**FRIDAY JUNE 1**

**9:00 AM**

- **9:00 - 2:30**  
  Registration, Mimosas, Lunch, Networking  
  Friend Center, Upper Atrium

- **9:00 - 10:15**  
  Design Thinking Workshop  
  Friend Center, Bowl 008  
  Featuring Rafe Steinhauer '07, Lecturer and Entrepreneurial Program Manager, Keller Center.

- **9:00 - 12:30**  
  OfficeHours Alumni Mentoring  
  Friend Center, Classroom 108  
  Four mentors from PEC's OfficeHours alumni mentoring program will be available in person. Please sign up at bit.ly/officehoursmentoring.

- **9:30**  
  Tiger Entrepreneurs Conference and 21st Annual Princeton Entrepreneurs' Network (PEN) Startup Conference and Competition  
  Sponsored by Princeton Entrepreneurship Council, Keller Center, Office of Technology Licensing, LivePlan, Chaac Ventures, Fitz Gate Ventures, Amazon, Basis, and Def Method.

- **9:30 - 10:25**  
  Venture Capital: Investing for Success  
  Friend Center, Bowl 006  
  Featuring Joy Marcus '83, General Partner, Clarizio Marcus Capital; Ita Ekpoudom '03, CEO, Tigress Ventures; Nic Poulos '08, Partner, Bowery Capital, and Bryan Gartner '08, Principal, Apax Capital.

- **9:30 - 10:25**  
  Smart Cities: Policy and Implementation  
  Friend Center, Bowl 004  
  Featuring Tom Wright '91, President, Regional Plan Association; Eric Rothman '93, President, HR&A Advisors; Sean Chen '14 *18; Madeleine Parker *18.

**10:00**

- **10:00 - 12:15**  
  Startup Conference & Competition: Showcase, Voting and Lunch  
  Friend Center, Convocation Room

- **10:00 - 12:15**  
  Startup Conference & Competition Happy Hour!  
  Friend Center, Upper Atrium

**10:30**

- **10:30 - 11:15**  
  Fireside Chat on Blockchain and Cryptocurrencies  
  Friend Center, Auditorium 101  
  Moderator: Mayra Ceja '03, Director of Equity/ICO, Indiegogo. Featuring Michael Novogratz '87, Private Investor.

- **10:30 - 11:15**  
  Entrepreneurship: The Princeton Way  
  Friend Center, Bowl 006  
  Featuring Anne-Marie Maman '84, Executive Director, PEC; Cornelia Huellstrunk, Executive Director, Keller Center; Tony Williams, New Ventures Associate, Office of Technology Licensing

**12:00 PM**

- **12:00 - 1:00**  
  Fireside Chat on Startup Experiences and Key Learnings  
  Friend Center, Auditorium 101  
  Moderator: Mayra Ceja '03. Featuring Jeff Chapin '98, Co-Founder of Casper

**1:00**

- **1:00 - 1:30**  
  Pitch Presentation & Winner Announcement  
  Friend Center, Auditorium 101

- **1:30**  
  Startup Conference and Competition Happy Hour!  
  Friend Center, Upper Atrium

**More entrepreneurial events on the reverse side!**
FRIDAY JUNE 1

10:30 AM
10:30 - 11:45
Alumni-Faculty Forum:
Cashing In: The Value and Volatility of Cryptocurrency
McDonnell Hall, Room A02
Moderator: Edward Felten, Robert E. Kahn Professor of Computer Science and Public Affairs, Director, Center for Information Technology Policy, and Associate Director, Program in Technology and Society. Panelists: Peter Barry ’63, Principal, Peter T. Barry Company; Michael Shamos ’68, Distinguished Career Professor, School of Computer Science, Carnegie Mellon University; Alex Sieke ’08, Product Manager, Coinbase; Sarah Adams ’13, Project Manager, Plaid. Sponsored by the Alumni Association of Princeton University.

2:00 PM
2:00 - 4:00
PAVE Reunion and Vehicle Demonstration
1972 Plaza (in front of McCosh 10)
Sponsored by Princeton Autonomous Vehicle Engineering.

3:00 PM
3:00 - 4:00
eHub Happy Hour
Princeton Entrepreneurial Hub
34 Chambers Street
Sponsored by the Keller Center for Innovation in Engineering Education, E-Club and Princeton Entrepreneurship Council.

SATURDAY JUNE 2

8:45 AM
8:45 - 10:00
Alumni-Faculty Forum: Data: The New Killer Application and How Data Is Driving Exciting New Applications Across IoT and Beyond
McCormick Hall, Room 101
Moderator: Jennifer L. Rexford, Gordon Y.S. Wu Professor in Engineering, Professor of Computer Science and Chair, Department of Computer Science. Panelists: James Shepard ’78, Founder and Managing Partner, GenNx360 Capital Partners; Angela T. Tucci ’88, CEO, Apto, Inc.; Jean Hsu ’08, Co-Founder, Co Leadership; Michael S. Wang ’08, Co-Founder & CEO, SIRL. Sponsored by the Alumni Association of Princeton University.

8:45 - 10:00
Alumni-Faculty Forum: The Role of Technology in Raising 21st Century Children
Princeton Neuroscience Institute, Room A32
Moderator: Todd Kent ’83, Director and Lecturer, Program in Teacher Preparation. Panelists: Richard Benson ’73, President, The University of Texas at Dallas; Mitchell Resnick ’78, Professor of Learning Research, MIT Media Lab; Jaime Dominguez ’93, Head of School, Stuart Hall for Boys, San Francisco, CA; Lindsey Engle Richland ’98, Professor of Human Development and Education, University of Chicago; Lara Klainerman Hochstein ’08, Lead Curriculum Designer, IXL Learning. Sponsored by the Alumni Association of Princeton University.

10:30
10:30 - 11:45
Alumni-Faculty Forum: Consumer Markets, Trends and Technologies
Princeton Neuroscience Institute, Room A32
Moderator: Don Seitz, ’79, Assistant Director, PEC and CEO, Inkubate. Panelists: Dan Porter ’88, CEO, Overtime; Russ Grandinetti ’93, Senior Vice President International, Amazon.com; Trevor Sumner ’98, Angel, Advisor and CEO, Perch Interactive; Molly Nacey ’13, Co-Founder, Google’s Area 120. Sponsored by the Alumni Association of Princeton University.