

#FAILFEST16 SCHEDULE

8:00 AM Doors Open & Registration Starts

9:00 - 9:10 AM Call to Seat

9:10 - 9:20 AM Kick-Off Remarks
Gerry Dick

9:20 - 9:25 AM Welcome to FailFest 2016!
John Wechsler

9:25 - 9:30 AM A Word from the Mayor
Scott Fadness

9:30 - 9:35 AM Meet the #FailFest16 Co-Hosts
Val Crooke, Matt Hunckler and John Wechsler

9:35 - 9:45 AM Overview of the Day
Val Crooke, Matt Hunckler and John Wechsler

9:45 - 10:05 AM Rob McDonald
Acquisition Instead of Failure

10:05 - 10:25 AM Jonathan Polak
Lawyers Who Aren't Afraid to Fail Can Still Win in the End

10:25 - 10:45 AM Brandon Gorin
Failure as a Motivation: The Championship Mindset

10:45 - 11:00 AM BREAK

11:00 - 12:15 PM Breakout Session #1

TRACK ONE AUDITORIUM

11:00 AM Jared Ingold
Fail the Right Way

11:20 AM J.J. Thompson
Green: Frustration and Outright Jealousy Experienced in My Entrepreneurial Journey

11:40 AM Kim Brand
5 Almost Always - Nearly Fatal - Mistakes Entrepreneurs Make (At least I did!)

12:00 PM Panel Q&A

TRACK TWO CAFE A

11:00 AM Eric Hiler
When You Fail at What Matters Most

11:20 AM David Matusoff
Failing Up is Not Fu#ing Up*

11:40 AM Kris Parmelee
Born and Bred to Fail: One Woman's Entrepreneurial Journey

12:00 PM Panel Q&A

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12:15 - 1:15 PM LUNCH

1:15 - 1:35 PM **Daron Earlewine**
Mistaken Identity

1:35 - 1:55 PM **Teresa Sabatine**
The Power of the Pivot: How Changing Your Mind Can Change Your Life

1:55 - 2:15 PM **Steve Loser**
Failing Our Future?

2:15 - 2:30 PM BREAK

2:30 - 3:45 PM Breakout Session #2

TRACK ONE AUDITORIUM

2:30 PM **Betsy McCaw**
Vision vs Reality

2:50 PM **Oscar Morales**
Conducting a Post Mortem on a Dead Company... Learning from Failure

3:10 PM **John Qualls**
Making Failure a Personal Asset

3:30 PM Panel Q&A

TRACK TWO CAFE A

2:30 PM **Chris Vannoy**
Programming Failure

2:50 PM **Cassie Stockamp**
The Most Painful Gift I've Ever Been Given

3:10 PM **Matt Hunckler**
Perfecting Your Pitch By Failing Fast

3:30 PM Panel Q&A

3:45 - 4:00 PM BREAK

4:00 - 4:20 PM **Chris Baggott**
Lessons Learned from 14 Startups, 3 Failures, 1 Bankruptcy, 1 IPO, 2 Major Exits, and 7 Ongoing Question Marks

4:20 - 4:40 PM **Don Inmon**
How Failing at Kickstarter was a Success

4:40 - 4:50 PM **Final Remarks**
Val Crooke, Matt Hunckler and John Wechsler

