

VLAB



Young Entrepreneurs with Big Ideas

Millennials, the first generation of digital natives, have **big ideas**. They are spreading their wings, turning their ideas into reality, and changing the world. VLAB shines a light on early stage entrepreneurs, under 30, just now taking flight.

The panelists for this event are on the startup runway, and investors believe that they have what it takes, raising over \$101M in total since 2013.

Hear their stories — the AHAs, the OMGs, and what they've learned along the way. What inspired our panelists to get started? How did they get funding? and more.



Tweet about
the event:
#VLABYE



Text your questions
to the panel:
650.308.8522

MODERATOR



Adam Draper | Founder and Managing Director, Boost VC

Adam Draper, founder and Managing Director of BoostVC, is building one of the top accelerators in Silicon Valley. With plans to invest in 200 companies over the next three years, BoostVC offers dedicated housing in a collaborative environment where new enterprises are exposed to noteworthy speakers, influential mentors, and potential funders. BoostVC's focus is on finding the most innovative people starting world-changing companies. Before founding BoostVC in 2012, Adam was Co-Founder and VP of Business Development at Xpert Financial

where he learned many of his startup lessons. He was also an analyst at Salomon Smith Barney, and earlier worked with several startups, including BOOM!Studios and MailFrontier. Adam's experiences helped sculpt his view of what it means to be an entrepreneur, and how a startup works internally. He currently serves on the boards of four companies and is a graduate of UCLA.

PANELISTS



Anne Wooton | CEO and Co-Founder, Pop Up Archive

Anne Wooton is CEO and co-founder of Pop Up Archive. Pop Up Archive makes thousands of hours of spoken word searchable for media companies, producers, universities, libraries, and archives. Its latest project, Audiosear.ch, is the most comprehensive source of data and intelligence about podcasts on the web. Anne holds a Master's degree from the University of California Berkeley in

Information Management and Systems, where she focused in digital archives and the sociology of technology. When she's not building the future of audio, Anne is most likely thinking about Abraham Lincoln's Classical influences, reading about outer space, or dancing.

popUP archive



Dylan Field | Founder, Figma

Dylan is the CEO and co-founder of Figma, which he started with the support of the Thiel Fellowship in 2012. Prior to Figma, Dylan interned at Flipboard as a KPCB Fellow.

He also interned at LinkedIn on the data science team. Dylan was named to Forbes 30 under 30 list in 2014 for his work in technology.

figma

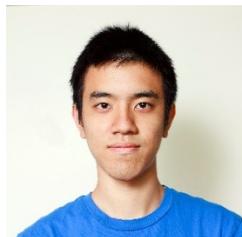


Pelu Tran | Founder, Augmedix

Prior to founding Augmedix in 2012, Pelu studied both Medicine and Engineering at Stanford University. Working in his community's hospitals and clinics, he saw medical students and physicians struggling under the increasing burden of electronic documentation and red tape at the expense of their patients. Driven by the goal of helping his fellow doctors care for their patients with the attention he knew they deserved, Pelu left

medical school to found Augmedix and begin his quest to rid healthcare of paperwork. He was only four months away from receiving his MD from Stanford. As Cofounder and President, Pelu leads the product and customer vision at Augmedix and runs the sales, marketing, product, design, and US operations teams. In 2015, he was chosen by Forbes as one of the nation's top healthcare leaders under 30.

AUGMEDIX



Stanley Tang | Co-Founder, DoorDash

Stanley Tang is the Co-founder and Chief Product Officer at DoorDash, an on-demand delivery company that is transforming local logistics. He founded DoorDash at the age of 20 while he

was a student at Stanford and later graduated with a B.S. in Computer Science. Stanley is also a best-selling author and was named one of Forbes' 30 Under 30.

DOORDASH

EVENT TEAM

Event Chair | Vaibhav Srivastava

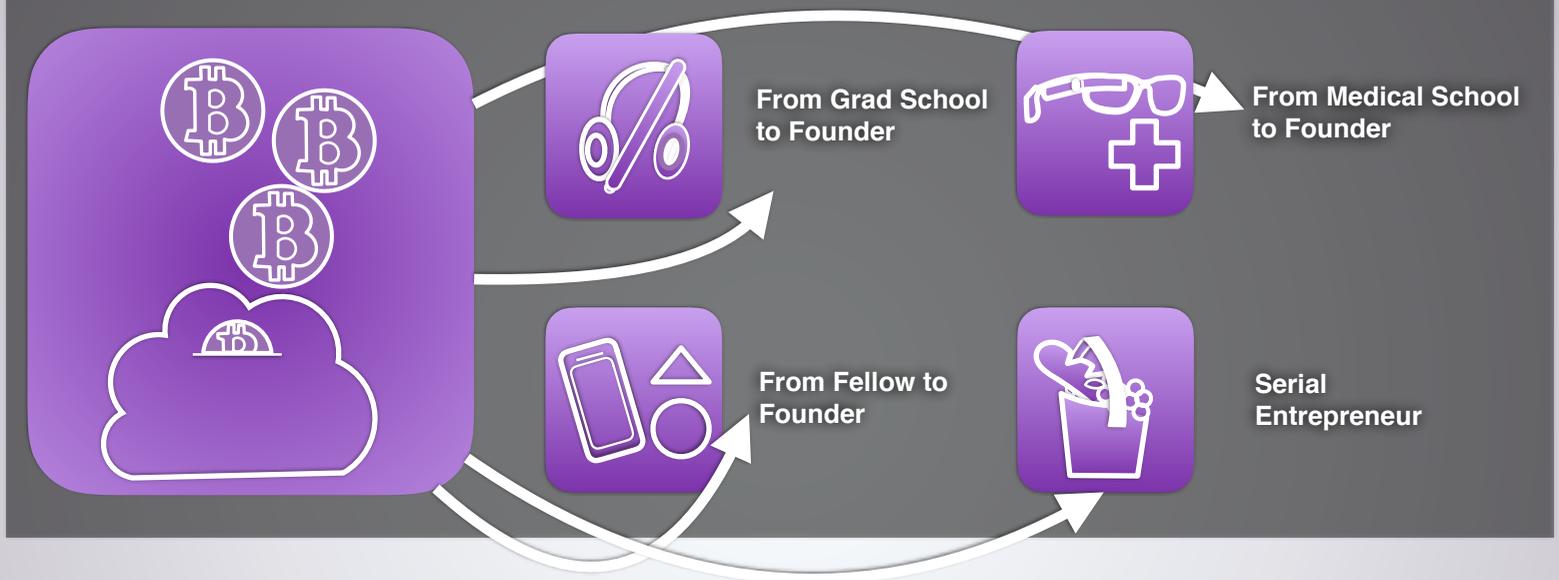
Event Team | Dan Brehmer, Fred Stein, Nichole Khan, Adwoa Boakye

