

Synapse Boston

Friday, March 18th 2016



Synapse Boston is a one-day trip where you will have the chance to learn, form new friendships, and have fun in Boston.

You will get to visit some very cool startups, meet with alumni, and learn more about East Coast startup scene.

Here are a couple of tips & tricks:

Get close with all the Synapse crew. The underlying idea behind most Brown EP and RISD E'Ship's events is to create a tight community of innovators.

Embrace your curiosity. You're probably curious, but don't miss the opportunity to ask questions you might want to know later! Think of questions beforehand for the speakers/alumni at these startups and bring a notebook instead of a laptop if you want to take notes.

Brought to you by:



For those of you traveling with us:

Train:

PVD to BOS:

- Train Number: Amtrak 190 Northeast Regional
- Time:
 - **9:50 am: see you at the station!**
 - 10:17 am: departs from PVD
 - 11:05 pm: arrives to BOS



BOS to PVD:

- Train Number: Amtrak 179 Northeast Regional
- Time:
 - 6:45 pm: departs from BOS
 - 7:23 pm: arrives to PVD

PVD: Providence Amtrak Station (100 Gaspee St)

BOS: Boston South Station (2 Summer St)

Schedule

10:17 am + Train departs
PVD Station

11:30 am + Evertrue
330 Congress St
2nd floor

1:00 pm + Lunch with Venture
for America

For a better experience, we recommend reading a bit more about the different companies before you visit. This way, you'll be able to ask informed questions about their general purpose and history, and find out more about the opportunities offered.

Everything is at walking distance, so don't worry about transportation in Boston!

2:00 pm + Data Xu and Bain
Capital Ventures
281 Summer St
4th Floor

4:00 pm + .406 Ventures
470 Old Atlantic Ave
12th floor

6:45 pm + Train departs
BOS Station



Startups

Evertrue.

EverTrue, founded in 2010, applies modern social media analytics to the traditional field of higher-education fundraising. Their mission is to build relationships in pursuit of a better world. Their CEO Brent Grinna founded EverTrue to bring the technological advances of the for-profit sector to the mission-driven nonprofit world. Their tools help with fundraisers and alumni relations! EverTrue's GivingTree helps a team identify, prioritize, and manage fundraising prospects with great insights and easy-to-use software; it also makes it easy to measure what's working, learn who is really engaging, and better target alumni for campaigns and events.

DataXu.

DataXu, founded in 2009, is an independent, 100% marketer-aligned data and analytics company. DataXu helps CMOs and their agencies around the world leverage the power of programmatic to drive the most important marketing metric of all: increased sales revenue. This company was founded on the premise that data science could help make marketing better; not just more efficient for agencies or more profitable for brands, but also more personalized and more engaging for consumers. Their vision of helping marketers truly understand how marketing investments cause sales and profitable customer relationships is now a reality, and they have partnered with some of the world's top brands and agencies partner.



Venture Capital

Bain Capital Ventures.

Bain Capital Ventures is an affiliate of Bain Capital, a leading alternative investment firm with unparalleled access to Fortune 5000 companies. They partner with disruptive B2B founders to accelerate their ideas to market, and are focused on high-growth enterprise software opportunities across functions and industries, including Infrastructure Software, SaaS and Data Services, Marketing Tech, FinTech and Healthcare. Check out their company portfolio here: <http://www.baincapitalventures.com/portfolio/>

Scott Friend joined Bain Capital Ventures in 2006 after selling the company he co-founded, ProfitLogic, to Oracle. ProfitLogic was the leader of retail analytics and price optimization solutions. Scott's areas of investment interest are in disruptive new consumer products and services, retail related technologies, and data and analytics focused application software.

.406 Ventures.

.406 Ventures is an early-stage venture capital firm that invests in innovative Information Technology ("IT") and services companies founded by the finest entrepreneurs. They are a veteran team of industry entrepreneurs, operators and investors who apply real world experience, deep industry knowledge and networks, and strong company-building skills to create value for our entrepreneurs and investing partners.

