

Monday 2, April, 2012

WELCOME KEYNOTE

Introduction and Program Description

10:30 PM - 11:00 AM

Fadi Bishara

Founder, blackbox accelerator, LLC

Participant Intros

11:00 AM - 12:00 noon

All Participating Founders

blackbox connect Participants

WELCOME LUNCH

12:00 noon - 12:45 PM

Food will be provided

.

PROGRAM

Presentation Workshop

Distinctions in Context and Audience

1:00 PM - 2:30 PM

Carl Schneebeck

Director of Executive Programs

Presidio Graduate School

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End of Program Desired Results

4:00 PM - 5:30 PM

Blackbox Team

Group Discussion

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DINNER

6:30 PM - 10:30 PM

Food & Drinks will be provided

Participants and Blackbox Team only



Tuesday 3, April, 2012

LUNCH

12:00 Noon - 12:45 PM

Food & Drinks will be provided

PROGRAM

Lean UX and UX Principles

Lecture

1:00 PM - 2:00 PM

Janise Fraser

Founder & CEO — LUXr, Inc.

What do we look for @500 Startups?

Lecture

2:30 PM - 3:45 PM

Dave McClure

Founding Partner — 500Startups

10 things a Startup Founder wouldn't
find without Google*Lecture*

4:00 PM - 4:40 PM

Bridgette Sexton

Entrepreneurship Manager — Google

Founder Story

Lecture

4:45 PM - 5:30 PM

Matt Sanchez

Founder & CEO — SAY Media, Inc.

NETWORKING PARTY

Networking Event

8:00 PM - 12:00 AM

GIT & AdRoll AdTech Bash — SF

Light Food & Open Bar & Music

Transportation will be provided

Wednesday 4, April, 2012

PROGRAM

Understanding your Customer
Workshop

11:00 AM - 1:00 PM

Janise Fraser
Founder & CEO — LUXr, Inc.

LUNCH with Padma Rao

1:00 PM - 2:45 PM

Food & Drinks will be provided

PROGRAM

Investment Options & Founder Vesting
Lecture

3:00 PM - 4:00 PM

Stephanie Palmeri
Sr. Associate, SoftTechVC

Founder Story
Lecture

4:00 PM - 5:00 PM

TBD

NETWORKING EVENT

Fireside Chat With Steve Blank
& Networking Event

6:00 PM - 10:00 PM

StartupGrind.com — Palo Alto
Light dinner & Transportation provided

Thursday 5, April, 2012

PROGRAM

Acting on Customer Needs
Workshop

11:00 AM - 1:00 PM

Janise Fraser
Founder & CEO — LUXr, Inc.
Presidio Graduate School — SF
Transportation provided

LUNCH in San Francisco

1:00 PM - 2:30 PM

Food & Transportation provided

PROGRAM

Investment/Global VC talk by DB
Lecture

3:00 PM - 4:00 PM

David Blumberg
Managing Partner, Blumberg Capital
Transportation provided

Investment/VC visit
Lecture

4:00 PM - 6:00 PM

VC firm in SF
TBD
Transportation provided

NETWORKING EVENT

FoundersHappyHours

7:00 PM - 10:00 PM

Hatchery — SF
Food, Drinks & Transportation provided



Friday 6, April, 2012

LUNCH

12:00 Noon - 1:00 PM

Food & Drinks will be provided

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PROGRAM

Elevator Pitch & Exec Summary
Short Building Elevator Pitch
Workshop

1:00 PM - 4:00 AM

Bill Joos
Principal, Go To Market Consulting, Inc.

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NETWORKING EVENT

Welcome Reception

6:00 PM - 11:00 PM

Blackbox Mansion
Dinner, Drinks provided

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Monday 9, April, 2012

PROGRAM

Launching a Startup in Gamification
Lecture

11:00 AM - 12:00 PM

Rajat Paharia
Founder & CPO Bunchball, Inc.

LUNCH

12:00 Noon - 1:00 PM

Food & Drinks will be
provided

PROGRAM

Social Marketing
Lecture

1:30 PM - 3:30 PM

Dan Martell
Serial Entrepreneur, Investor
Flowtown, clarity.fm

Global perspective on investments
Lecture

4:00 PM - 5:00 PM

Keith Teare
Founder, just.me, Inc.

Tuesday 10, April, 2012

LUNCH

12:00 PM - 1:00 PM

Food & Drinks will be provided

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PROGRAM

Lobotomy for International Entrepreneurs
Lecture

1:30 PM - 2:30 PM

Tim Draper
Founding Partner,
Draper Fisher Jurvetson

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What do the big funds look for?
Lecture

3:00 PM - 4:30 AM

Forest Baskett
General Partner, NEA

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Fireside Chat with Robert Scoble

6:00 PM - 7:00 PM

All Participating Founders

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NETWORKING EVENT

Save The Dojo Fundraiser
David Weekly, Founder of Hacker Dojo

7:00 PM - 11:00 PM

Blackbox Mansion

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Wednesday 11, April, 2012

BRUNCH

10:30 AM - 11:30 AM

Food & Drinks will be provided

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PROGRAM

Frameworks for Qualitative Research
Workshop

1:00 PM - 2:00 PM

Janise Fraser
Founder & CEO — LUXr, Inc.
Presidio Graduate School — SF
Transportation provided

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Legal and Business Operations in the US
Lecture

2:30 PM - 3:45 PM

Ryan Cabinte
Presidio Graduate School

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NETWORKING EVENT

RocketSpace Mixer

6:00 PM - 9:00 PM

RocketSpace, SF
Food, Drinks & Transportation provided

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Thursday 12, April, 2012

PROGRAM

The advisory board
Workshop

11:00 AM - 12:00 PM

Bill Joos
Principal, Go To Market Consulting, Inc.

LUNCH

12:30 Noon - 1:30 PM

Food & Drinks will be
provided

PROGRAM

What do we look for?
Lecture

2:00 PM - 3:00 PM

Sharon Wienbar
Managing Director,
Scale Venture Partners

Partnering with Google
Lecture

3:30 PM - 4:30 PM

Steven Kan
New Business Development – Google

Friday 13, April, 2012

PROGRAM

Google	9:00 AM - 10:30 AM	Breakfast at Google Food & Transportation provided
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Startup Crawl & Lunch w/ Bel Pesce	11:00 AM - 1:30 PM	Palo Alto
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Demo Day	2:00 PM - 4:30 PM	Demo to VCs
Keynote by the Sponsor	2:00 PM - 2:30 PM	Daniel Zimmermann, WilmerHale
Participants Pitch	2:30 PM - 4:30 PM	
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Demo Day Party	6:30 PM - 12:00 AM	Celebration Dinner at Blackbox Mansion Food & Drinks Provided
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