

DALLAS STARTUP WEEK

SPONSORED BY 

MONDAY, 8/8

Be sure to check 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 | Disrupt Coffee/Networking | | | | | Registration Open Coffee/Networking | |
| 10:00 am - 11:00 am | Disrupt Opening Keynote 10:00am - 11:00am | AI, Automation & Quantum: Understanding the Quantum Revolution Speakers: Saurav Purkayastha, William Hurley, John N. Randall, Anna Jarman (moderator) | Startup Funding: Sales and Marketing for Startups Speaker: Josh Alballero (ioogo) | SaaS: The Customer Development Process for SaaS Startups Speaker: Michael Pratt | Featured Session Speaker Chris Gay, co-founder of Evry Health | | |
| 11:00 am - 11:30 am | Disrupt Panel Media Panel 11:00 am - 12:00 pm | | | | | | |
| 11:30 am - 12:30 pm | Disrupt - Funding lightning talk Regions / Brian (12:00-1:00 pm) | Arts & Entertainment: The World of VR Entertainment Speakers: Joe Jubrala, Zach Letter | Defense Innovation: GovCon 101 Speaker: Alan Apple | Leadership: A Model for Leadership Speaker: Kevin Castillo | How to Pitch to Get YES Speaker: Wen Zhang | | |
| 1:00 pm - 2:00 pm | Disrupt Women Panel | Veteran Entrepreneur Lessons Learned Speakers: Lex Keen, Nick James | Retail Presence + Brand Purpose Speakers: Kathy Guzman Galloway, Nik Hall, Adam Franks, Braden Douglas | Marketing: Small Business Branding 101 Speaker: Alexis Hawkins | Coding: Technology = Innovation + Growth Speaker: Neha Kunte | | SaaS: AI and B2B Content Marketing Speaker: Pankil Shah Legal: Legislative Update (Legal and Policy Changes Startups Need to Know) Speakers: Jessica Vittorio, Joel Roberson |
| 2:00 pm - 3:00 pm | Disrupt: Integrated Capital Financing for a New Majority Speaker: Benjamin Vann | | | | | | |
| 3:00 pm - 4:00 pm | Disrupt Closing Keynote | Cybersecurity: How to Secure Your Startup in the Evolving Threat Landscape Speaker: Ray Jones | Healthcare: Transforming Health Care: Trends and New Approaches Speakers: Rachel Gallagher, Alex Arevalos, Jennifer Newell, Veena Somareddy | Startup Funding: Venture Fundraising - Ask a CFO Speaker: Keith Davidson | The Education of Entrepreneurship Featured Session Speaker Darlisa Diltz | Startup Alley Setup | |
| 4:30 pm - 6:00 pm | Dell Pitch Competition + Erik Day fireside chat with Bill Chinn (until probably 6:30) | | | | | | |
| 6:00 pm - 8:00 pm | | | | | | Startup Alley sponsored by Texas Capital Bank and Lendistry | |
| 8:00 pm - 9:00 pm | | | | | | Dallas Startup Mix and Mingle Happy Hour by Dallas Startup Businesses Meetup (6:00 - 9:00 pm) | |

