

Agenda for First Round Capital CEO Summit

January 17, 2007

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| 7:30 am - 8:00 am | Coffee and Continental Breakfast |
| 8:00 am- 8:30 am | Introduction & Welcome
<i>Josh and FRC Team</i> |
| 8:30 am – 9:30 am | Meet the Pitch Doctor
<i>David Rose and Aaron Patzer</i> |
| 9:30 am – 10:15 am | Yahoo and Startups
<i>Greg Mrva (VP Global M&A), Bradley Horowitz (VP Product Strategy) and Damon Cronkey (Corporate Development)</i> |
| 10:15 am – 10:45 am | Break / Networking |
| 10:45 am – 11:45 am | Panel: Raising Your First “Sand Hill” Venture Round
<i>David Hornik (August Capital), Mark Menell (Rustic Canyon Partners) and Trae Vassallo (Kleiner Perkins). Moderated by Rob Hayes.</i> |
| 11:45 am – 12:45 pm | Business Development 2.0 Panel
<i>Moderated by Chris Fralic</i> |
| 12:45 pm – 2:00 pm | Lunch & Keynote Speech by Mike Arrington, Editor of Techcrunch |
| 2:00 pm – 2:45 pm | AOL and Startups
<i>Jorge Espinel (VP of Corporate Development)</i> |
| 2:45 pm – 3:45 pm | Some “Quick Hit” Sessions
3 by 5 Marketing - <i>Howard Morgan</i>
Waterfall Forecasting - <i>Josh Kopelman</i>
Panel: When to change your plan – and when not to – <i>Josh Kopelman</i> |
| 3:45 pm – 4:30 pm | Myspace/Fox Interactive and Startups
<i>Heather Harde (SVP M&A at Fox Interactive Media), Adam Bain (EVP Technology at FIM)</i> |
| 4:30 pm – 5:15 pm | Google and Startups
<i>Chris Sacca (Head of Special Initiatives)</i> |
| 5:15 pm – 5:30 pm | Closing Remarks: Josh Kopelman |
| Attendees Move to Zibibbo for Cocktails and Dinner! | |
| 5:45 pm – 6:45 pm | Cocktails and Networking |
| 6:45 pm – 9:00 pm | Dinner
<i>We will be joined by a handful of other VCs for dinne</i> |