

## Wednesday, October 23

8:00 AM – 9:00 AM	Registration Open (breakfast not included)
<b>Keynotes</b>  9:00 AM – 10:00 AM	<b>Opening Remarks</b> <i>Eric Ries (Co-Founder and Author, The Lean Startup)</i>  <b>Rhyme Combinator Live Musical Preview</b> <i>Beau Lewis (CEO, Rhyme Combinator Inc.)</i>  <b>Can you Build a Lean Crypto Company?</b> <i>Sonal Chokshi (Editor in Chief, a16z), Katie Haun (General Partner, a16z)</i>
10:00 AM - 10:30 AM	Morning Break
<b>Deep Dive Workshops</b>  10:30 AM – 12:00 PM	<b>A1: Problem Discovery: Conducting Effective Interviews to Truly Understand Your Customers</b> <i>Jonathan Bertfield (Faculty, Lean Startup Co.), Hisham Ibrahim (Faculty, Lean Startup Co.)</i>  <b>A2: Easy Metrics and Dashboards for Corporate Startups</b> <i>Speaker To Be Announced</i>  <b>A3: Lean For Social Impact: Innovating for Greater Impact and Scale (powered by the Stupski Foundation)</b> <i>Steve Nagai-Ma (Founding Partner, Flying Bird)</i>  <b>A4: Lead to Thrive: Build Great Teams and Even Better Organizations</b> <i>Patricia Kennedy (CEO, Kennedy Spencer)</i>  <b>A5: Designing Gamified Experiences to Gain Customer Insights</b> <i>Ricardo Chen (CTO, Wisy), Min Chen (CEO, Wisy)</i>
12:00 PM – 1:00 PM	Lunch
<b>Case Studies</b>  1:00 PM – 2:00 PM	<b>B1: My Billion Dollar Mistake</b> <i>Hiten Shah (Co-Founder, FYI)</i>  <b>B2: The Reality of Running a Startup Inside a Large Organization</b> <i>Chris Boeckerman (Innovation Director/GrowthWorks Leader, Procter &amp; Gamble)</i>  <b>B3: When to Invest in Sales and Marketing During Hypergrowth</b> <i>Steven Boone (VP of Revenue, Atrium)</i>  <b>B4: The Road to Startup Success is Paved in Pivots</b> <i>Kate Skavish (Chief Visionary Officer, Wave.video)</i>  <b>B5: The 8 Deadly Maladies of Rapid Experimentation</b> <i>Lukas Oberhuber (Group Chief Technology Officer, Simply Business)</i>  <b>B6: Leading Innovation and Building Better Lives: Intercorp Latin America (powered by the Stupski Foundation)</b> <i>Steve Liguori (Founder, Corporate Entrepreneur Community) Track: Enterprise, Lean Impact</i>
2:00 PM – 2:30 PM	Afternoon Break