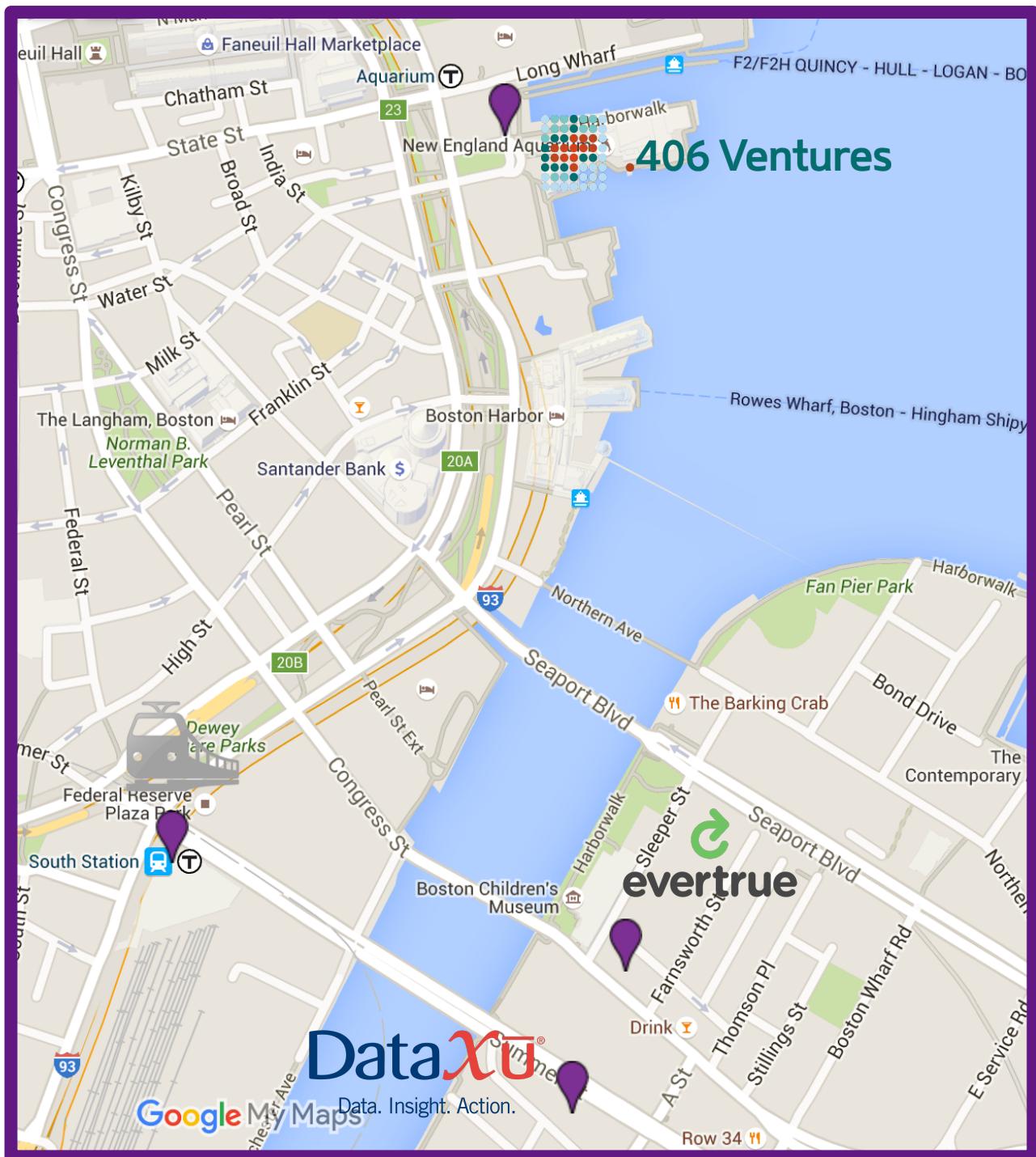
Their **Student Fellows program** is a unique opportunity for student entrepreneurs to build upon the academic entrepreneurial experiences offered through school with the real-world skills and networks needed to start successful companies. Over the two years each Fellow will build strong relationships with 15-20 other leading student entrepreneurs and experience the venture capital process.

**Bain
Capital
Ventures**



.406 Ventures

Map



The Crew

Thanks! This trip wouldn't be possible without the participation and enthusiasm of every one of you.

Here's a list of the awesome people you'll get to know during the trip.

- Adrienne Ahn
- Benjamin Hwang
- Bessie Jiang
- Cliff Weitzman
- Daniel Wayland
- Emily Pun
- Grace Kotick
- Huai-Yu (Daniel) Lo
- Ishaan Agarwal
- Jack Karafotas
- Jack Parker
- Jack Saltzman
- Jean Huang
- Jingru GUo
- Karolina Starczak
- Marky (Maria-Kyriaki) Pertsemliidi
- Matt Cooper
- Miles Baker
- Noah Hashmi
- Phoebe Morrison
- Sileiqi Wang
- Steven Shi
- Tanaya Puranik
- Valentina Cano
- Will Carlstrom

RISD E'Ship:

Benjamin Hwang
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Brown EP Special Events Team:

Valentina Cano
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Some final notes

What to bring

1. Photo ID
2. Pen and paper if you want to take notes
3. Questions to ask
4. Resume (optional)

Sharing about Synapse

Please feel free to share about your Synapse experience on social media, your blog, and with your family and friends.

For social media, use #synapseBoston2016, #BrownEP and #RisdEShip

After the trip

If you would like to get more involved with Brown EP or RISD E'ship, remember that you can always reach out.

Check out our website, which has our different events and teams:
www.brownentrepreneurship.com, www.risdeship.com/#whatwedo

And to see what other great innovation and entrepreneurship groups are working on in Brown and RISD:

www.innovateonthehill.com



Any questions?

Please email us at ep@brown.edu,
eship@risd.edu or contact anyone from
the Special Events team