



BRAIN TALKS

1º

Understanding Investments in CyberSecurity and other current challenges in the Silicon Valley

DATE **07/04/2017**

WHAT IS IT?

BrainTalks is an event organized by **BRAINVEST WEALTH MANAGEMENT** and **MONT BLANC ASSET MANAGEMENT**. It will focus on important topics that are essential to investors.

It will give investors the opportunity of having an **INSIDER'S POINT OF VIEW**. This will allow them to navigate the world of alternative investments, in order to make better decisions and achieve better results on their investments.

TARGET AUDIENCE

A **CLOSED EVENT** offered to Braininvest and Mont Blanc clients and partners.

There will be UHNWI, single family offices executives and key influential people that are part of this universe.

ABOUT

BrainTalks will have **4 SPEAKERS** coming straight from Silicon Valley. They are dedicated to pursue new investments in cyber security, drones, autonomous vehicles and other new technologies. This event's purpose is to raise a productive discussion on the challenges they face nowadays, the uncertainties that lie in the future and the best way to achieve better returns for their investors/shareholders.

WHERE **HOTEL RENAISSANCE** • SALA LABRADOR • ALAMEDA SANTOS, Nº 2233, SÃO PAULO

PROGRAM

- 8H - 8H30** BREAKFAST
- 8H30 - 8H45** INTRODUCTION LEONARDO SALGADO
- 8H45 - 9H15** 1ST SPEAKER • YOAV LEITERSDORF • Start up nation, inside the VC world of cyber security startups
- 9H15 - 9H45** 2ND SPEAKER • BLAKE COLER-DARK • Sourcing innovation through technology startups
- 9H45 - 10H15** 3RD SPEAKER • MICHAEL WILLIAM COATES • Threats and challenges in cyber security on a social media giant
- 10H15 - 10H30** COFFEE BREAK
- 10H30 - 11H30** PANEL AND Q&A • moderator: MAURICIO FISS

SPEAKERS



YOAV LEITERSDORF

Yoav has been a successful tech entrepreneur and investor for the past two decades. YL Ventures, which he founded, invests early in cyber security, drone technologies, cloud computing, big data and Software-as-a-Service software companies, and accelerates their evolution via strategic advice and Silicon Valley-based operational execution. YL Ventures is currently investing out of its \$27.5 million second fund. Yoav currently serves on the boards of four YL Ventures portfolio companies: Karamba Security (automotive cybersecurity), Twistlock (virtual container security), Hexadite (automated cyber incident response), and Upstream Commerce (online retail intelligence). Yoav served on several boards. Yoav was the CEO and cofounder of Movota (mobile gaming), the CTO and cofounder of ExchangePath (online payments), and the CEO and cofounder of PcEntertainer Magazine. Yoav was also an associate at DFJ Gotham Ventures, studied at IMD, and holds an MBA with honors from Columbia University.



BLAKE COLER-DARK

Blake Coler-Dark is the Chief Investor Relations Officer at FundersClub, the world's first online venture capital firm, and a leader in early stage technology startups. Blake also serves as the Managing Director of FCVC Advisors, the family office and institutional unit of FundersClub, focused on capital raising and investor outreach. Prior to joining FundersClub, Blake led Investor Relations at Echelon Asset Management and before that, served as Investor Executive for the pre-IPO team at Lending Club and LC Advisors. Blake has extensive experience in working with alternative investments and was an early adopter to marketplace investing. Blake received a Bachelor's degree in Psychology from the University of California, Santa Barbara.



MICHAEL WILLIAM COATES

Michael is the Chief Information Security Officer at Twitter. Previous roles include head of security for Mozilla, creator of Firefox web browser, and director of product security at Firefox Security, a VC backed Silicon Valley startup that defends web applications against automated and bot attacks. Prior to these roles Michael spent many years providing security expertise to financial, enterprise, and telecommunications companies to analyze and strengthen their architecture and software applications. Michael also serves on the board of two nonprofit security organizations. Michael is the former chairman and a current member of the OWASP (Open Web Application Security Project) board of global directors, an international non-profit organization represented in over 100 countries focusing on advancing techniques, tools, and practices for securing critical applications. Michael also serves on the board for the Vendor Security Alliance, a coalition of companies committed to improving Internet security. Michael holds a Master of Science degree in Computer, Information and Network Security from DePaul University and a Bachelor of Science degree in Computer Science from the University of Illinois at Urbana-Champaign. Michael resides in San Francisco with his wonderful wife, daughter, and two dogs.

HOST



LEONARDO SALGADO

Leonardo Salgado has an extensive experience in early stage companies and portfolio management in other asset classes. He has started Joá Investimentos alongside Luciano Huck. The company during his term helped to build some of the early investing success cases, such as Porta do Fundos, Reserva, Petcare, Samba (Bike Sharing), Formula Academia and partnered with A-Grade (Ashton Kutcher) to follow investments into the VC environment in the US. In 2016, partnered with GP Investments to form the San Francisco based VC firm, Expanding Capital, to invest in tech opportunities, and acts as the company's CEO. Prior he was partner and CEO at Joá Investimentos, partner and CIO at Braininvest Wealth Management, portfolio manager at Itaú BBA and Santander. Leonardo holds a bachelor degree in Economics, has a MSc degree in Financial Engineering from University of Sao Paulo, specialization degrees in International Economics from London School of Economics and in Business (OPM) at Harvard Business School.

PANEL MODERATOR



MAURÍCIO FISS

In ICTS since 2001, is currently Managing Director of the company, responsible for the subject of MKT and practices of Protecting Sensitive Information and TSO. He actively participated in the development of strategies and solutions to several projects focusing on aspects of information technology, behavioral and processes. He also led projects of risk management and loss reduction in Europe, Asia and the Americas, in the telecommunications, consumer goods, retail and natural resources industries. He holds a Bachelor degree in Electrical Engineer from Polytechnic School of University of Sao Paulo, a Master in Business Administration by Faculty of Economics and Administration, University of Sao Paulo and a post-degree in Management Services from Escola Superior de Propaganda e Marketing (ESPM).



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