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
CHRIS HORTON - SVP OF STRATEGIC TECHNOLOGY
CRISTINA PIMENTEL - MANAGER OF NEW DIGITAL BUSINESS & INNOVATION
GAVIN ROBERTSON - SENIOR DIRECTOR OF BUSINESS PROCESS IMPROVEMENT
JAMES ROESER - ASSOCIATE PROJECT MANAGER
JAY KATSUYAMA - VP OF TECHNOLOGY
NICK OSBORNE - SVP OF DIGITAL STRATEGY & BUSINESS DEVELOPMENT, CAPITOL
SIMON GOULDER - METADATA & RIGHTS BUSINESS ENGAGEMENT DEVELOPMENT
SUJATA RAO - DIRECTOR OF DIGITAL TECH STRATEGY

GUEST MENTORS

ELIZABETH MOODY - PARTNER & CHAIR OF NEW MEDIA PRACTICE, GRANDERSON DES ROCHERS, LLP FRANK CHEN - PARTNER, ANDREESSEN HOROWITZ FRED MCINTYRE - MANAGING DIRECTOR, CAPACITANCE JON VANHALA - CEO, CROSSFADE PARTNERS NAYILA ABUDUREHEMAN - SENIOR MANAGER FOR LABEL & ARTIST RELATIONS, TRILLER SARAH KHAVARI - ASSOCIATE, GRANDERSON DES ROCHERS, LLP

PRESENTERS

ALISON CARDOSO - DIRECTOR OF ADVANCED OPERATIONS, UMG
BILL GAGNON - SVP OF BUSINESS DEVELOPMENT, UMG
BRANDON MARTINEZ - CO-FOUNDER, SNKRHD
FARZEEN GHORASHY - CHIEF STRATEGY & FINANCIAL OFFICER, OVERTIME
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