



June 24-25, 2004 • Santa Clara, CA

Produced by Kevin Werbach and **pulver.com**®**Conference Schedule**

Schedule subject to change

**Thursday, June 24th, 2004**

7:30 am - 8:30 am	Registration and Continental Breakfast—Room - Stevens Creek/Lafayette
8:30 am - 9:00 am	<b>Introduction: Welcome to the Connected World</b> —Room - Stevens Creek/Lafayette Kevin Werbach, CEO, Supernova Group
9:00 am - 9:30 am	<b>Perspective: Thomas Malone</b> , Professor, MIT Sloan School of Management—Room - Stevens Creek/Lafayette
9:30 am - 9:45 am	<b>Perspective: Ray Ozzie</b> , CEO, Groove Networks Inc.—Room - Stevens Creek/Lafayette
9:45 am - 10:30 am	<b>The Network is People</b> —Room - Stevens Creek/Lafayette <ul style="list-style-type: none"> <li>• Christopher Allen, Founder, Alacrity Management</li> <li>• Ray Ozzie, CEO, Groove Networks Inc.</li> <li>• Esther Dyson, Editor at Large, CNet Networks</li> <li>• Mena Trott, CEO, Six Apart</li> </ul>
10:30 am - 11:00 am	Morning Break
11:00 am - 12:00 pm	<b>Syndication Nation</b> —Room - Stevens Creek/Lafayette Moderator: Paul Boutin, Contributing Editor, <i>Wired</i> <ul style="list-style-type: none"> <li>• Scott Rosenberg, Managing Editor, <i>Salon.com</i></li> <li>• Tim Bray, Director of Web Technology, Sun Microsystems</li> <li>• David Sifry, CEO Technorati</li> </ul>
12:00 pm - 12:30 pm	<b>Perspective: Alan Ganek</b> , VP, Autonomic Computing, IBM—Room - Stevens Creek/Lafayette
12:30 pm - 1:30 pm	Lunch—First Floor; Magnolia Room

**1:30 pm - 2:30 pm BREAKOUT SESSIONS 1 - 2**

Session 1	Room - Stevens Creek	Session 2	Room - Lafayette
<b>S1 - Connected Work</b> Moderator: Amy Wohl, President, Wohl Associates <ul style="list-style-type: none"> <li>• Ross Mayfield, CEO, Socialtext</li> <li>• John Patrick, President, Attitude LLC</li> <li>• JP Rangaswami, Global CIO, Dresdner, Kleinwort &amp; Wasserstein</li> <li>• Peter Quintas, CTO, SilkRoad</li> </ul>		<b>S2 - IP vs. IP: Intellectual Property Meets the Internet Protocol</b> Moderator: Ron Dreben, Partner, Morgan Lewis <ul style="list-style-type: none"> <li>• Lisa Crane, Managing Partner, Media Venture Advisors</li> <li>• Sarah Deutsch, Associate General Counsel, Verizon</li> <li>• Rose Hagan, Senior Trademark Counsel, Google</li> <li>• Wendy Seltzer, Attorney, Electronic Frontier Foundation</li> </ul>	

**2:30 pm - 3:30 pm BREAKOUT SESSIONS 3 - 4**

Session 3	Room - Stevens Creek	Session 4	Room - Lafayette
<b>S3 - Digital Identities</b> Moderator: Rafe Needleman, Editor, Business Buying Advice, CNet <ul style="list-style-type: none"> <li>• Marc Canter, CEO, Broadband Mechanics</li> <li>• Andre Durand, CEO Ping ID</li> <li>• Dick Hardt, Founder &amp; CEO, Sxip Networks</li> <li>• Philip Rosedale, CEO, Linden Lab</li> </ul>		<b>S4 - Building the Matrix</b> Moderator: Ian Foster, Head, Distributed Computing Lab, Argonne National Laboratory	

