



TRANSFORM

APRIL 9-10, 2019 | DUKE UNIVERSITY | DURHAM, NC

Welcome!

Welcome to the I&E Bullpen where Duke's top alumni founders, executives, and innovators come together in an interactive forum of bold discussion and transformative action. Through honest facilitated conversations and dynamic workshops, participants power their professional growth and forge meaningful relationships across industries and disciplines, creating an authentic and enduring community.

Enjoy the event, engage, share, transform, and meet some new Dukies!

5 Types of Transformation

PERSONAL
BUSINESS
WORLD
STUDENTS
DUKE

Location

Duke I&E Bullpen
215 Morris Street, Suite 300
Durham, NC 27705



Tuesday, April 9, 2019

4:00PM TO 5:00 PM

Registration & Networking Happy Hour

The Bullpen Common Area (Room 350)

5:00PM TO 5:50PM

Welcome Remarks / Define Goals

David Rubenstein Classroom (Room 360)

Meet the Planning Committee

Chris Wolfington, Howie Rhee, Monika Hirschbichler, Bill Warren, Greg Akinyibi, Mia Wise, Kyle Mumma, Brian Alvo, T. Reid Lewis, Colleen Smith

Duke I&E Introduction

Jon Fjeld, Director, Duke I&E

Opening Speakers

No compromises. Mission AND shareholder value.

Hosted by Richard West, co-founder of Baebies.

Tech isn't cool because its OS is late-stage capitalism, & the OS of capitalism is patriarchy: How crypto can help to transcend this, ushering in new economies of abundance.

Hosted by Rachel Cook, founder of Seeds

5:50PM TO 7:15PM

Team Session #1

Duke Transform Coach Mia Wise

David Rubenstein Classroom (Room 360)

(Technology-free zone*)

6:00PM-6:40PM

Exercise: River of Life

Consider your life as a river. What different streams and other rivers helped you get here? What are fast-moving times in your life? What are the challenges or rocks that you moved through? Are there offshoots? Rapids? Waterfalls? Toxic sewers? Still times? Draw the river to reflect meaningful points in your life, beginning where you see fit. Rely on and incorporate your pre-work.

6:40-7:15PM

Exercise: Massive Transformational Purpose (MTP)

Exploring your Journey—The Peaks and Valleys

This exercise allows you to reflect and also consider where you want to go. It gives you the context to create a Massive Transformative Purpose that is aligned with your values, strengths, and passions.

7:15PM TO 8:30PM

Networking Dinner

River of Life Share with your Team

The Bullpen Common Area (Room 350)

7:15-7:30: Person 1

7:30-7:45: Person 2

7:45-8:00: Person 3

8:00-8:15: Person 4

8:15-8:30: Debrief

Wednesday, April 10, 2019

8:39AM TO 9:00AM

Breakfast

The Bullpen Common Area (Room 350)

9:00AM TO 10:45AM

Opening Comments

Chris Wolfington and Howie Rhee

David Rubenstein Classroom (Room 360)

Team Session #2

(Technology-free zone*)

Give & Take Exercise

Anonymously construct a business or company-oriented “ask” to receive feedback and ideas from anonymous “givers”

Team Debrief

10:45AM TO 11:00AM

Break

11:00AM TO 11:50AM

Breakout Sessions #1

(Technology-free zone*)

1A - Breaking the Pitch Mold: How 200 “No”s lead to “Yes”.

Ivonna Dumanyan, Room 346

1B - Keep Going? The Psychology of This Question.

Hersh Tapadia (Room 339)

1C - Personal Productivity: Stronger, Faster, Better.

Chetan Jhaveri (Room 340)

1D - Struggles and Realities of Launching and Growing a Food Startup.

Becky Holmes (Room 350)

1E - A Tragedy Called Perfection.

Daisy Jing (Room 360)

11:50AM TO 12:00PM

Break

12:00PM TO 1:00PM

Networking Lunch

Give & Take Exercise

1:00PM TO 1:50PM

Breakout Sessions #2

(Technology-free zone*)

2A - Leverage Tech & Financing to Make Large-Scale shifts - New Ground and Radical Innovation.

Matt Rising (Room 346)

2B - Building Equitable Systems Within Your Company.

Isaac Park & Greg Akinbiyi (Room 339)

2C - Incorporate Cutting-Edge AI into Your Workflow.

Arjun Devarajan & Vishnu Menon (Room 340)

2D - Business Models & Competitive Moats.

Vadim Polikov (Room 350)

2E - Redefining EdTech: Merging Gamified Technology & Education to Empower the Next Generation.

Laura Tierney (Area 372)

2F - Iterating & Prototyping with Hardware.

Christine Schindler & Dutch Waanders (Room 371)

2G - Creating a Culture to Scale Success.

Bob Gilbreath (Room 360)

1:50PM TO 2:00PM

Break

*Technology-free zone means no phones, laptops, or iPads.

Pads of paper and pens are provided for note taking. If you have an emergency call or text, please step outside.

Wednesday, April 10, 2019

2:00PM TO 2:50PM

Breakout Sessions #3

(Technology-free zone*)

3A - Social Entrepreneurship & Impact

Jeff Muti & Corey Cleek (Room 346)

3B - Startup Studios & Parallel Entrepreneurship

David Cummings (Room 339)

3C - Cannabis: Ask Me Anything.

Roger Obando (Room 340)

3D - The Dual Goals: Social Impact & Financial Sustainability.

