## UMG-CAPITOL INNOVATION CHALLENGE

NOVEMBER 4 - DECEMBER 4, 2020

BUILD A CONSUMER APP THAT INCLUDES STREAMING MUSIC AND AT LEAST ONE OF THE FOLLOWING: USER-GENERATED VIDEOS, FITNESS/WELLNESS, FASHION, DANCE, GAMING OR TATTOOS. INTEGRATE A LAYER OF CONSUMPTION TO ALLOW USERS TO ENGAGE WITH OTHER PARTS OF AN ARTIST'S BRAND RANGING FROM MERCH, VIRTUAL PRODUCTIONS, SUPPORT OF CHARITABLE CAUSES, ETC.

## UMG MENTORS

AMY STRACK - DIRECTOR OF NEW DIGITAL BUSINESS & INNOVATION
BILL GAGNON - SVP OF BUSINESS DEVELOPMENT & MARKETING ANALYST
CHRIS HORTON - SVP OF STRATEGIC TECHNOLOGY
CRISTINA PIMENTEL - MANAGER OF NEW DIGITAL BUSINESS & INNOVATION
JAMES ROESER - ASSOCIATE PROJECT MANAGER
JAY KATSUYAMA - VP OF TECHNOLOGY
NICHOLAS OSBORNE - SVP OF DIGITAL STRATEGY & BUSINESS DEVELOPMENT (HEAD OF DIGITAL), CAPITOL
SUJATA RAO - DIRECTOR OF DIGITAL TECH STRATEGY

## GUEST MENTORS

FRANK CHEN - PARTNER & CHAIR OF NEW MEDIA PRACTICE, RANDERSON DES ROCHERS FIRM FRANK CHEN - PARTNER, ANDREESSEN HOROWITZ
FRED MCINTYRE - MANAGING DIRECTOR, CAPACITANCE
JON VANHALA - CEO, CROSSFADE PARTNERS
NAYILA ABUDUREHEMAN - SENIOR MANAGER FOR LABEL & ARTIST RELATIONS, TRILLER

## PRESENTERS

ALISON CARDOSO - DIRECTOR OF ADVANCED OPERATIONS, UMG
BILL GAGNON - SVP OF BUSINESS DEVELOPMENT & MARKETING ANALYST, UMG
BRANDON MARTINEZ - FOUNDER, SNKRHD
FARZEEN GHORASHY - CHIEF STRATEGY & FINANCIAL OFFICER, OVERTIME
GAVIN ROBERTSON - SENIOR DIRECTOR OF BUSINESS PROCESS IMPROVEMENT, UMG
SIMON GOULDER - METADATA & RIGHTS BUSINESS ENGAGEMENT DEVELOPMENT UMG
TOM MIZZONE - CEO, SWEET.IO

