

**batten**  
INSTITUTE

**DARDEN'S 6<sup>TH</sup> ANNUAL E-CONFERENCE**

**PAR+NERING**  
**FOR STARTUP SUCCESS.**

**6-7 NOVEMBER 2014**



DARDEN SCHOOL OF BUSINESS

# DARDEN'S 6<sup>TH</sup> ANNUAL PAR+NERING FOR

EVENTS HELD IN DARDEN **CLASSROOM 50**  
UNLESS OTHERWISE NOTED

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## Thursday, November 6

5:00PM–7:00PM

### Concept Competition

ROUSS/ROBERTSON 403  
Undergraduate School of Commerce on Main Grounds

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## Friday, November 7

7:30AM–8:30AM

### Registration and Continental Breakfast

OUTSIDE CLASSROOM 50

8:45AM–9:00AM

### Welcome Session

9:00AM–9:45AM

### Successfully Scaling the Start-up

Seth McGuire, Senior Business Development  
Manager of Data Channels, Twitter (formerly GNIP)

9:45AM–10:30AM

### Startup Lifecycle

Rob Masri, Founder, Cardagin Networks  
Jeff Tannery, CEO & Founder, Moonlighting

10:30AM–10:45AM

### BREAK

OUTSIDE CLASSROOM 50

10:45am–11:45am

### ENTREPRENEUR-INVESTOR PANEL

### From Angel to VC

Jim Zuffoletti, Founder & President, OpenQ  
Chuck Cullen, General Partner & CFO, Grotech  
Ventures

Joel Selzer, Co-Founder & CEO, ArcheMedX;  
Co-Founder & Chairman, Ozmosis

Mark Walsh, Angel Investor; Executive chairman of  
Homesnap.com

# GLOBAL E-CONFERENCE

6-7 NOVEMBER 2014

# IG

# FOR STARTUP SUCCESS

11:45AM–1:00PM

CONCURRENT SESSIONS

Lunch & Hot Topics

## Manage Tech Project with a Non-tech Background

Andrew Montalenti, Co-founder & CTO, Parse.ly

DARDEN CLASSROOM 20

## The Ingredients of a Compelling Venture

David Touve, Assistant Professor & Director of Galant Center for Entrepreneurship, McIntire School of Commerce at U.Va.

DARDEN CLASSROOM 30

## How Startups Can Compete by Being Agile with Digital Marketing

Janet Miller, President & CEO, Marketing Mojo

DARDEN CLASSROOM 40

## Necessity is the Mother of Invention

Evan Edwards, Vice President of Product Development, Kaleo, Inc.

DARDEN CLASSROOM 50

1:00PM–1:15PM

**BREAK**

OUTSIDE CLASSROOM 50

1:15PM–2:00PM

KEYNOTE SPEAKER

## Entrepreneurship and Deal-Making

Rob Capon, Co-founder & Former CEO, Adenosine Therapeutics

2:00PM–7:00PM

## Networking Reception

BLUE MOUNTAIN & DEVIL'S BACKBONE BREWRIES

# BIOGRAPHIES

## Robert Capon

Robert Capon was the co-founder and former CEO of Charlottesville-based Adenosine Therapeutics, one of the world's leaders in adenosine drug discovery and development with a program in phase III clinical development and where Capon negotiated collaborations with Bristol Myers Squibb, Johnson & Johnson, Novartis, the University of Virginia, the University of Massachusetts and NIH. Adenosine Therapeutics was acquired in August 2008 by Clinical Data, Inc., where Capon served as the senior vice president of business development and where he completed transaction with CombinatoRx, Santen Pharmaceuticals and Epix Pharmaceuticals.

In 2013, Adenosine Therapeutics re-acquired its flagship product from Forest Laboratories (acquirer of Clinical Data), and Rob returned to the company as its CEO. Mr. Capon has been a Visiting Lecturer at the University of Virginia Darden Graduate School of Business Administration where he taught "Transactions and Dealmaking in the Life Sciences." Capon is a seasoned entrepreneur and CEO, having been at the helm of four companies. He was a co-founder of ViroLogic, a pioneer in antiviral drug resistance testing that went public as a NASDAQ firm in May 2000. He also co-founded HJC Software, the makers of Virex, the first commercial antivirus software for the Macintosh personal computer.