**3:30 pm - 4:30 pm BREAKOUT SESSIONS 5 - 6**

Session 5	Room - Stevens Creek	Session 6	Room - Lafayette
<b>S5 - Spam and the Future of Email</b> Moderator: Stowe Boyd, Managing Director, Corante Research <ul style="list-style-type: none"> <li>• Lucinda Duncafe Holt, CEO, Turntide</li> <li>• Karl Jacob, CEO, Cloudmark</li> <li>• Greg Reinacker, CEO, Newsgator</li> <li>• Toni Schneider, CEO, Oddpost</li> </ul>		<b>S6 - Mapping Insights</b> <ul style="list-style-type: none"> <li>• Valdis Krebs, CEO, Orgnet</li> <li>• John Quarterman, CEO, Internet Perils</li> </ul>	

**4:30 pm - 5:30 pm BREAKOUT SESSIONS 7 - 8**

Session 7	Room - Stevens Creek	Session 8	Room - Lafayette
<b>S7 - Fighting Distributed Wars</b> Moderator: Doc Searls, Sr. Editor, <i>Linux Journal</i> <ul style="list-style-type: none"> <li>• Tara Lemmey, LENS Ventures</li> <li>• John Robb, Global Guerrillas</li> <li>• Ambatipudi Sastry, CTO, Co-Founder, PacketHop</li> </ul>		<b>S8 - Users Do the Darndest Things</b> <ul style="list-style-type: none"> <li>• Danah Boyd, Ph.D. Candidate, UC Berkeley</li> <li>• Dennis Crowley, Founder, CEO, dodgeball.com</li> </ul>	

**5:30 pm - 8:00 pm Get Connected Reception and Technology Showcase:**

—First Floor - Tresca Courtyard

An opportunity for conference participants, investors, and entrepreneurs, to network in a focused yet relaxed environment.

Hosted by



**Friday, June 25th, 2004**

7:30 am - 8:30 am	Registration and Continental Breakfast
8:30 am - 8:45 am	<b>Introduction: Tyranny of the Commodity?</b> —Room - Stevens Creek/Lafayette Kevin Werbach, CEO, Supernova Group
8:45 am - 9:15 am	<b>Perspective:</b> Jonathan Schwartz, President & COO, Sun Microsystems —Room - Stevens Creek/Lafayette
9:15 am - 10:00 am	<b>Exploding the Enterprise</b> —Room - Stevens Creek/Lafayette Moderator: Phil Windley, Associate Professor, Brigham Young University <ul style="list-style-type: none"><li>• Gordon Eubanks, CEO, Oblix</li><li>• John Hagel III, Author and Management Consultant, John Hagel and Associates, LLC</li><li>• Darren Lee, CEO, NextPage</li><li>• Halsey Minor, Chairman, CEO and Founder, Grand Central Communications</li></ul>
10:00 am - 10:30 am	Morning Break
10:30 am - 10:45 am	<b>Perspective:</b> Niklas Zennstrom, CEO and Co-Founder, Skype —Room - Stevens Creek / Lafayette
10:45 am - 11:45 am	<b>Telecom Transformation - Voice as a Data Application</b> —Room - Stevens Creek / Lafayette <ul style="list-style-type: none"><li>• Jeff Blumentfeld, Partner, Crowell &amp; Moring</li><li>• Jeff Ganek, CEO, Neustar</li><li>• Mike McCue, Co-Founder, Tellme Networks</li><li>• James Seng, Assistant Director, Infocomm Development Authority of Singapore</li><li>• Niklas Zennstrom, CEO and Co-Founder, Skype</li></ul>
11:45 am - 12:45 pm	<b>Disruptive Wireless</b> —Room - Stevens Creek / Lafayette <ul style="list-style-type: none"><li>• Vanu Bose, CEO, Vanu, Inc.</li><li>• Michael Gallagher, Acting Assistant Secretary of Commerce for Communications, US Department of Commerce</li><li>• Tren Griffin, Telecom Evangelist, Microsoft</li><li>• Rob Poor, CTO, Ember</li></ul>
12:45 pm - 2:00 pm	Lunch—First Floor; Magnolia Room
2:00 pm - 2:30 pm	<b>Perspective:</b> Doc Searls, Sr. Editor, Linux Journal —Room - Stevens Creek/Lafayette
2:30 pm - 3:30 pm	<b>Is Government the Problem or the Solution?</b> —Room - Stevens Creek / Lafayette Moderator: Peter Harter, Farrington Group <ul style="list-style-type: none"><li>• Scott Blake Harris, Managing Partner, Harris Wiltshire &amp; Grannis</li><li>• Laura Ipsen, VP, Worldwide Government Affairs, Cisco Systems</li><li>• Chris Marsden, Oxford Internet Institute</li><li>• Rick White, CEO, TechNet</li></ul>
3:30 pm - 4:00 pm	Afternoon Break
4:00 pm - 5:00 pm	<b>Broadband Life: Bringing it All Together</b> —Room - Stevens Creek / Lafayette Moderator: Keith Teare <ul style="list-style-type: none"><li>• Joanna Rees Gallanter, Managing Partner, Venture Strategy Partners</li><li>• Shawn Hardin, SVP, AOL Broadband</li><li>• Rob Reid, VP Strategic Development, Real Networks</li></ul>
5:00 pm - 6:00 pm	<b>Roundtable: Closing the Back-Channel Loop</b> —Room - Stevens Creek / Lafayette <ul style="list-style-type: none"><li>• Dan Gillmor, Columnist, San Jose Mercury News</li><li>• Elizabeth Lane Lawley, Assistant Professor, Rochester Institute of Technology</li><li>• Judith Meskill, Meskill.net</li><li>• Loic Le Meur, CEO, Ublog</li></ul>
6:00 pm	Conference Closes