The Ecosystem of the Millennial Entrepreneur

"Millennial customers—80 million in the U.S. alone—are about to become the most important customers your business has ever seen. In spite of the clichés you see in the media about this generation ... millennials are not only the largest generation in U.S. and world history, they're on the cusp of commanding the largest wallet power as well. It's estimated they'll be spending \$200 billion annually by 2017 and \$10 trillion over their lifetimes as consumers, in the U.S. alone."

- Forbes contributor,
Customer Experience and Corporate Culture
Micah Solomon

HOW OUR MILLENNIAL ENTREPRENEURS HAVE JOURNEYED TO ENTREPRENEURSHIP



WHO IS YOUR CUSTOMER ? ATTITUDES OF MILLENNIALS TOWARDS THESE POTENTIALLY BIG MARKETS

HEALTHCARE

- When asked what social issue is most important to them, 14% of Millennials said access to healthcare was their main focus.
- 30% of Millennials say they are likely to purchase a wearable device in the next 5 years.

MEDIA

- Unlike previous generations, 33% of millennials rely on blogs as their primary source of media.
- Millennials look to the opinions of their friends, 37%, parents, 36%, and online experts, 17%, before making a purchase.

DESIGN TOOLS

- 71% of Millennials say they face challenges with their collaboration tools compared with 62% of Generation Xers and 45% of Baby Boomers.
- Older workers have a higher regard for security, 49%, than Gen Xers, 37%, or those Millennials, 28%.

FOOD

- According to analysts at Morgan Stanley, 53% of Millennials go out to eat once a week compared with 43% of the general population.
- Technomic, a food-industry consulting firm, predicts that the meal-kit service segment of the market will grow to between \$3 billion-\$5 billion over the next 10 years.

<http://millennialbranding.com/category/blog/>

<http://www.businessinsider.com/millennials-dining-habits-are-different-2015-3>

<http://smallbiztrends.com/2013/05/millennials-work-and-entrepreneurship.html>

<http://www.information-age.com/technology/mobile-and-networking/123460644/how-design-workplace-tools-knowledge-sharing-styles-millennials>

UPCOMING EVENTS



Smart Buildings: Silicon Valley Delivers Data-Driven Office Space

Silicon Valley is driving how corporations operate and manage their commercial real estate more effectively using automation to make buildings smarter. As companies like Google, Apple, Facebook, and LinkedIn expand their campuses, and small companies continue to grow, their need to accommodate employees increases. Smart Building technology using the Internet of Things and data analytics is allowing these companies to design and operate intelligent work environments that allow occupants as well as property managers to work more efficiently and minimize operation costs.

Innovators in corporate real estate and building automation are working alongside Silicon Valley's entrepreneurs vying for a position in a market that is expected to grow by \$200B by 2020. How will the rise of these data-driven, intelligent buildings change the occupant experience? What data is being collected and put to use? What will change in building management? How many jobs will be affected?

Join us for an engaging panel discussion on February 16, 2016.

About VLAB : MIT Enterprise Forum Bay Area



VLAB (www.vlab.org) is the San Francisco Bay Area Chapter of the MIT Enterprise Forum, a volunteer-run non-profit dedicated to promoting the growth and success of high-tech entrepreneurial ventures.

We host the largest ongoing gathering of Silicon Valley entrepreneurs, venture capitalists and thought leaders at our monthly forums in the Stanford Graduate School of Business. With a community of over 25,000+ Bay Area influencers, VLAB identifies technologies, ideas and people that will catalyze a disruption and transform existing industries. The caliber of presenting companies and panelists at our events has earned VLAB the reputation as one of the premier high-tech forums in Silicon Valley.

Founded in 1990 by the MIT Enterprise Forum and the Alumni Association of the Stanford Graduate School of Business, VLAB is part of an international organization with 27 chapters throughout the U.S., Canada, Europe and Asia. To connect with the VLAB Executive Committee, please contact exec@vlab.org



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Please take a few minutes to answer our VLAB Post-Event Survey.