Capon served on Virginia Governor Mark Warner's Biotechnology Commission and the Virginia Research and Technology Advisory Commission. He has also served on the board of the Virginia Biotech Association and currently serves on the board of the Piedmont Virginia Educational Foundation. Capon received an MBA with honors from Harvard Business School and a BS in mechanical engineering with highest distinction from the University of Virginia.

## Chuck Cullen

Chuck Cullen joined Grotech Ventures in 2000 and is a General Partner and Grotech's Chief Financial Officer. Chuck's investment activities include enterprise software, e-commerce and healthcare IT. Chuck is also responsible for all financial, accounting and administrative functions for the Grotech Ventures funds. Chuck is active on several portfolio company boards, including Biotix, buySAFE, Healthcare Interactive, OpenQ and WiserTogether. He previously served on the boards of several Grotech portfolio companies, including Brandywine Senior Care, Entek, MEDecision (Nasdaq: MEDE), and Sagittarius Brands (holding company for Captain D's and

Del Taco restaurants). He has also worked closely as part of the deal team on HealthScribe, First Service Networks and SimonDelivers.

Chuck previously worked as a management consultant on Fortune 500 engagements for A.T. Kearney, Inc., practiced law with Hogan and Hartson and began his career in public accounting as a CPA with Ernst & Young. Prior to joining Grotech Ventures, Chuck served as the Chief Financial and Administrative Officer of Avatech Solutions, Inc., an IT solutions provider serving the design automation market.

He received an MBA degree from the Kellogg Graduate School of Management at Northwestern University (Beta Gamma Sigma), a JD degree from the University of Notre Dame Law School (Magna Cum Laude/Notre Dame Law Review) and a BBA degree in Accounting from Loyola College (Magna Cum Laude). Chuck now serves on the Advisory Board of the Maryland Center for Entrepreneurship and the Tech Commercialization Review Panel at the Johns Hopkins Applied Physics Lab.

## Evan Edwards

Evan T. Edwards is Vice-President of Product Development at kaléo Inc., a pharmaceutical company devoted to developing innovative drug delivery technologies. He is co-founder of kaléo, formerly Intelliject, Inc., and is co-inventor of the company's technology platforms. Kaléo's first product, Auviq<sup>®</sup>, a novel epinephrine auto-injector was launched in 2013 by Sanofi, their commercial partner for the product in the US and Canada. In July 2014, Kaléo launched their first commercial product called Evzio<sup>™</sup>, the first naloxone auto-injector approved for use by caregivers or laypersons in order to treat opioid overdose. Evan manages all areas of the invention and design process, including the company's intellectual property portfolio where he is named on over 150 patents issued and pending domestically and abroad.

Evan has been recognized among his peers for his expertise and work in human factors engineering (HFE). He is actively involved with both HFES and the National Collegiate Inventors and Innovators Alliance (NCIIA). In addition, Evan serves on the Medical Devices for Injection and Human Factors Committees for the Association of the Advancement of Medical Instrumentation (AAMI) and is co-faculty of AAMI's HF for Medical Devices Workshop.

Evan is a graduate of the University of Virginia where he earned a B.S. in Mechanical Engineering and a M.S. in Systems Engineering with a concentration on HFE. In 2012 he was named among MDDI's "40 Medtech Innovators Under 40".

## Rob Masri

Rob C. Masri is an attorney and entrepreneur with extensive legal and business experience. Mr. Masri has started several businesses, including Cardagin Networks, Inc., a mobile marketing company that helps businesses build loyalty and customer rewards programs. Mr. Masri raised more than \$5 million in financing for Cardagin and was featured in the Financial Times, Inc. Magazine and C-Net as a market leader and mobile loyalty pioneer.

Prior to founding Cardagin, Mr. Masri served as the Chief Development Officer for the University of Virginia Law School Foundation during the Law School's \$150 million capital campaign. Prior to joining the Law School Foundation, Mr. Masri was executive vice president of corporate development and general counsel of Multicity, Inc. and a corporate attorney with Cooley, LLP and Hunton & Williams LLP.