Premier Networking Event:

## The Get Connected Reception and Technology Showcase

This year's Supernova will feature a networking reception and technology showcase on the evening of Thursday, June 24, beginning at 5:30pm in the Tresca Courtyard at The Westin Hotel. Cocktails and hors d'oeuvres will be served.

Hosted by **IBM** Venture Capital Group

The Technology Showcase will take place at the Get Connected Reception and will highlight a wide-range of emerging technologies.

## Supernova's Community Connection

The Community Connection offers the following suite of services: Conference Weblog, Metablog and Moblog; Eventspace Wiki; Presence-enabled Web Conferencing; and, Hecklebot. Audio streaming of Supernova sessions will also be available at the IT Conversations website. [www.itconversations.com](http://www.itconversations.com). The Community Connection will remain active through August, 2004. All participants are welcome! Go online to participate at: [www.supernova2004.com/communitytools.html](http://www.supernova2004.com/communitytools.html)

## Supernova 2004 Conference Sponsors

### IBM, Corporation

— Get Connected Reception Host



CHQ1  
Armonk, NY  
Contact: Christy Oltmans  
[christy@us.ibm.com](mailto:christy@us.ibm.com)  
phone: (800) 426-4968

IBM is creating an innovation ecosystem through the development of mutually beneficial relationships with the VC community. By working with emerging independent software vendors (ISVs) to help them build and deliver applications with innovative technologies, the Venture Capital Group (VCG) brings go-to-market capabilities and intellectual capital to startups. Venture Capital backed ISVs can access the VCG Website at:

[ibm.com/venturecapitalgroup](http://ibm.com/venturecapitalgroup)

Innovate Now provides emerging ISVs access to IBM business development, technical, and marketing resources. Selected ISVs will benefit from a dedicated IBM sponsor to help them leverage the unparalleled resources, industry expertise, and marketing and sales tools. PartnerWorld Industry Networks for ISVs provides a gateway to industry resources. Self-nomination and participation in these initiatives is easy through an online application at:

