

## DALLAS STARTUP WEEK

SPONSORED BY 

TUESDAY, 8/9

Be sure to check [dallasstartupweek.com](https://dallasstartupweek.com) for registration details and any last-minute changes.

TIME	CRUM AUDITORIUM (300)	C100 (65)	C120 (65)	C200 (65)	C220 (65)	HILLCREST COMMONS (300)	ONLINE/ VIRTUAL
9:00 am - 10:00 am	<b>Disrupt Coffee/Networking</b>					Registration Open Coffee/Networking	
10:00 am - 11:00 am	Cox Entrepreneurship Presents: <b>Entrepreneurial Marketing Panel:</b> Yoram Solomon - <b>Building Brand Trustworthiness as a No Name Startup</b> James Loomstein - <b>Marketing as a Startup Growth Driver</b>	<b>Education: Business Models for Fun &amp; Profit</b> Speaker: Paul Nichols	<b>Marketing: A sustainable approach to driving brand awareness</b> Speakers: Vera Gavrilovich, Michelle Rider	<b>Startup Funding: Show Me the Money! A Roadmap to Your Capital Campaign</b> Speaker: Denny Darmo	<b>Healthcare: A New Era of Behavioral Health</b> Speakers: Dr. Frank Webster, Alex Harb, Amy Looper, Aldo Maspóns, Daniel Powell, Claire Siegel		
11:30 am - 12:30 pm	<b>Community Navigator Panel</b> with Featured Speaker Herbert Austin	<b>Leadership</b> Speakers: Todd Strosnider & Jesse Mendez		<b>Legal: Attracting and Retaining Talent: Introduction to Equity Compensation</b> Speakers: Jessica Vittorio, Hillary Kramer Lynch, Brandon Bloom	<b>Cybersecurity Expert Panel: Will my business get hacked?</b> Speakers: Jim Lippie, Alex Foley, David Evenden and Reese Ormand		
1:00 pm - 2:00 pm	<b>How to Grow Your Business - Accelerators/ Incubators for Fall 2022</b> Speakers: Alexis Puente, Shambreka Ward, Darlisa Diltz Moderator: Jennifer Ebinger	<b>Cohabiting with AI: Insights for Impactful AI from design to enterprise</b> Speakers: Thomas Bispham, Mohamed Elwazer, Malur Narayan Moderator: Wendy Howell	<b>Marketing: Branding and the Trends Driving Connection in our Post Pandemic World</b> Speaker: Kevin Walker	<b>Leadership: Building Courage. Creating Wealth. Discovering what you want and how to get there</b> Speaker: Rocky Garza	<b>Breaking Down Cyber Security: Best Practice Fundamentals</b> Speakers: Jim Lippie, Alex Foley, David Evenden and Reese Ormand		<b>Coding: Launch Mobility: A Technology Startup Story</b> Speakers: Paul Hirsch, Jimmy Ouyang, Stacey Miller
2:00 pm - 3:00 pm	<b>Feature Session - Lendistry/TBK</b> Speakers: Effie Dennison, Janet Perez Shensky, Tarsha Hearn	<b>The Future of Retail &amp; Consumer Brands</b> Featured Track Speaker: Matt Alexander		<b>Customer Acquisition for Startups</b> Cox Entrepreneurship Presents: Entrepreneurial Marketing Workshop by Carlos Martinez			
3:00 pm - 4:00 pm	Keynote Setup 3:30 pm - 4:00 pm	<b>Social Impact: How do YOU Rank as a Social Entrepreneur? A Fun &amp; Interactive Session to Up Your Game</b> Speaker: Suzanne Smith	<b>Franchising, Licensing, and Alternative Distribution Channels &amp; Strategies For Emerging Businesses</b> Speakers: Carlos White, Michael T. Baldwin, IAP, Kevin Knight, Zak Wallace, Juan Carlos Ramirez, Jaye Watts	<b>SaaS: How we raised \$60M with no sales team</b> Speakers: Robin Alex + Panel	<b>Leadership: Leading Your Business with Racial Equity and Racial Justice Principles</b> Speaker: Jerry Hawkins		
4:00 pm - 4:30 pm	<b>Keynote Event Intro: Mobolaji Sokunbi</b>						
4:30 pm - 6:00 pm	<b>Keynote Event: Fireside Chat: Jonathan Morris + Dell Rep</b>					<b>Reception</b> 6:00 pm - 7:00 pm	
6:00 pm - 8:00 pm	<b>Fiduciary Board Meeting</b>	<b>Associate Board Meeting - in Capital One Lounge</b>				<b>Offsite Happy Hour: Founders Institute</b> Dallas Startup Week 1st Official Startup Networking Happy Hour Experience 6:30-8:30 pm	
8:00 pm - 10:00 pm						<b>Offsite Afterparty: Dodecaplex: Product and Retail Entrepreneur Network Party</b>	

DALLAS INNOVATES

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