Masri is currently helping launch Moonlighting, a mobile marketplace designed to unlock local talent and connect people to peer-to-peer local services.

Mr. Masri received his law degree from the University of Virginia School of Law, where he still serves as an adjunct member of the faculty and teaches the Entrepreneurial Law Clinic and the January Term short course Legal Practice and the Startup Company: An Inside Look. He resides in Charlottesville with his wife Natalie and their three children Mira, Felix and Xavier.

## Seth McGuire

Seth McGuire is a Senior Business Development Manager at Twitter, focusing on channel partnerships. He was the Senior Director of Business Development at Gnip before moving with the team to Twitter post-acquisition. Prior to that, he completed an MBA at the University of Virginia Darden School of business, after having spent five years in research and sales at the Corporate Executive Board, a D.C. based consulting firm. He has been a guest speaker on social media and the markets on CNBC's "Squawk Box," Bloomberg's "Money Moves" and Fox Business' "After the Bell."

## Janet Miller

Janet Driscoll Miller is President and CEO of Marketing Mojo. She has over twenty years of marketing experience, and in addition to her work in digital marketing, Janet has a background in marketing communications. Janet holds a degree in public relations and communications from James Madison University. She is a frequent speaker at marketing conferences, such as SMX and MarketingProfs B2B Forum, and writes for several blogs and print publications, including Search Engine Land.

## Andrew Montalenti

Andrew is the co-founder and CTO of Parse.ly, the audience analytics company. Parse.ly helps top online publishers understand what content their audience is interested in -- and why. Parse.ly has over 20 employees, more than \$6M in venture financing, and is a fast-growing SaaS analytics business. Prior to starting Parse.ly, Andrew was a technologist with nearly a decade of experience in finance, high tech, and online media. He earned a degree in Computer Science from NYU. A dedicated Pythonista, JavaScript hacker, and open source advocate, Andrew is also a published technical author and editor. He has presented at PyCon, PyData, and several other technology conferences.

## Joel Selzer

Joel Selzer is a serial entrepreneur and innovator in the healthcare industry. He co-founded and currently leads ArcheMedX, a healthcare informatics and e-learning technology company based in Charlottesville, VA. Selzer also serves as chairman of Ozmosis, Inc., a provider of care collaboration solutions to the healthcare industry. Prior to Ozmosis, Selzer co-founded and directed Medical Funding Services (MFS), a healthcare technology firm that took medical claims into the digital age. He previously served as a manager and global subject matter expert in wireless technology and e-business at IBM Global Services and began his career at American Management Systems. Selzer also holds a B.A. in Government-Foreign Affairs from Georgetown University and an MBA from the University of Virginia Darden School of Business.

## Jeff Tennery

Jeff Tennery is the founder & CEO of Moonlighting and has spent over 25 years in senior executive leadership roles at Verizon, AT&T Wireless, nTelos, and Millennial Media. Jeff has spent the past year “moonlighting,” helping friends and co-founders on nights and weekends build the first on-demand mobile marketplace. Prior to founding Moonlighting, Jeff served 7 years as the Senior Vice President, Business Development & Global Monetization for mobile advertising leader Millennial Media. He was responsible for delivering hundreds of millions of dollars annually across 50,000 applications worldwide and played an instrumental role in Millennial Media’s 2012 IPO.

At Verizon, Jeff was the Vice President of National Distribution, responsible for all third party mobile device distribution. In 2001, as the Vice President of Sales & Marketing for TeleCorp PCS, Jeff was a key member of the executive team that facilitated AT&T Wireless’ acquisition of the company. In addition, Jeff served as Vice President of Sales & Operations at nTelos, where he played a pivotal role in the company’s 2006 IPO.

Over the past decade, Jeff has achieved great success in the mobile application economy, serving advisory roles to venture capital firms (Edison Ventures, Sycamore), as well as start-up companies in the mobile imaging (dotPhoto), mCommerce (Cardagin), mobile payments (First Data), mobile gaming (Sonic Branding, AirMedia), and mobile entertainment & media business (ESPN, Floop, Code9).

