



# Kauffman Fellows

## FELLOWS CLASS 17

### MODULE 5 • RUNNING THE FIRM AS A BUSINESS

#### TUESDAY, OCTOBER 22, 2013

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3:00pm	Registration	Hyatt Hotel San Francisco (5 Embarcadero Center, San Francisco)
4:00pm	Class Debrief	Embarcadero Center
6:30pm	Cocktails and Socializing	Hyatt Hotel Lobby/Atrium

#### WEDNESDAY, OCTOBER 23, 2013

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7:15am	Meet at Hyatt Atrium	Hyatt Hotel
7:30am	Check-in/Breakfast	Autodesk (1, Market St #200, San Francisco)
8:00am	Morning Kickoff: Welcome and Orientation <i>Phil Wickham (Charter Class), Kauffman Fellows</i> <i>Lisa Kay Solomon, Innovation Studio</i>	Autodesk
8:15am	Opening Remarks <i>Jeff Kowalski, Autodesk</i>	Autodesk
8:30am	Introduction to Business Modeling <i>Patrick van der Pijl, Business Models Inc.,</i>	Autodesk
10:00am	Break	
10:30am	“What If? Exploring Business Models of the Future”	Autodesk
11:45am	Morning Reflections and Closing	Autodesk
12:15pm	Lunch	
1:00pm	Bus departs for TechShop	
2:00pm	Techshop Welcome and Overview	Techshop (926 Howard St, San Francisco)
2:00pm	TechShop: Introduction to Challenge	TechShop
2:15pm	TechShop Team Exercise	TechShop
6:00pm	Wrap-up/Debrief of Day	TechShop

**October 22-25, 2013**

San Francisco, CA

## FELLOWS CLASS 17 • MODULE 5

7:00pm Bus departs for Hyatt

7:30pm Free night

### THURSDAY, OCTOBER 24, 2013

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7:00am	Bus departs for UCSF	Hyatt Hotel Lobby/Atrium
7:30am	Breakfast	UCSF
8:00am	Emerging Managers <i>Phil Wickham (Charter Class), Sozo Ventures</i> <i>Cynthia Ringo (Mentor Class 17), DBL Investors</i> <i>Andrew Farquharson (Class 9), InCube</i> <i>Moderator: Ken Horne (Class 17), TauTona Group</i>	UCSF
9:30am	Break	
10:00am	What It Takes to Run a Firm <i>Craig Taylor, Alloy Ventures</i>	UCSF
11:30am	Break and Lunch	
12:00pm	Lunch and Cohort Groups: Field Project Discussions <i>Phil Wickham (Charter Class), Kauffman Fellows</i> <i>Jewel Savadelis, Savadelis Consulting</i> <i>Bill Tobin, Strayer Consulting Group</i>	UCSF
1:30pm	Break	
2:00pm	LP Fireside Chat <i>Mel Williams, TrueBridge Capital Partners</i>	UCSF
3:30pm	Break	
4:00pm	Navigating Firm Dynamics <i>Josh Stein (Class 9), Draper Fisher Jurvetson</i>	UCSF
6:00pm	Bus Departs for Hyatt	
6:00pm	Free Night	

### FRIDAY, OCTOBER 25, 2013

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7:00am	Bus departs for UCSF	Hyatt Hotel Lobby/Atrium
7:30am	Breakfast	UCSF
8:00am	Raising a Fund <i>Liam Donohue (Mentor Class 13), .406 Ventures</i>	UCSF
9:30am	Break	

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10:00am	Managing the Firm <i>Gene Trainor, Foundation Capital Partners</i> <i>Tom Frangione, Greylock Partners</i>	UCSF
12:00pm	Lunch & Module Review	UCSF
2:00pm	Bus Departs for Hyatt	

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