

FAILFEST WABASH VALLEY

- AGENDA -

8AM - 9AM

REGISTRATION OPENS

9AM - 9:10AM

CALL TO SEAT

9:10AM - 9:20AM

Kick-Off Remarks -Gerry Dick

9:20AM - 9:25AM

Welcome to FailFest Wabash Valley! -Shelley Klingerman

9:25AM - 9:30AM

Check Presentation by Vectren

9:30AM - 9:45AM

The History of the Indiana Theater -Rob Lundstrom

9:45AM - 10AM

"Well. That's a Stupid Idea." -Brad Hauter

10AM - 10:20AM

"Time to Market Matters" -Dana Simons

Once you have an idea, getting the product built is obviously the next step, right? This talk will discuss how getting caught up in the excitement of product development and ignoring marketing turned into a very costly mistake for one entrepreneur who build a market-leading company only to miss the IPO window due to spending too much time in the early stages of product development.

10:20AM - 10:35AM

Music Lessons: The Lingering Revolution- Bob Grohovsky

Since 1999, sales of recorded music in the US have fallen from nearly \$15B to just over \$2B today (Source: RIAA). Yet, music enjoys a broader, more-engaged audience than ever before. In this talk on innovation, Bob Grohovsky - a music & technology industry veteran - will discuss the causes and opportunities in this volatile market.

10:35AM - 10:45AM

Q&A Panel

Panelists: Rob Lundstrom, Brad Hauter, Dana Simons, Bob Grohovsky

10:45AM - 11:05AM

"Determination: Not the Same as Stubbornness." -Alfonso Vidal

11:05AM - 11:25AM

"You've Got to Recognize Failure to Learn From It" -Tim Bruemmer

Failure is an essential component of the learning process and learning is an essential component of innovation. If you want to innovate effectively, you have to learn fast and occasionally fail fast. Failing fast requires that you know and acknowledge when it happens whether semi-intentional or by accident. Fear of failure can stop this process in its tracks.

11:25AM - 11:50AM "Failure and Defeat are Mutually Exclusive" -Guy Finley

11:50AM - 12PM

Q&A Panel

Panelists: Alfonso Vidal, Tim Bruemmer, Guy Finley

12PM - 12:30PM

LUNCH & NETWORKING

12:30PM - 12:50PM

Friendtro: "1 Failed Business Model + 2 Great Friendships = Several Successful Startups" -Kristen Cooper and Anthony Smith
Kristen Cooper and Anthony Smith will discuss the importance of understanding the customer and developing a business model built for recurring revenue.

12:50PM - 1:10PM

"The Time We Built It and Should Have Bought It" -Josh Zuerner
A reflection on our decision to build software that was outside of our core competencies. A narrative on hidden costs, administrative burdens, missed expectations, and missed opportunities. An outlook on overcoming the ego of building it and instead utilizing existing platforms to create unique and compelling value propositions for our customers.

1:10PM - 1:25PM

"Failure Leads to Something Better" -Nick Birch
Nick started working full-time for a startup that had raised \$90M a month before graduating college, only to see it shut down three weeks later and graduate jobless. He has since started three companies with the CEO of that company.

1:25PM - 1:35PM

Q&A Panel

Panelists: Kristen Cooper, Anthony Smith, Josh Zuerner, Nick Birch

1:35PM - 1:55PM

"Adapt or Die" -Gary Morris
Drawing inspiration from challenges and opportunities Clabber Girl has faced while growing its business into an international leader in the leavening industry, attendees will learn how utilizing change management strategies and investing in the development of your staff will help you to achieve your goals and ultimately grow your business.

1:55PM - 2:15PM

"Why RFRA Failed Everyone" -Adam Berry

2:15PM - 2:40PM

Pivot - "How We Fixed It in Flight" -Haresh Gangwani
In the world of entrepreneurship, "pivot" is often a response to "pre-fatal failure". You've realized that the model is broken, but you've watched enough episodes of MacGyver to know that nothing is ever over until you've given up. Facing extreme limitations and a ticking clock you then are faced with the decision: stay the course or change direction? Come and learn how the Team at Bolstra experienced this first hand.

2:40PM - 2:50PM

Q&A Panel

Panelists: Gary Morris, Adam Berry, Haresh Gangwani

2:50PM - 3PM

Final Remarks & Wrap-Up -Shelley Klingerman