[ibm.com/isv/InnovateNow](http://ibm.com/isv/InnovateNow)

### Convoq, Inc.



55 Hayden Avenue  
Lexington, MA 02421  
p: (781) 862-5800  
f: (781) 862-2800  
[www.convoq.com](http://www.convoq.com)  
Contact: Meg Temple, Director of Mktg.  
email: [mtemple@convoq.com](mailto:mtemple@convoq.com)

Convoq has developed an innovative and uniquely affordable Web conferencing system: Convoq ASAP™, ASAP (As Soon As Present™) is a secure, hosted service that leverages online presence information to convene both ad hoc and scheduled online meetings. With no download or installation needed, both licensed and non-licensed participants can instantly join multi-party Web conferences across platforms and firewalls. For non-ASAP subscribers, the meeting simply opens in a browser window. The powerful, rich-media ASAP conference space includes audio, video, presentations, screen-sharing, and file-sharing.

ASAP brings the power of presence-based Web conferencing within the reach of every professional with a predictable, presenter-based licensing model. For an annual flat fee, subscribers can conduct an unlimited number of meetings.

### Microsoft



Founded in 1975, Microsoft (NASDAQ, "MSFT") is the worldwide leader in software, services and Internet technologies for personal and business computing.

The company offers a wide range of products and services designed to empower people through great software — any time, any place and on any device.

### Morgan, Lewis & Bockius LLP

## Morgan Lewis

COUNSELORS AT LAW  
1111 Pennsylvania Avenue, NW  
Washington, DC 20004  
p: (202) 739-3000  
f: (202) 739-3001  
[www.morganlewis.com](http://www.morganlewis.com)  
Contact: Ron N. Dreben, Partner  
email: [rdreben@morganlewis.com](mailto:rdreben@morganlewis.com)

Morgan, Lewis & Bockius LLP is a fully integrated, multipractice law firm with a team of nearly 1,200 lawyers in 17 offices worldwide. Morgan Lewis ranks among the 10 largest law firms in the U.S. For more than a century, our lawyers have helped a global array of clients, ranging from Fortune 500 companies and multinational financial organizations to leaders in the life sciences, technology, energy, securities, real estate and media industries. Clients have come to rely on the firm for its tradition of professional excellence and client service. Our lawyers are organized in a practice group structure that enables them to develop a specific expertise and provide greater value because of their depth of knowledge.

### NextPage

## NEXTpage®

13997 S Minuteman Drive  
Draper, UT 84020  
p: (801) 748-4400  
[www.nextpage.com](http://www.nextpage.com)  
Contact: Cyndi Tetro, VP Mktg. & Products  
p: (801) 748-4445  
email: [cyndi.tetro@nextpage.com](mailto:cyndi.tetro@nextpage.com)

NextPage finally takes order and organization all the way to the fringes of your organization. It puts a permanent end to isolated hard drives filled with different versions of the same file, e-mail inboxes

flooded with conflicting attachments, chaotic approval processes, and fragmented communications. And that means everyone can share documents securely, participate in an orderly, logical process, and end the confusion and costs of document chaos forever.

NextPage document management services is the only solution that tracks document versions across email, servers, and hard drives, and guarantees that users always have the latest version of every document - on or offline. The NextPage services let users know who made changes, what kinds of changes, and what needs to happen next—all from their own machine and all from the tools they use every day.

### Six Apart, Ltd.



66 Bovet Rd., Ste. 360  
San Mateo, CA 94107  
p: (650) 571-1709  
f: (650) 571-6471  
[www.sixapart.com](http://www.sixapart.com)  
Contact: Anil Dash  
email: [anil@sixapart.com](mailto:anil@sixapart.com)

Six Apart Ltd., based in San Mateo, CA, is the company behind the Movable Type personal publishing system and the TypePad personal publishing service.