Suhani Jalota (Room 350)

3E - The Longevity Opportunity

Dan Chandler & Ari Medoff (Area 372)

3F - Navigating White Space as a First Mover & Pivoting to Follow the \$\$\$

Jen Saxton (Room 360)

2:50PM TO 3:00PM

Break

3:00PM TO 4:50PM

In the Boardroom: Open Thoughts from Accomplished CEO's, VCs, and Executives

(Technology-free zone, off the record and confidential*)

3:00PM TO 3:50PM - Session 1

4:00PM TO 4:50PM - Session 2

You can elect to attend one or both of the sessions, or you can instead use the time to network with fellow participants.

1 - Off-the-record sharing of lessons learned from investing in 27 hyper growth startups

David Cummings (Room 346)

2 - Serial funding rounds for young companies, near-death experiences, and exits.

George Northup (Room 339)

3 - Relatively late stage pivot/transformation.

Sid McLaurin (Room 340)

4 - Vulnerability: Shutting down my startup: What I learned, how I feel stuck, and what might come next.

Chetan Jhaveri (Room 350)

5 - The relationship between the CEO and board: 30 years of board experience, good, bad, and often ugly.

Mitch Mumma (Area 372)

6 - "Seller confessionals" from entrepreneurs who have sold companies to public, private, and PE firms.

Ben Feldman & Jay Mebane (Room 371)

7 - Building equitable systems within your company.

Issac Park & Greg Akinbiyi (Room 360)

8 - Founder therapy: You're not alone!

Mike Brown (Room 331)

4:50PM TO 5:00PM

Break

5:00PM TO 6:00PM

Team Session #3

(Technology-free zone, exceptions made for scheduling follow-up plans and exchanging contact info*)

Team Debrief

Set up monthly follow-up plan.

6:00PM TO 6:45PM

Networking Dinner - Open Seating

6:45PM TO 8:00PM

Closing Workshop: Coach Cutcliffe

(Technology-free zone, exceptions made for snapping a photo of Coach Cut!*)

8:00PM

Closing Remarks

(Technology-free zone*)

8:30PM

Informal Afterparty

Rooftop Bar, The Durham Hotel
6th Floor, 315 E. Chapel Hill Street

Thursday, April 11, 2019

Optional Day led by Howie Rhee **Durham Transformed**

Walk around downtown Durham with us and see how the city has been transformed. We will visit three of the amazing startups and co-working spaces that have taken root. In addition, this is your chance to mentor a student and help the student Transform. If you are available to join us, **please sign up with Howie** to match with a student!

9:00AM TO 10:00AM **Stop #1 - Teamworks** 122 East Parrish Street

Student Mentor Matching Breakfast & Tour of Teamworks Duke co-founders Zach Maurides & Mitch Heath.

“Teamworks is the leading athlete engagement platform, built by athletes, for athletes. Our software and app make everything easier for elite athletic teams—from scheduling and communication, to sharing files and managing travel. We help more than 2,000 Division I and professional teams connect and collaborate so they can focus on winning.”

Teamworks recently raised a \$15.3 million series B round and was featured in March 2019 in Inc. Magazine.

10:00AM TO 10:30AM **Stop #2 - One City Center | WeWork** 110 Corcoran Street

Continue the discussion with your student mentee while walking to the brand-new 27-story One City Center building, built by Duke alum Greg Hills (Austin Lawrence Partners). Austin Lawrence Partners is also the refurbished Unscripted Hotel in partnership with Dream Hotels.

10:30AM TO 11:00AM **Stop #3 - American Tobacco Campus** 300 Blackwell Street

Continue the discussion with your student mentee while walking to American Tobacco Campus, a division of Capital Broadcasting Corporation. Capital Broadcasting Corporation deserves credit for transforming downtown Durham with additions including the creation of Durham Bulls Athletic Park (in 1995) and the purchase of the American Tobacco Campus in 2001 (opened in 2004). Their co-working space, American Underground, launched in 2010 in the basement of American Tobacco Campus and quickly became the epicenter of startup activity in Durham. They've expanded into multiple buildings, including American Underground @ Main, which opened in 2013.

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Get Involved with DukeGEN

Visit our website at www.DukeGEN.com

Join our LinkedIn Discussion Group - *more than 8,000 members from the Duke community*

Find Duke Investors - *more than 100 listed*

Judge in the Duke Startup Challenge - *500 alumni judges last year*

Join our Facebook Group - *over 4,000 members!*



About DukeGEN

Started in 2008, the goal of this group is to be a sophisticated and active network that helps create debate, dialogue and productive connections between Duke entrepreneurs. We are providing the energy and coordination to encourage Duke entrepreneurs around the globe to connect and increase their chances of success.

The DukeGEN Co-Chairs are T. Reid Lewis '84 and Howie Rhee '04.

Email: dukegen@duke.edu

Twitter: [@dukegen](https://twitter.com/dukegen)

Web: www.dukegen.com

Facebook: [DukeGEN](https://www.facebook.com/DukeGEN)



About Duke I&E

At Duke Innovation & Entrepreneurship, our goal is to catalyze, facilitate, and enable all members of the Duke community to fully achieve their potential to realize innovation through entrepreneurial action. We work in partnership with students, faculty, staff, and alumni to turn ideas into action that impact lives.

I&E serves as a hub and resource center across the Duke innovation system, connecting innovators to education, mentoring, resources, community, and intellectual leadership.

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