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3-4 NOVEMBER 2011



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DARDEN SCHOOL OF BUSINESS

BATTEN INSTITUTE

DARDEN'S ENTREPRENEURSHIP CONFERENCE

DARDEN'S 2011 ENTREPRENEURSHIP CONFERENCE

agenda

THURSDAY 3 NOVEMBER

AFTERNOON SESSION

4:00-6:30 PM **Darden's Entrepreneurial Concept Competition** DARDEN CLASSROOM 50

FRIDAY 4 NOVEMBER

MORNING SESSIONS

8:00-8:45 AM **Continental Breakfast**
ABBOTT CENTER DINING ROOM

9:00-9:45 AM **KEYNOTE: From Darden Incubator to Exit: Helicopter Flies. TRIP DAVIS [MODERATOR], WITH ADAM HEALEY AND CHARLES SEILHEIMER**
ABBOTT CENTER AUDITORIUM

9:45-10:30 AM **Innovate. JEANNE LIEDTKA AND MARK MILLER** ABBOTT CENTER AUDITORIUM

AFTERNOON SESSIONS

Hot Markets - ABBOTT CENTER AUDITORIUM

1:00-2:00 PM **Clean Tech. MIKE LENOX [MODERATOR] WITH SCOTT GREEN, MATT HANTZMON, MARK MILLER, MANOJ SINHA**

BREAK

2:30-3:30 PM **Consumer Experience. PHILIPPE SOMMER [MODERATOR] WITH TOBIAS DENGEL, DAN MACCARONE, JOREN VAN DER PLUIJM**

BREAK

4:00-5:00 PM **High Tech. The Future of Social Media. PATRICK SWEENEY**

5:30-7:00 PM **RECEPTION SOUTH LOUNGE, SAUNDERS HALL**

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EVENING SESSIONS

6:30-7:30 PM

RECEPTION

ABBOTT CENTER AUDITORIUM LOBBY

7:30-8:30 PM

**DINNER, Concept Competition
Awards**

ABBOTT CENTER DINING ROOM

10:30-10:45 AM

Break

10:45-11:30 AM

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SARAS SARASVATHY [MODERATOR]
WITH SEAN EIDSON AND TIM GRANT

ABBOTT CENTER AUDITORIUM

11:30 AM-1:00 PM

LUNCH

Start-up Workshops - i.LAB

Effectuation. SARAS SARASVATHY

Buying a Business. FRANK GENOVESE

Financing. PHILIPPE SOMMER

*All events will take place at the Darden School of Business.

BIOGRAPHIES

Trip Davis

Trip Davis is President of the Darden School Foundation and Senior Associate Dean for External Relations. Previously, Davis co-founded and served as CEO and chairman of TRX, a global leader in travel technology and data services. He led the company from start-up in 1999 to \$118 million in revenue and an IPO in 2005. TRX processes travel transaction data from over 400 sources in 50 countries and employs 800 people in the United States, United Kingdom, Germany and India. Prior to TRX, Davis was senior vice president and general manager of the Travel Industry Practice Group at iXL, and CEO and co-founder of Green Room Productions, an Internet travel services company, which he sold to iXL in 1998. Before starting Green Room, Davis worked in new ventures for The Travel Channel at Landmark Communications. Prior to entering the MBA program at Darden in 1992, he worked as an associate producer for ESPN and Jobson Sailing, covering the America's Cup. Davis has served as an adjunct faculty member at Darden and U.Va.'s McIntire School of Commerce, lecturing on such topics as entrepreneurship, financing new ventures and operations. He has co-authored several Darden Business Publishing case studies and, since 2009, has served as co-faculty director of McIntire's Galant Center for Entrepreneurship, where he worked with donors, faculty and administration to create the Entrepreneurship Track curriculum for fourth-year students. Davis earned a B.A. in English from Dartmouth in 1990 and an MBA from the Darden School of Business in 1994.

