

# West Point

ASSOCIATION OF GRADUATES



## ENTREPRENEUR SUMMIT

November 3-4, 2021



## WPAOG ENTREPRENEUR SUMMIT 2021

### Dear Summit Participants,



Welcome to the 2021 West Point Association of Graduates Entrepreneur Summit. Thank you for devoting your time and energy to strengthening this network of graduates.

WPAOG's first priority is keeping graduates connected. A connected Long Gray Line is a force for good in support of West Point and each other. Events like this Summit bring us together and reinforce our bonds.

As thought leaders in the business community, you understand the value of a strong and engaged network; and, as West Point graduates, you bring a unique sense of purpose and commitment to everything you do.

Together, we can unlock the power of the Long Gray Line.

GO ARMY!

**Todd A. Browne '85**

*President and CEO*

West Point Association of Graduates

### WPAOG Entrepreneur Summit 2021 Sponsors



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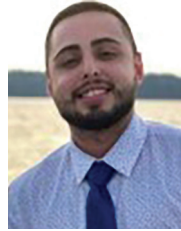
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## Logistics

**Parking During the Summit:** Parking is available at the Sheraton Austin Hotel and at the Omni Hotel which is connected to the Capital Factory.

**Attire:** Entrepreneur attire (Wear what makes you most comfortable).

**Contact Information:** Should you need assistance during the summit, please visit the registration table or call or email Teresa Ridgeway: 706.614.4882 | Teresa.Ridgeway@wpaog.org.



# WPAOG ENTREPRENEUR SUMMIT 2021

WEDNESDAY, NOVEMBER 3		
6:00 – 7:00pm	<b>Summit Check-In</b>	Creekside Patio, 1st Floor Sheraton Austin Hotel
6:00 – 7:00pm	<b>Cocktail Reception</b>	
7:00 – 9:00pm	<b>Networking Dinner &amp; Fireside Chat</b> Founding a Unicorn: A Military Veteran CEO's Journey <b>Blake Hall</b> <i>Founder &amp; CEO of ID.me</i> <b>Kelly Perdeu '89</b> <i>Co-Founder &amp; Managing General Partner, Moonshots Capital</i>	Creekside Side Foyer 1st Floor Sheraton Austin Hotel
	7:00-7:10pm—Summit Welcome <b>Craig Cummings '93</b> , <i>Conference Co-Chair &amp; Co-Founder &amp; General Partner, Moonshots Capital</i>	
	7:00-8:00pm—Facilitated Dinner Discussions	
	8:00-9:00pm—Fireside Chat	
THURSDAY, NOVEMBER 4		
7:30-1:00pm	<b>Summit Check-In</b>	
7:30-8:30am	<b>Breakfast</b>	
8:15am-8:25am	<b>Summit Kickoff</b> <b>Craig Cummings '93</b>	
8:25-8:30am	<b>Mayor Steve Adler</b>	
8:30-9:00am	<b>WPAOG Update Brief</b> <b>Todd Browne '85</b> <i>WPAOG President &amp; CEO</i>	Voltron Room 1st Floor Capital Factory
9:00-9:50am	<b>Panel #1: How to Create the Most Value at Exit</b> <b>Alex Ceballos '87</b> <i>VP of Corporate Development, Amazon</i> <b>Adrian Perica '94</b> <i>VP of Corporate Development, Apple</i> Hosted by <b>Jamie Holden '00</b> <i>Senior Vice President, Vista Equity Partners</i>	
9:50-10:00am	Morning Break	
10:05-10:50am	<b>Panel #2: Debt vs. Equity—Which, When, and Why?</b> <b>Tom Meredith</b> <i>Partner, BrightStar Capital Partners</i> <b>Alex McKindra '93</b> <i>Managing Director, Technology Corporate Client Banking &amp; Specialized Industries, JP Morgan Chase &amp; Co.</i> Hosted by <b>Joe Beard '96</b> <i>Co-Founder &amp; CEO, CollateralEdge</i>	Voltron Room 1st Floor



11:00-11:50am	<p><b>Startup Showcase</b>  <b>Moderated by Brian Cox '95</b>  <i>Conference Co-Chair &amp; Principal and Partner,  Astoria Strategic Wealth</i></p>	Voltron Room 1st Floor
12:00am-12:35pm	<p><b>Lunch</b></p>	
12:45-1:15pm	<p><b>Keynote Speaker Remarks</b>  <b>GEN John "Mike" Murray</b>  <i>Commanding General of United States  Army Futures Command</i></p>	
1:15-1:45pm	<p><b>Afternoon Remarks</b>  <b>Josh Baer</b>  <i>Founder &amp; Executive Director, Capital Factory</i></p>	
1:45-2:00pm	Movement to Breakout Sessions	
2:00-2:45pm	<p><b>Afternoon Breakout Sessions (Choose 1 of 3)</b></p> <p><b>Innovation at Google</b>  <b>Ben Boyd '06</b>  <i>Workspace North America Go-to-Market Lead, Google Cloud</i></p> <p><b>Finding and Hiring Top Talent</b>  <b>Kate Shattuck '96</b>  <i>Senior Client Partner, Korn Ferry</i>  Hosted by <b>Bob Eisiminger '88</b>  <i>Founder, Knight Point Systems</i></p> <p><b>Accomplishing the Mission 10x Better and Faster-  Playbook for Growing Your Business</b>  <b>Bill Watkins '77</b>  <i>Founder &amp; CEO, The Lions Pride</i></p>	Voltron Room, 1st Floor Devvie, 1st Floor Johnny-Five, 1st Floor
2:45-3:00pm	Afternoon Break/Networking	
3:00-3:45pm	<p><b>Afternoon Breakout Sessions (Choose 1 of 3)</b></p> <p><b>Startups Doing Business with the U.S. Government</b>  <b>Kevin Landtroop '98</b>  <i>Senior Director, SparkCognition Government Systems</i></p> <p><b>Success to Significance: Deploying Entrepreneurial Skills  in the Service of a Non-profit</b>  <b>Jamie Schleck '91</b>  <i>Founder, Bayonet Capital</i></p> <p><b>Navigating the Veteran Entrepreneur Ecosystem</b>  <b>Jason Dempsey '93</b>  <i>Senior Advisor, The Center for Veteran Transition  and Integration</i></p> <p><b>Seda Goff</b>  <i>Director, Veteran Entrepreneurship, PenFed</i></p> <p><b>Blake Hogan</b>  <i>CEO, Bunker Labs</i></p>	Voltron Room, 1st Floor Devvie, 1st Floor Johnny-Five, 1st Floor
3:45-4:00pm	Movement to Voltron Room	



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## THURSDAY, NOVEMBER 4 *continued*

4:00-4:30pm	<p><b>Panel #3: Old Grad Wisdom</b>  <b>Jim Keegan '55</b>  <i>President &amp; CEO, Chairman of the Board of the Directors, Adams Keegan, Inc.; former Chairman of the Board of Directors of NASDAQ, Inc.</i></p> <p>Moderated by <b>Jon K. Thompson '65</b>  <i>Director, Adams Keegan, Inc.</i></p>	Voltron Room 1st Floor
4:30-4:45pm	<p><b>Shared Interest Group Recap &amp; The Way Ahead</b>  <b>Guy Filippelli '97</b>  <i>Managing Partner, Squadra Ventures</i></p> <p><b>Brad Harrison '94</b>  <i>Founder &amp; Managing Partner, Scout Ventures</i></p>	
4:45-6:00pm	<b>Happy Hour &amp; Individual Networking Meetings</b>	

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