Founded by husband and wife team Ben Trott and Mena G. Trott in 2002, Six Apart creates tools that enable tens of thousands of individuals, organizations, and corporations to participate in the web's full potential by publishing their ideas on the Internet with simple, yet powerful software and services. The Six Apart corporate weblog (<http://www.sixapart.com>) provides more information about Six Apart, TypePad and Movable Type.

## Socialtext



**Socialtext**  
Enterprise Social Software

235 Churchill Ave.  
Palo Alto, CA 94301  
p: (650) 323-0800  
f: (650) 323-0801  
[www.socialtext.com](http://www.socialtext.com)  
Contact: Ross Mayfield  
email: ross.mayfield@socialtext.com

**Socialtext** is the leading provider of Enterprise Social Software. Socialtext Workspace is a simple way for teams to efficiently communicate, collaborate, and publish. Adapting the best of lightweight and web-native tools like weblogs and wikis to enterprise requirements -- it enables decentralized participation with emergent properties. Socialtext was founded at the first Supernova and is proud to continue to sponsor these great conversations.

## Get Connected Sponsors

## Cloudmark

## CLOUDMARK

128 King Street, 2nd Floor  
San Francisco, CA 94107  
p: (415) 543-1220  
f: (415) 543-1233  
[www.cloudmark.com](http://www.cloudmark.com)  
Contact: Denny Riley, VP, Sales & Partnerships  
email: denny@cloudmark.com

**Cloudmark™** is a company that stops spam before it costs you money. Through Cloudmark Authority, Cloudmark Exchange Edition and Cloudmark SpamNet, the company delivers tailored anti-spam solutions for the desktop, small and medium businesses (SMBs) and the large enterprise providing immediate spam relief to thousands of businesses and nearly a million desktops in 72 countries. Delivering the most advanced and innovative methods for countering the accelerating spam problem, Cloudmark is leapfrogging traditional anti-spam companies and their obsolete techniques by fighting a distributed problem with a distributed solution and adding predictive technologies to crack the genetic code of spam.

## dodgeball.com - a Ubiquity Labs property



125 Stanton Street #1  
New York, NY 10002  
p: (917) 301-2028  
[www.dodgeball.com](http://www.dodgeball.com)  
contact: Dennis Crowley, Founder  
email: dens@dodgeball.com

**dodgeball.com** focuses on creating location-based social software for mobile devices. The pitch: Use text messaging on

your mobile phone to tell us where you are and we'll tell you who and what's around you. We'll ping your friends with your whereabouts, let you know when friends-of-friends are within 10 blocks, allow you to broadcast content to anyone nearby, blast messages to your groups of friends or let you know of nearby events. **dodgeball.com** is currently available across 10 US cities and is the first product to be launched by New York-based Ubiquity Labs, LLC.

## LinkedIn, Ltd.



1975 W. El Camino Real, Suite 307  
Mountain View, CA 94040  
p: (650) 968-8617  
f: (650) 968-8618  
[www.LinkedIn.com](http://www.LinkedIn.com)  
Contact: Konstantin Guericke, VP of Mktg.  
email: press@linkedin.com

**LinkedIn** is the premier provider of private and effective online networking tools used by over 700,000 professionals across the globe. By managing their existing professional network on LinkedIn, professionals can connect with the business people they need to meet through referrals from people they already know and trust.

LinkedIn facilitates hiring, business partnerships and access to industry experts through referrals based on strong and mutually confirmed connections. LinkedIn accelerates business effectiveness and career success by allowing professionals to receive and seek out opportunities through their network while protecting their privacy, inbox and existing professional relationships.