Tobias Dengel

Tobias Dengel is the CEO of WillowTree Apps, Inc., a leader in mobile application development across all major platforms. WillowTree's clients include Johnson & Johnson, Crutchfield, U.Va., The Game Show Network, Monticello, the band Phish and Senator Harry Reid. Dengel is also the Founder of RentalSpot.com, an online vacation home rental website. Previously, Dengel co-founded Leads.com. As President of the company, he managed its rapid expansion as an early pioneer in packaging online search products, including Google, Yahoo!, MSN and AOL, together for sale to small businesses. After growing to over 60 employees in 2 years, Leads.com was sold to Web.com, where Dengel continued to work in an executive role until 2009. Prior to starting Leads.com, he was SVP and General Manager of AOL Local & Yellow Pages. Dengel began his career as an Analyst at the management consulting firm AT Kearney. He holds a B.S.E. in Finance (Wharton) and a B.S.E. in Systems Engineering, both from the University of Pennsylvania.

Sean Eidson

Sean Eidson is CEO and Co-Founder of TRUE linkswear, a Golf footwear and apparel company whose flagship product is a golf shoe built on a “barefoot” platform. Sean conceived the shoe in the Fall of 2009 and began shipping products in November 2010. As of November 2011, TRUE linkswear has sold tens of thousands of pairs all over the world, including key customers such as Golfsmith, PGA Tour Superstores and hundreds of others. Sean split his post-Darden career between designing customer loyalty programs for companies like Godiva and Victoria Secret as VP Strategy for a boutique marketing agency, and developing new products as VP Innovation for an online market research company. Eidson received an MBA from the University of Virginia’s Darden School of Business.

Frank Genovese

Frank Genovese is the President/Owner of The Rothbury Corporation, a Richmond, VA investment company. Since 1980, Genovese has been the Chairman, President, Chief Operating Officer, majority owner, and co-owner of nine corporations (four of which were turnarounds) ranging in size from start-ups to a \$200 million multi-national corporation with more than 2,000 employees. Genovese has served as Chairman and co-owner of Power Distribution, Inc., Agri-Tech, Inc., Everyday Wireless, LLC, and Progressive Engineering, Inc. He has also served as the President and co-owner of Sampson Coatings, Inc., AMF Union Machinery, Inc., and AMF Bowling, Inc., a worldwide manufacturer and marketer of automated bowling equipment. He is currently a board member of Alloy Polymers and serves as an advisory board member of the Heart of Virginia Council Boy Scouts of America, is a member of The Batten Institute’s Advisory Board and previously served as a Trustee of the Darden School Foundation; Chairman of the Investment Committee of the Virginia Capital Foundation, and board member of the de Tocqueville Society. He is also a Visiting Lecturer at the Darden School of Business, teaching “Acquisition of Closely Held Enterprises.”

Tim Grant

Tim Grant is the founder and CEO of Resurgent Capital Services, a company he founded in 1998. Since 1998, he has overseen Resurgent’s rapid and profitable growth to a total employment of approximately 600 associates and has managed portfolios over this period of over \$110 billion, and the start of affiliates Resurgent Auto Finance in 2007, and, along with outside joint venture partners, Resurgent Mortgage Servicing in late 2009. During these past 14 years under Grant’s leadership, Resurgent Capital Services and its parent, Sherman Financial Group (of which Grant is a senior partner) have grown to be a specialty finance enterprise with three robust business groups focused on the principal purchase and servicing, origination and

third party fee-for-service areas of the consumer finance space. He is responsible for the Resurgent companies' strategy development and operational execution. In 2001 and 2002, Grant was recognized as a regional finalist for the Ernst & Young Entrepreneur of the Year award. Grant also serves as a Director at Sherman Financial Group, of which Resurgent Capital Services, Resurgent Auto Finance and Resurgent Mortgage Servicing are wholly-owned subsidiaries. Grant has an MBA from the Darden School of Business, and a B.S. in Systems Engineering, also from the University of Virginia.

Scott Green

Scott Green is Vice President – Marketing and Strategy at Marz Industries, a Richmond, Va. company which develops and manufactures hydrogen fuel cell-based systems designed to reduce fuel consumption and emissions for the transportation industry. As head of marketing and strategy, Green is responsible for planning the launch of its initial product, a hydrogen-generation system expected to improve fuel efficiency for existing diesel engines by 10% or more. Marz is currently working with three trucking fleets to perform validation testing of the system as a final step to commercialization. Prior to joining Marz, Green was an executive at Capital One, where he played leadership roles in marketing, strategy, and risk management. Green led Capital One's Young Adult Markets business from inception to over \$30 million annual NIAT, and then led a turnaround of its Internet Marketing business in 2001. In 2002, Green participated in the formation of Capital One's Enterprise Risk Management group, and most recently led Capital One's global Operational Risk Management function. Green holds a B.A. in economics from Williams College.

