

## MAIN STAGE

## ROOMS 303 & 304 BREAKOUT SESSIONS

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8:00 AM

### BREAKFAST

9:00 AM

### WELCOME REMARKS

Welcome to Startup Grind



9:10

### FIRESIDE CHAT

Bringing Honesty to Business



9:30

### FIRESIDE CHAT

Building Movements in Media & Investing



9:50

### KEYNOTE

How to Really Grow & Scale a Business:  
Sugarfina's Inside Story



10:00 AM

### QUICKFIRE PITCHES

Meet Five Companies from our Startup  
Program

10:10

### FIRESIDE CHAT

Building the New Work-Life Culture



10:30

### MORNING BREAK

### BREAKOUT SESSIONS BEGIN 3RD FLOOR

9:30

Building Brand Loyalty in a  
Commodity Market



10:00

Q+A with Susan Lyne + Colleen Taylor



10:30

Making, Selling, and Funding Products that People Love



11:00 AM

### KEYNOTE

Creating Ambassadors  
of Joy



11:10

### FIRESIDE CHAT

How We're Designing the Perfect Team



11:30

### KEYNOTE

High Speed Exit: 0 to \$1B in 2.5 years



11:45

### QUICKFIRE PITCHES

Meet Five Companies from our Startup  
Program

12:00 PM

### FIRESIDE CHAT

The Sport of Business



12:20

### LUNCH

11:00 Future Proof: The Survival of  
Your Startup



11:30

Creating a Truly Mission-Driven Business



12:00

Q+A with VC Jim Schienman



12:30

Hypothesis-Driven Product Management



1:00

Startup Program Pitch Competition

Come hear our top Startup  
Program companies pitch  
to 500 Startups

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1:45

### KEYNOTE

*Staying Real: Inside an Artist's Hustle*



1:55

### KEYNOTE

*The Future of Publishing in the Mobile Age*



2:00 PM

2:05

### FIRESIDE CHAT

*Fixing Tech's Biggest Bug: Diversity*



2:25

### FIRESIDE CHAT

*How to Speed Past the Rules to Capture a Trend*



2:45

### KEYNOTE

*Founding and Funding Jaunt VR*



3:00 PM

### AFTERNOON BREAK



3:30

### QUICKFIRE PITCHES

*Meet Five Companies from our Startup Program*

2:00

Q+A with Scott Dudleson



2:30

Crowdfunding is Eating the World



3:00

Q+A with Tracy Chou



3:30

*Missionary vs Mercenary: Why Founders Must Love the Process, Not Just the Outcome*



3:45

### FIRESIDE CHAT

*The Science of Building Startups, from Incubation to Exit*



4:00 PM

4:05

### KEYNOTE

*How NEFF Became a Phenomenon - Without Selling Out*



4:20

### FIRESIDE CHAT

*How to Win in the Attention Economy*



4:50

### FIRESIDE CHAT

*Engineering Culture: The New Era of Silicon Valley & Hollywood*



5:00 PM

5:30-7:30

### CLOSING RECEPTION IN THE COURTYARD

Cheers to a great Startup Grind SoCal!  
Join us for drinks in the courtyard before we conclude.

CONFERENCE CONCLUDES