## David Touve

David is an Assistant Professor and Director of the Galant Center for Entrepreneurship within the McIntire School of Commerce at U.Va. He teaches courses in entrepreneurship, manages programs and events connected to The Galant Center for Entrepreneurship, and works with various members of the UVA and Charlottesville communities to support entrepreneurship efforts across and beyond Grounds. Before joining McIntire, David was an Assistant Professor at Washington & Lee University, where he developed core Entrepreneurship curriculum and initiatives.

Prior to his academic career, David founded or held management/advisory roles in a series of startup ventures, resulting in experience across the lifecycle of new ventures—from idea to acquisition, and at times, failure. His work has been published in and presented to not only academic, but also policy and practice venues. Furthermore, this work has been cited in a va-

riety of media outlets such as Financial Times; National Public Radio; BBC; WIRED; Billboard; Congressional Quarterly; and The Guardian.

## Mark Walsh

Mark Walsh is the Executive Chairman of Homesnap.com, a revolution ventures investment, and is also the Chairman & CEO at Genius Rocket. Prior to GeniusRocket, Mark served as Chairman and CEO of VerticalNet from August 1997 to July 2001. He joined VerticalNet when it was a small, venture-backed company with 20 employees and a value of \$10MM. With his colleagues, he grew the company and took it public on the NASDAQ, where it peaked at almost a \$13 Billion valuation.

Since 2001 Mark has been active in politics, serving as the first Chief Technology Advisor to the Democratic National Committee, Head of Internet Strategy for John Kerry for President and as the founding CEO of Air America Radio. He also co-hosts a weekly talk show on Sirius/XM Satellite Radio, called "Left Jab".

Since 2000, he has managed a small angel-investment fund, Ruxton Ventures LLC. He has invested in a number of small to medium technology/startup companies and serves on a number of their boards. Investment and/or board highlights include Day Software, NutriSystems, Blackboard, Half.com, Transactis, MobilePosse, SpectrumK12 Solutions and others. He is also active in a number of non-profits, serving or having served on the boards of the Philadelphia Orchestra, the Baltimore Symphony and In2Books.

He is very active in the educational sector, as well. He serves as Chair of the Board of Trustees of his college alma mater, Union College in NY. He is the Chair of the board of advisors to the Dingman Center for Entrepreneurship at the University of Maryland Business School, and was the founding Chair of the New Leaders Council, a training organization for young adults focusing on political entrepreneurship. He also coaches lacrosse at the high school level in the Washington DC area.

Mark received a BA in American Studies from Union College and an MBA from the Harvard Business School.

## Jim Zuffoletti

Mr. Zuffoletti has been a founder of start-up organizations as both an entrepreneur and an intrapreneur for the past twenty years. As President of OpenQ he has been a catalyst for determining the company's strategic direction and for forging critical relationships with customers in the heavily regulated industry segments who are looking to build and secure their social networks. He is also responsible for customer relationships and results. Prior to founding OpenQ Inc., Mr. Zuffoletti was a founder of FreeMarkets, Inc., a pioneering e-business company. While at FreeMarkets, Jim served in a number of senior leadership capacities including sales leadership and general management. Before FreeMarkets, Mr. Zuffoletti started his career at GE in a variety of positions in finance and business development. Mr. Zuffoletti holds a Bachelor of Arts in Economics from Amherst College and holds an MBA from the Darden Graduate School of Business Administration.





# batten institute

DARDEN SCHOOL OF BUSINESS

## About the Batten Institute

The Batten Institute at the Darden School of Business creates value and transforms society through entrepreneurship and innovation. The Institute's academic research center advances knowledge that addresses real-world challenges and shapes Darden's curriculum, and the Center for Entrepreneurial Leadership offers one of the world's top entrepreneurship programs.

The Batten Institute was established with gifts now totaling over \$100 million from U.Va. alumnus Frank Batten, Sr., a media pioneer, visionary and founder of The Weather Channel.

[www.entrepreneurship.darden.virginia.edu](http://www.entrepreneurship.darden.virginia.edu)

[www.batteninsitute.org](http://www.batteninsitute.org)