Matthew Hantzmon

Matthew Hantzmon is a senior executive with a successful record in renewable energy development and technology start-up companies. Hantzmon is a founder and currently COO at HelioSage Energy, a solar energy development company based in Charlottesville, VA. HelioSage develops, constructs and owns commercial and utility scale solar energy facilities throughout the mid-Atlantic. Prior to founding HelioSage, he was Managing Director of Greenlight Energy, Inc., an independent power producer focused on wind energy projects. While at Greenlight he participated in the development of over 4,000 megawatts of wind energy facilities. He also helped finance over 450 megawatts of completed wind energy projects. In 2006 Greenlight was sold to BP Alternative Energy. Hantzmon is also a Founder and Director of Columbia Power Technologies, a development stage company focused on the commercialization of an innovative wave power generation system invented at Oregon State University. He is an active investor in renewable energy technology companies and is on the Advisory Board of Apex Energy

and Greenlight Energy Resources, a diversified renewable energy private equity firm. Hantzmon holds a B.A. degree from the University of Virginia and an MBA from the Kellogg Graduate School of Management at Northwestern University.

Adam Healey

Adam Healey is the co-founder and CEO of hotelicopter. Prior to co-founding hotelicopter in 2006, Healey was the founder and CEO of Samba Digital Media, a 40 employee e-services consulting firm based in Prague. At Samba he oversaw the company's international expansion, raised \$2.4 million of venture capital, and helped secure an impressive multinational blue-chip clientele, including ING Bank, Deloitte & Touche, Czech Telecom, and Budvar (the original Bud!). Healey is a frequent speaker at travel and technology conferences, including PhoCusWright, EyeforTravel, Piper Jaffray, HITEC, and HEDNA events, and he has provided analysis and interviews for CNN, MSNBC, TechCrunch, Travel Weekly, USA Today, Entrepreneur Magazine, and others on travel, hotel search, social media, online marketing, and entrepreneurship. Previously Healey has worked in management consulting at Monitor Group and fixed income trading at Salomon Smith Barney. He's a proud Double-Hoo, receiving both his B.S. (McIntire '97) and MBA (Darden '05) from the University of Virginia.

Michael Lenox

Michael Lenox is the Samuel L. Slover Professor at the Darden School of Business and he is associate dean and executive director of Darden's Batten Institute for Entrepreneurship and Innovation. He serves as the faculty director for the multiple-university Alliance for Research on Corporate Sustainability. Prior to joining Darden in 2008, Lenox was a professor at Duke University's Fuqua School of Business, where he served as the area coordinator for Fuqua's strategy area, the faculty director and founder of Duke's Corporate Sustainability Initiative and course head for the core MBA strategy course. Lenox has served as an assistant professor at New York University's Stern School of Business and as a visiting professor at Harvard University, Oxford University and IMD. Lenox's research has appeared in over 25 refereed academic publications and has been cited in a number of media outlets. His expertise is in the domain of technology strategy and policy. He is broadly interested in the role of innovation and entrepreneurship for economic growth and firm competitive success. In particular, he explores the sourcing of extramural knowledge by firms and its impact on firm innovation strategy. Lenox has also had a long-standing interest in the interface between business strategy and public policy as it relates to the natural environment. Recent work explores firm strategies and nontraditional public policies that have the potential to drive "green" innovation and entrepreneurship. He received his PhD in technology management and policy from the Massachu-

sets Institute of Technology and the degrees of B.S. and M.S. in systems engineering from the University of Virginia.

Jeanne Liedtka

Jeanne M. Liedtka is a faculty member at the University of Virginia's Darden Graduate School of Business and former chief learning officer at United Technologies Corporation, where she was responsible for overseeing all activities associated with corporate learning and development for the Fortune 50 corporation, including executive education, career development processes, employer-sponsored education and learning portal and web-based activities. At Darden, where she formerly served as associate dean of the MBA program and as executive director of the Batten Institute, Jeanne works with both MBAs and executives in the areas of strategic thinking, innovation and design and leading growth. Her passion is exploring how organizations can engage employees at every level in thinking creatively about the design of powerful futures. Jeanne received her DBA in management policy from Boston University and her MBA from Harvard Business School. She has been involved in the corporate strategy field since beginning her career as a strategy consultant for the Boston Consulting Group.