DALLAS INNOVATES

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TUESDAY, 8/9

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

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WEDNESDAY, 8/10

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| TIME | CRUM AUDITORIUM (300) | C100 (65) | C120 (65) | C200 (65) | C220 (65) | HILLCREST COMMONS (300) | ONLINE/ VIRTUAL |
|---------------------|--|---|---|---|---|-----------------------------------|--|
| 9:00 am - 10:00 am | WOI Coffee/Networking - HER Texas | | | 1 Million Cups and Connected Coworking present: Not Another Pitch Competition! | | WOI Coffee/Networking - HER Texas | |
| 10:00 am - 11:00 am | WOI Opening Keynote Speakers: Tiffany Pham | Coding: Infrastructure as Code on the Azure Platform Speakers: Casey Morris | Leadership: Setting an Agile Culture in Motion Speakers: Lisa Jordan | | Social Impact: Cannabis Business Opportunities & Social Impact Speakers: Kevin Carrillo (Moderator), Shayda Torabi, Richard Y. Cheng, JD, CHC, Shelby Bishop | | |
| 11:00 am - 11:30 am | WOI Lightning Talk - Rethink Speakers: Nia-Tayler Clark Topic/Title: Rethink: Don't Let Your Past Punk You | | | | | | Emerging Tech with Dell Technologies Speaker: Rakesh Apte |
| 11:30 am - 12:30 pm | WOI Educational Sessions + Networking Lunch - WEDallas | Startup Funding: How to Get Investors to Say Yes to Your Software Startup Speaker: Jeff Francis (ENO8) | Legal: Protecting Your Creations: Intellectual Property Basics for Business Owners Speakers: Jessica Vittorio, Matt Acosta, Cate Reynolds, Robert (Rob) Hill, Yasmine Salem Hamdan | Emerging Technologies: Learning the Metaverse Speakers: Steve Grubbs, Dr. Muhsinah Morris, Dr. Lin Lin Lipsmeyer, Michael Ruiz | Social Impact: Cannabis Startup Challenges and Compliance Speakers: Leah Lakstins, Chelsie Spencer, Carlos Frias, Dr. Antonio Rozier, Parker Bergeron | Boxed Lunch for WOI | |
| 12:30 pm - 1:00 pm | WOI Lightning Talk - Renegotiate Speaker: Sarah Allen-Preston | | | | | | |
| 1:00 pm - 2:00 pm | WOI Lightning Talk Reinvent (and Rethink) Your Career or Brand as a Woman Speaker: Tashara Parker (1:00 - 1:30 pm) Community 3.0 (Panel) (1:30 - 2:30pm) | Cybersecurity Update: Latest Trends Speakers: Michelle Reed & Paul Coggins | Franchise Your Business? – An Overlooked Growth Strategy For Emerging Businesses Speakers: Carlos White, Justin Mink, CFE, Chef Don Bowie, Tim Williams, CFE, Steve Willis, CFE, Phillip Wilkins | Emerging Technologies: Raising Capital Speakers: Gary Peat, Clarence Bethea, Taylor Shead | Education : University Ecosystems: Equipping the Next Generation of Entrepreneurs Speakers: Paul Nichols, Simon Mak, Ross OBrien | | |
| 2:00 pm - 3:00 pm | WOI: How to Build a Bad@\$\$ Community (Panel) (2:30 - 3:00 pm) Snack Break & The Plug Effect LIVE | | | | | | |
| 3:00 pm - 4:00 pm | WOI Closing Keynote Speaker: Anne Chow | Arts & Entertainment: Creative Short Form Videos For Social Media Speaker: Kimberly Kirt | Startup Funding: Funded: Women Who Fundraise Speakers: Holly Burrow & Ashley Coleman (hosts), Jessica Bahlman, Yanira Borges, Tamera Jackson | Emerging Technologies: Gaming for Good Speakers: Nick Macknight, Mike Yates, Mike Ruffail, Rene Archimbault | Featured Session: The State of the Economy and Key Business Impacts Speakers: Chas Hart, CPA, Kellen Jemeyson, CPA, Leah Reznicek | | |
| 4:00 pm - 4:30 pm | | | | | | Women's Marketplace 4:00-6:00 | |
| 4:30 pm - 5:30 pm | The Future of Venture Forum | | | | Emerging Tech in the Big D Happy Hour: Gaming & ESports + Emerging Tech Collab (5:00-7:00 pm) | | |
| 6:00 pm - 8:00 pm | | | | | | | |