## Mark Logic Corporation



2000 Alameda de las Pulgas  
Suite 100  
San Mateo, CA 94403  
p: (650) 655-2300  
f: (650) 655-2310  
[www.marklogic.com](http://www.marklogic.com)  
Contact: Geoff Kerr, VP of Marketing  
email: geoff.kerr@marklogic.com

**Mark Logic** provides the first enterprise-class database specifically designed for content. In addition to enabling companies to analyze, synthesize and enhance their business content, Content Interaction Server is the platform for building a new class of content-centric applications using enterprise information not easily stored in relational databases. Today, this information is locked inside content in formats like Microsoft Word, PDF, e-mail and spreadsheets, as well as HTML, SGML and XML. Mark Logic helps companies unlock the value of their content in order to enhance current revenue streams, create new products and services, extract value from existing content and streamline business processes.

## Oddpost, Inc.

448 Grove Street  
San Francisco, CA 94102 USA  
p: (415) 861-1051  
f: (419) 710-7173  
[www.oddpost.com](http://www.oddpost.com)  
Contact: Toni Schneider, CEO  
email: toni@oddpost.com

**Oddpost, Inc.** is a developer of award winning web-based mail services that combine web mail, RSS and blogging applications. Oddpost technology has been recognized for its unique ability to provide a desktop-like application experience inside a standard web browser without the use of plug-ins or downloads. With critical acclaim from industry media sources and positive word-of-mouth, Oddpost has developed a worldwide user base amongst early adopters of sophisticated interactive technologies. *PC World* has designated Oddpost as a "World Class" winner and said Oddpost email is a "significant evolutionary step for web-based mail." *PC Magazine* has given Oddpost its "Editors' Choice" award.

Oddpost, Inc. was founded in 2001 and is a privately held company based in San Francisco.

## Santa Cruz Networks



1200 Pacific Avenue, Suite 300  
Santa Cruz, CA 95060  
p: (831) 459-7197  
f: (831) 459-8650  
[www.santacruznetworks.com](http://www.santacruznetworks.com)  
Contact Sales: (800) 828.9905  
email: sales@santacruznetworks.com

*VidiTel from Santa Cruz Networks*

**Santa Cruz Networks** delivers the world's first multi-point real-time communications platform enabling affordable face-to-face communication over IP - with integrated voice, video, data-sharing and IM - all on a PC with any camera and headset. Its VidiTel solution enables communications service providers to offer customizable, interactive group communications services - on top of a comprehensive presence/messaging infrastructure. The only platform that supports interactivity between hundreds of participants in one meeting, VidiTel overcomes barriers that have hampered rapid adoption of real-time multi-media—price and quality of service.

## SilkRoad technology, inc.



111 N Chestnut, Suite 200  
Winston-Salem, NC 27101  
p: (336) 201-5100 • 866.329.3363 toll free  
f: (336) 201.5141  
[www.silkroadtech.com](http://www.silkroadtech.com)  
Contact: Peter J Quintas, CTO  
email: peter.quintas@silkroadtech.com

**SilkRoad technology** is a leading developer of content management and web collaboration application solutions that offer the ease of use, scalability, performance

and low total cost of ownership required by enterprises and service providers. SilkRoad technology's innovative solutions provide web content management, network camera management, human resources and team collaboration application suites.

## Communications Sponsor

## Trainer Communications



331 Durham Court  
Danville CA 94526  
p: (925) 837-6277  
f: (925) 837-6324  
[www.trainercomm.com](http://www.trainercomm.com)  
Contact: Denise Nelson, (925) 837-6277  
email: nb@trainercomm.com

**Trainer Communications** is the only company of its kind dedicated exclusively to technology start-ups and start-up initiatives that guarantees quantifiable results directly related to its clients' business goals. Trainer Communications' senior-level team offers communications expertise across a range of technologies, including chip development, communications/optical/wireless, enterprise software, networking, storage and security. Partnering with leading venture capital firms including Advanced Technology Ventures, Bay Partners, Mayfield, and Sequoia Capital, Trainer Communications has established high-profile awareness for companies such as Brocade (one of the top 10 IPOs of 1999), Cloudscape (acquired by Informix in 1999), CrossWorlds (IPO in 2000), and Versata (one of the most successful IPOs in Q1 2000).

## Media Sponsors



# CORANTE