Dan Maccarone

Dan Maccarone is currently the co-founder of Charming Robot, a digital product design company based in New York City. Previously, he co-founded Hard Candy Shell with Kevin Kearney after the two completed the strategy and design work on Hulu. At HCS, Maccarone runs the User Experience practice and helps start-ups and large media companies shape their online product strategy. Recently, Maccarone has worked with Foursquare, AOL, Rent The Runway, Late Night with Jimmy Fallon, Gawker, Saturday Night Live, Universal Music, The Wall Street Journal, Gilt Group, and CBS Radio. Former clients include NBC, Fox, GE Capital, Sports Illustrated, Discovery, and Scholastic. Maccarone also served as the Senior Producer for the Digital Club Network, the Web's first virtual concert venue.

Mark Miller

Mark Miller is an accomplished creative and entrepreneurial professional who founded and led the award winning, San Francisco-based businesses MKThink and Project FROG. He has an impressive history serving multiple corporate leadership roles including Founder, Chairman and CEO positions steering the companies to commercial and industry respected success. Trained as an architect and planner, Miller excels at generating and connecting building, environment, human behavior and technology thought leadership – particularly for strategic assignments that require integrated creativity, vision and practical implementation. Miller has recently returned to the leadership of MKThink as CEO and is also the Director of the newly created

Innovation Studio. From a professional services platform, MKT integrates Research, Analysis, Planning, Design and Technical Services to provide thoughtful solutions to contemporary building issues and opportunities. Prior, Miller founded and served as CEO of the successful clean tech start-up company Project FROG, Inc (Flexible Response to Ongoing Growth). He successfully launched Project FROG in 2006 leading the company to successful venture-company backing and early-stage commercial success. His work at FROG also includes innovative designs and technology that have gained recognition across the globe.

Saras Sarasvathy

Saras Sarasvathy is the Isadore Horween Research Associate Professor of Business Administration at the Darden School of Business. A leading scholar on the cognitive basis for high-performance entrepreneurship, Sarasvathy serves as Associate Editor of the Journal of Business Venturing as well as advisor to entrepreneurship education and doctoral programs in Europe and Asia. Her scholarly work has won several awards including the 2001 William H. Newman Award from the Academy of Management, the 2009 Gerald E. Hills Best Paper Award from the American Marketing Association, and her book *Effectuation: Elements of Entrepreneurial Expertise* was nominated for the 2009 Terry Book Award by the Academy of Management. In 2007, she was named one of the top 18 entrepreneurship professors by Fortune Small Business magazine. Her research program based on effectuation involves scholars from around the world. Sarasvathy received a B.Com from the University of Bombay (India), and M.S.I.A. and Ph.D. degrees from Carnegie Mellon University.

Charles Seilheimer

Charles Seilheimer is co-founder, president and CFO of hotelicopter. Before founding hotelicopter with Adam Healey in 2006, Seilheimer worked closely with many leading technology firms as an investment banker at JPMorgan in San Francisco. Seilheimer has also worked in investment banking at Banc of America Securities, private equity for The Clipper Group and several entrepreneurial ventures. He received a B.A. in economics from Middlebury College and an MBA from the Darden School of Business.

Manoj Sinha

Manoj Sinha is co-founder of Husk Power Systems. Sinha has raised both equity and debt capital for Husk. Prior to Husk, Sinha successfully led multi-national teams in semiconductor companies Intel Corp and Micron Technology to design and manufacture microprocessors and memory chips (DRAMs). Sinha spearheaded the I/O design of the “Atom” microprocessor (a processor that powers most netbooks in the world), which generates ~ \$1.5 Billion in revenue per year. While working as

a senior design engineer at Intel Corp and Micron Technology, Sinha was granted 7 U.S. patents for creative and new methods for chip design. Sinha also worked in the financial industry as an investment banker at UBS in New York. Additionally, Sinha actively mentors 6-8 bright social entrepreneurs (from Unreasonable Institute) across multiple continents (North America, Africa and Asia). Sinha is also a 2008 Pop!Tech Fellow and 2009 Global Social Benefit Incubator Fellow. Sinha earned his B.Tech in Electronics Engineering with honors from Institute of Technology, BHU in 1999 and later an MS in Electrical & Computer Engineering from University of Massachusetts Amherst. Sinha also received an MBA from the Darden School of Business in 2009. He was awarded Genovese Fellowship for his abilities as a high potential General Manager while pursuing his MBA.

