESDAY SESSIONS - (2:45-3:45 PM)

ROOM: REDWOOD

Mindset of an Incubator Professional - an Interactive Journey

The first step to starting an entrepreneurship center in your community or region is assessing programmatic needs. Should the center have a specific focus? What method of entrepreneurial support would be most effective? Who will the primary stakeholders be? However, requesting proposals from consultants who do these studies can be complicated, and if not done well, will result in a project that does not provide you with the information you need. Learn about the request for proposals (RFP) process and how you can structure yours to avoid unnecessary frustration. Find out what questions to ask and what to avoid.

Speakers:
Ted Baker, CEO/Executive Director, Innovation Connector

ROOM: WILLOW A

Tech-Led Economic Development: University-Based Communities of Innovation

University-based economic development is a key pillar in many of our institutions whether through commercialization of research in the lab or the creation of startups from a fourth-year student project. Each element of the innovation continuum will be represented on this panel: innovation (research, commercialization, talent and clusters), place making (incubators, accelerators, cooperation and pipeline), and economic development (job development, startup grads and regional retention).

Speakers:
Carol Stewart, David Johnston Research and Technology Park University of Waterloo
Charles D'Agostino, Executive Director, LSU Innovation Park & Louisiana Business and Technology Center
Cynthia Faullin, Assistant Director, University of Illinois Research Park
Paul Salvini, CEO, Accelerator Centre

ROOM: WILLOW B

Creating a Mentor Cooperative Within Your Community

Many communities have a variety of disparate local mentor networks that exist in universities, incubators, accelerators and other economic development organizations. These networks often operate without much connection to each other or leveraging of mutual resources. This session will highlight one region that is maximizing these networks by bringing more than 30 organizations together to create common standards, including training and onboarding, codes of conduct and metrics of success. The speaker will discuss the impact this collaboration has had and how you can establish a similar resource in your ecosystem.

Speakers:
Bill Kenney, Founder and CEO, Test My Pitch
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### From Concept to Market: Connecting With the Source of all Creativity

**ROOM: CIRRUS**

This session will explain a unique concept development model through which students learn and practices specific techniques to help them develop ideas and innovations. The students then explore their ideas and whether or not they have real world commercial potential. Once identified, they are developed, supported and guided by experienced professionals from development through market introduction. The speaker will explain the science and supporting research of a concept Einstein called “The United Field,” which is a source of creativity within all people. Participants will discuss these concepts and how they might employ them within their own programs and collaborate with MUM for student success.

**Speaker:**

**Clifford Rose**, Director, The Concept to Market Institute, Maharishi University of Management

### Self-Led: Supporting Entrepreneurial Leadership for Founders Serving Client Companies

**ROOM: METROPOLITAN A**

Entrepreneurs are the leaders of their companies, but that often means leading very few people and requires a unique set of leadership skills. They also face a unique set of challenges, including isolation, lack of resources and high pressure. This session will introduce a model for leadership development that addresses both the professional competencies and the personal growth entrepreneurship demands. Find out how you can best support your clients, take part in an interactive exercise that exemplifies this model, and leave with some insights about how you might become a better leader for your center.

**Speaker:**

**Sarah Hinawi**, Founder and Director, Purpl and GELL (Gig Economy Learning and Leadership)

### Building Entrepreneurial Ecosystems in Non-Traditional Environments entrepreneurial ecosystems

**ROOM: DIAMOND**

Building a sustainable entrepreneurial ecosystem requires fertile ground and some key foundational pillars, but it can be done in a number of different types of environments. This session will use a case study to explore how to build a strong and dynamic entrepreneurial ecosystem in environments that do not seem to have the traditional conditions for success. The speaker will examine talent growth, attraction and retention of clients, securing capital and financing, creating state-of-the-art infrastructure, establishing branding and effective marketing strategies, building non-traditional strategic partnerships, and identifying leaders. The group of participants will discuss what makes an effective ecosystem and how to be sure those elements are in place.

**Speaker:**

**Chris Lumb**, CEO, TEC Edmonton

### Global Strategies for Business Innovation Leaders

**ROOM: METROPOLITAN B**

Entrepreneurship centers are shifting globally, and emerging markets and technology centers are changing growth dynamics and opportunities for companies of all sizes. Find out what trends in business innovation industry leaders should know about, and discuss how to help clients move from local to global entrepreneur networks.

**Speaker:**

**Sara Hand**, CEO, Visionary Leader, Spark Growth