



How Generation Y Entrepreneurs are Transforming Media & Technology

November 4, 2009 at Tribeca Grand Hotel in NYC

- 8:00 AM** **REGISTRATION AND BREAKFAST**
- 9:00 AM** **WELCOME**
- 9:05 AM** **THE NEW WAVE OF ENTREPRENEURS: A CONVERSATION WITH UPSTARTS!
AUTHOR DONNA FENN AND VENTURE CAPITALIST ALAN PATRICOFF**
Donna Fenn, a business journalist for more than 25 years, wanted to understand why so many people in their 20s were starting companies. To find out, she interviewed over 150 young entrepreneurs and discovered that they were fundamentally different from their older counterparts, reporting her findings in her new book, *Upstarts!: How Gen Y Entrepreneurs are Rocking the World of Business and 8 Ways You Can Profit From Their Success*. Donna will discuss these differences as well as their implications for investors and for the future with one of America's pre-eminent venture capitalists, Alan Patricoff. (Alan, who is founder of Greycroft LLC, provided early stage financing to Apple Computer, America Online, Home Depot, PaidContent, and Huffington Post, among many others.)
- 9:40 AM** **PANEL DISCUSSION WITH AND ABOUT UPSTARTS**
What is driving today's media and technology entrepreneurs to begin their companies at such a young age? Why do 70% say that their companies have a social mission? You will hear from five of the most successful "Upstarts," venture capitalists, social investors and serial entrepreneurs.
- AARON PATZER** – CEO, Mint.com
- CHRISTIAN ANTHONY** – CEO, Special Ops Media
- MATT HARRIS** – Managing General Partner, Village Ventures
- THOMAS FALK** – CEO, evalue (previously CEO of Falk AG)
- INTERVIEWED BY: HENRY BLODGET** – CEO, Co-founder & Editor-in-Chief, *Silicon Alley Insider*
- 10:30 AM** **CONCLUSION**