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THURSDAY, 8/11

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| TIME | CRUM AUDITORIUM (300) | C100 (65) | C120 (65) | C200 (65) | C220 (65) | HILLCREST COMMONS (300) | ONLINE/VIRTUAL |
|---------------------|--|--|--|--|--|---|---|
| 9:00 am - 10:00 am | | | | | | Registration Open Coffee/Networking | |
| 10:00 am - 11:00 am | Corporate Startup Innovation Summit 9:45 a.m. Keynote: Jim Adler | | DEC Community Membership Workshop Level Up Your Money Series Part 3 Level Up Your Business Speaker: Elle Hall-Coleman | Featured Session (Dallas College) Using Free Technology to Grow Your Business Speaker: Cynthia Nevels | Gaming & ESports: The First Raise Speakers: Kevin Vela, Mike Wilkes, Danny Martin | | Legal: The Future of Legal Practice - Innovations in Legal Services Speakers: Jessica Vittorio, Mark Melton, Shahed Kader |
| 11:30 am - 12:30 pm | 11:00 a.m.: Engaging Startups in Corporate Innovation Panelists: Stacey Gee-Miller, Raamel Mitchell, Shay Phillips, Duane Dankesreiter | Defense Innovation: How to Spend \$10B Dollars in Defense Innovation Speakers: Drew Snow, Lex Keen, Rodney (Rod) Wetterskog | Franchising: Being a Successful Franchise Entrepreneur –Selecting The Right Franchise Opportunity and Building-Out Your Franchise Business Speakers: Carlos White, Mohaimina Haque, Esq., Roxanne Rapske, Calvin Golden, Chris Campbell, Sara Waskow | Featured Session” Running With Scissors: Considerations for Startups Selling, Financing, and Operating During a Downturn Speakers: Daniel (Dan) Austin, Valeska Pederson Hintz, Eric Engineer, Mike Marcantonio | Gaming & ESports: Big Deals in Big D Speakers: Femi Okusanya, Justin Kenna, Jason Lake | | Arts & Entertainment: Tips on how to Network Speaker: Priscilla Dasilva |
| 12:30 pm - 1:00 pm | | | | | | Boxed Lunches for CSI Summit Attendees | |
| 1:00 pm - 2:00 pm | Corporate Startup Innovation Summit Keynote: Steven Levy, Editor at Large at Wired | Social Impact on a higher level (ESG 101) Speakers: Josh Hunt, Gina Scheer, Adriana Kao, Dan Waite, Chris Robinson, Tray Thompson | Healthcare: Funding your Healthcare Startup Speakers: Hubert Zajicek, McKaye Black, Lauren Tyra | SaaS: Small Fish, Big Pond: Outwit, Outswim, Outlast Speaker: Jeff Mains | Emerging Technologies and Gaming & ESports: WTF is the Metaverse? Speakers: Taylor Shead, Jerry Fellows, John Davidson | | |
| 2:00 pm - 3:00 pm | 2:00 p.m.: The Funding Landscape and Its Role in Building DFW as an Innovation Hub Panelists: Bryan Chambers, Benjamin Vann, David Kang | | | Cox Entrepreneurship Presents: Law and Finance for Startups Panel Jimmy Chester - Eight Common Legal Mistakes that Startups Make John Terry - Investment Lessons from the SMU MBA Venture Fund | | | Startup Funding: Fundraising Prep (from the numbers perspective) Speaker: Kristy Albarrero (ioogo) |
| 3:00 pm - 4:00 pm | 3:15 p.m.: Accelerator Pitch Competition | AI is Coming for the Worst Parts Your Job Speakers: David Evans (Moderator), Kumar Narala, Matt Coburn, Saurav Purkayastha, Ajay Krishna | Legal: Building Your Team - Employment Law Basics Every Manager Should Know Speakers: Jessica Vittorio, Lauren Becker | Cox Entrepreneurship Presents: Entrepreneurial Management Workshop Alex Ramsey - Managing a Rapidly Growing Startup | Gaming & ESports: The Future of Gaming Speakers: Gerald Youngblood, Jaci Hays, Rickey McCoy, Chelsey Northern, BK Augstin, Tom Woolsey | Afternoon Snack for CSI Summit Attendees | |
| 4:00 pm - 4:30 pm | Corporate Startup Innovation Summit 5:00 p.m.: Awards and Closing Remarks | | | | | | |
| 4:30 pm - 5:30 pm | | Retail: The New RISE Center at UTd, a Resource for the STEM Side of Retail! Speakers: Charles (Chuck) Haseman | Featured Session Creating the Ideal Banking Relationship Speakers: Damon Hurst and Amir Mirzadeh | Veterans: Raising Capital & Angel Investing Speaker: Mike Wilkes | | | |
| 6:00 pm - 8:00 pm | | | | | | OFFSITE/SOLD OUT: Digital Fight Club - Granada Theater VIP Reception: 6:00 pm GA Doors: 6:15 pm Fight: 7:00-8:00 pm Afterparty: Sundown next door | |

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