<p><b>Deep Dive Workshops</b></p> <p><b>2:30 PM – 4:00 PM</b></p>	<p><b>C1: Solution Discovery Hacks: Using Concept Design and Rapid Prototyping</b> <i>Jonathan Bertfield (Faculty, Lean Startup Co.), Hisham Ibrahim (Faculty, Lean Startup Co.)</i></p> <p><b>C2: The Innovation Strategy Playbook: Preparing Your Company to Support Innovation</b> <i>Tendayi Viki (Author, The Corporate Startup)</i></p> <p><b>C3: Optimize, Grow or Catapult: Where to Target Your Organization’s Innovation Efforts</b> <i>Hattie Willis (Associate Partner, Rainmaking)</i></p> <p><b>C4: Lean Approaches to Fundraising and How to Optimize Your Donation Page (powered by the Stupski Foundation)</b> <i>Brady Josephson (Managing Director, NextAfter Institute for Online Fundraising)</i></p> <p><b>C5: The Innovation Decision Tree: Creating Pathways to Advance Innovation</b> <i>Ed Essey (Director of Intrapreneurship and Incubation, Microsoft Garage)</i></p>
<p><b>4:00 PM – 4:30 PM</b></p>	<p><b>Afternoon Break</b></p>
<p><b>Keynotes</b></p> <p><b>4:30 PM – 6:00 PM</b></p>	<p><b>Innovation is a Habit, not a Mindset</b> <i>Diana Kander (Co-Founder, Agility Works)</i></p> <p><b>Blazing a Path to Success: Transformative Advice for Startups</b> <i>Michael Seibel (CEO and Partner, Y Combinator)</i></p> <p><b>Disrupting Venture Capital: Breaking Rules While Breaking Ground</b> <i>Justin Kan (Co-Founder and CEO, Atrium), Arlan Hamilton (Founder and Managing Partner, Backstage Capital)</i></p>
<p><b>Thursday, October 24</b></p>	
<p><b>8:00 AM – 9:00 AM</b></p>	<p><b>Registration Open (breakfast not included)</b></p>
<p><b>8:00 AM – 8:45 AM</b></p>	<p><b>Tech Trends Podcast Live @ Lean Startup (Powered by J.P. Morgan)</b></p>
<p><b>Deep Dive Workshops</b></p> <p><b>9:00 AM – 10:30 AM</b></p>	<p><b>D1: Designing Experiments to Validate Your Product Idea</b> <i>Hugh Molotsi (Faculty, Lean Startup Co.), Hisham Ibrahim (Faculty, Lean Startup Co.)</i></p> <p><b>D2: Advanced Experimentation: Monitoring Product Life-cycle and Engaging Governance Boards (2 hours)</b> <i>Adam Berk (Faculty, Lean Startup Co.), Jonathan Bertfield (Faculty, Lean Startup Co.)</i></p> <p><b>D3: Innovation Mindsets to Drive Organizational Change</b> <i>Oseas Ramirez Asaad (Partner and Board Advisor, Axialent.com and Zulu.vc)</i></p> <p><b>D4: Cracking the Code on Startup Talent</b> <i>Sam Wong (Startup Advisor, Interim Co-Founder, Author, Execution Matters)</i></p> <p><b>D5: Be the Solution: Use Lean to Solve Community Problems (powered by the Stupski Foundation)</b> <i>Katrina Medoff (Founder and Co-Director, Women's Weekend Film Challenge)</i></p> <p><b>D6: Envisioning the Future: Generating Bold Ideas for Maximum Impact</b> <i>Andi Plantenberg (Faculty, Lean Startup Co.)</i></p>
<p><b>10:30 am - 11:30 am</b></p>	<p><b>Extended Morning Break</b></p>

<p><b>Keynotes</b></p> <p><b>11:30 AM – 12:45 PM</b></p>	<p><b>Intelligent Growth in Startups: Building More Than a Product to Get Product/Market Fit</b>  <i>Ann Miura-Ko (Co-Founding Partner, Floodgate)</i></p> <p><b>Venture Capital and How to Get It</b>  <i>Scott Kupor (Managing Partner, a16z)</i></p> <p><b>Innovation Readiness: Preparing Your Company To Support Continuous Innovation</b>  <i>Tendayi Viki (Author, The Corporate Startup)</i></p>
<p><b>12:45 PM - 2:00 PM</b></p>	<p><b>Lunch</b></p>
<p><b>Deep Dive Workshops</b></p> <p><b>2:00 PM – 3:30 PM</b></p>	<p><b>E1: Innovation Accounting for Profit (and Fun!)</b>  <i>David Binetti (Principal, Dinadesa, LLC)</i></p> <p><b>E2: Essential Habits for Innovation Teams</b>  <i>Josh Berry (Co-Founder, Agility Works), Diana Kander (Co-Founder, Agility Works)</i></p> <p><b>E3: Amazon’s Approach to Culture Change</b>  <i>Wen Huang (Global Lead, Innovation Advisory, Amazon Web Services), Eric Tachibana (Chief People Officer, Amazon Web Services)</i></p> <p><b>E4: Note to Founders: Don’t Flunk Cap Table Math</b>  <i>John Richards (CEO and Founder, Startup Ignition)</i></p> <p><b>E5: Navigating the Complexities of a Global Economy: What’s Your Global IQ?</b>  <i>Michael Landers (Founder, Culture Crossing, LLC)</i></p> <p><b>E6: Lean Startup Coaching Clinic (by invite only)</b>  <i>Lean Startup Faculty</i></p>
<p><b>3:30 PM - 4:00 PM</b></p>	<p><b>Afternoon Break</b></p>
<p><b>Keynotes</b></p> <p><b>4:00 PM - 5:30 PM</b></p>	<p><b>The Subscription Economy: How to Survive the End of Ownership</b>  <i>Tien Tzuo (CEO and Founder, Zuora)</i></p> <p><b>Fireside Chat: An Honest Account of an Entrepreneur’s Pivot</b>  <i>Chris Guest (Chief Marketing and Growth Officer, Topology Eyewear), Ryan Caldbeck (CEO and Founder, CircleUp)</i></p>
<p><b>Friday, October 25</b></p>	
<p><b>8:00 AM - 9:00 AM</b></p>	<p><b>Registration Open (breakfast not included)</b></p>
<p><b>Keynotes</b></p> <p><b>9:00 AM - 10:15 AM</b></p>	<p><b>From Founder to Investor: Stories from the Trenches of Entrepreneurship</b>  <i>Leah Busque Solivan (General Partner, FUEL Capital)</i></p> <p><b>Fast, Fluid and Flat: The Future of Work and Jobs</b>  <i>Brynne Kennedy (Founder and Author, Topia)</i></p> <p><b>Not Afraid to Fail: Lessons from Founding the Largest Lifestyle Brand for Black Millennials</b>  <i>Morgan DeBaun (CEO and Founder, Blavity), Hugh Molotsi (Faculty, Lean Startup Co.)</i></p>
<p><b>10:15 AM - 10:45 AM</b></p>	<p><b>Morning Break</b></p>