Philippe Sommer

Philippe Sommer, director of Darden's Center for Entrepreneurial Leadership, is responsible for managing Darden's entrepreneurship program as well as its broader educational efforts around innovation including the recently launched i.Lab. Sommer also works extensively with the larger U.Va. community on new university-wide entrepreneurship initiatives, such as the U.Va. Entrepreneurship Cup. Prior to joining Darden, Sommer was a founding partner of WestMed Venture Funds, publicly registered life-sciences venture-capital funds affiliated with CIBC/Oppenheimer, Inc. Sommer has extensive experience in fund management, venture capital, private investments, M&A, licensing and technology transfer. Sommer serves on the advisory boards of the Coulter Foundation Grant to the Biomedical Engineering Department; as advisor to the nanoSTAR Institute (nanotechnology); as a board member of the Buchanan Endowment Program of the Medical School; and as an advisor to the Launch Pad Fund supporting diabetes research, all of which are at U.Va. Sommer received a B.A. with Honors from Amherst College and an MBA from Columbia University.

Patrick J. Sweeney II

Patrick Sweeney is founder and CEO of ODIN, a highly innovative leader in the Radio Frequency Identification (RFID) industry. The company provides complete software solutions to Fortune 500 companies and Government Agencies which help reduce costs as well as dramatically increase efficiencies and security. Clients include Airbus, J&J, Dell, Wells Fargo, Cardinal Health, every branch of the U.S. Department of Defense and many others. ODIN ideologies are: hire the best, act with integrity, constantly innovate and Create Supremely Satisfied Clients. In the 1990s he founded ServerVault, a secure managed hosting company, and led the company as CEO through fourteen quarters of consecutive sales growth. He is the author of two industry-leading books: RFID for Dummies and the CompTIA

RFID + Study Guide. Sweeney received a B.S. from the University of New Hampshire and an MBA from the Darden School of Business.

Joren van der Pluijm

Joren van der Pluijm is the Chief Executive Inspirer at WishWish USA, a new Charlottesville company that focuses on offering fun things to do. In 1997 van der Pluijm co-founded Pluimen, a Dutch company that opened up a new market for rewarding employees with experiences. Since then, the company has served over 4 million people with fun experiences, and works for clients like PriceWaterhouseCoopers, Shell, Microsoft and ING. In 2010, Joren moved from the Netherlands to the U.S. to start the American subsidiary. WishWish USA helps companies and consumers build relationships by giving fun things to do as a present, while supporting the local economy. van der Pluijm earned his bachelors in Business Communications and has worked as a marketing and communications consultant. van der Pluijm is an open minded, right brain marketer. He is quick to get excited about new ideas and possibilities, and won't rest until others are convinced of the potential, too. He dreams of setting new standards for the experience business, and works daily to make that happen. He feels strongly that the best things in life are not things.



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THE CENTER FOR ENTREPRENEURIAL LEADERSHIP'S mission is to cultivate principled entrepreneurial leaders whether they are in new ventures, established companies, or not-for-profits. The Center provides a broad array of academic and experiential programs for students supporting dozens of exciting courses, a business incubator, full-time internships, business plan and concept competitions, workshops, boot camps, mentorship opportunities, and scholarships. We create a vibrant ecosystem for students by engaging leading entrepreneurs and innovators, top-ranked faculty, and a vast and loyal alumni network. The Center for Entrepreneurial Leadership is part of the Batten Institute for Entrepreneurship and Innovation at the Darden School of Business.

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 more than \$100 million from U.Va. alumnus Frank Batten Sr., a media pioneer, visionary and founder of The Weather Channel.

www.batteninstitute.org