<p><b>Case Studies</b></p> <p><b>10:45 AM - 11:30 AM</b></p>	<p><b>F1: Mastering the Art of Telling Your Story</b> <i>Jason Ashlock</i></p> <p><b>F2: Accelerating Business Growth by Blending AI and Humans</b> <i>Udi Milo (Head of Product, Driver and Passenger Growth, Lyft)</i></p> <p><b>F3: Employee = Founder: Building a Startup inside a Fortune 500 Company</b> <i>Max-Antonio Burger (Co-Founder and CEO, VEZA SUR Brewing Co.)</i></p> <p><b>F4: Applying Lean Principles to Diversity, Equity, and Inclusion</b> <i>Ruchika Tulshyan (Author, The Diversity Advantage: Fixing Gender Inequality In The Workplace)</i></p> <p><b>F5: Creating a Culture of Experimentation: The Mozilla Story</b> <i>Matthew Grimes (Head of Firefox Product Innovation, Mozilla), Diane Tate (Senior Program Manager, Mozilla)</i></p> <p><b>F6: The Best Pivots are Painful: How We Saved Our Business by Sacrificing Our Assumptions</b> <i>Chris Guest (Chief Marketing and Growth Officer, Topology Eyewear)</i></p>
<p><b>11:30 AM - 11:45 AM</b></p>	<p><b>Transition/Break</b></p>
<p><b>Case Studies</b></p> <p><b>11:45 AM - 12:30 PM</b></p>	<p><b>G1: Brackitz Toy Story: Learning from Mistakes and Mental Models for Success</b> <i>Chris Cochella (Coach and Consultant at Sequoia Group/Co-Owner at Brackitz)</i></p> <p><b>G2: The Perils of Innovating after Achieving Product-Market Fit</b> <i>Rob Fan (Co-Founder and CTO, Sharethrough)</i></p> <p><b>G3: Reflecting on My Failure to Build a Billion Dollar Company</b> <i>Sahil Lavingia (Founder and CEO, Gumroad)</i></p> <p><b>G4: Hiring, Training, Retaining Entrepreneurs in Large Organizations</b> <i>Steve Liguori (Founder, Corporate Entrepreneur Community)</i></p> <p><b>G5: Big Problems Require Big Solutions: The Story of EARN (powered by the Stupski Foundation)</b> <i>Leigh Phillips (CEO, SaverLife by EARN)</i></p> <p><b>G6: Getting Leaders On Board: Don't Let Your Innovation Program be Pronounced Dead on Arrival</b> <i>Ben Hafele (Lean Innovation Manager, Caterpillar Inc.)</i></p>
<p><b>12:30 PM - 1:30 PM</b></p>	<p><b>Lunch</b></p>
<p><b>Keynotes</b></p> <p><b>1:30 PM - 2:30 PM</b></p>	<p><b>Fireside Chat: 2020 Vision of Silicon Valley</b> <i>Andy Rachleff (President and CEO, Wealthfront), Eric Ries (Co-Founder and Author, The Lean Startup)</i></p> <p><b>Opening Remarks</b> <i>Eric Ries (Co-Founder and Author, The Lean Startup)</i></p>
<p><b>2:30 PM</b></p>	<p><b>Conference Concludes</b></p>