SALUTING 2015 PARTNERS

We thank the Invent Your Future and Invent Your Future Foundation partner community for supporting programs that are transforming the lives and careers of women in our local area as well as young women who are exploring or starting their career. Thank you for inspiring women to invent their future!

COMMUNITY AND IN-KIND DONORS

MEDIA PARTNERS

9th Annual
Invent Your Future
Silicon Valley Conference

April 28, 2015
Santa Clara Convention Center

#IYFSV15 | @IYFNews | www.inventyourfuture.com
Welcome to #IYFSV15!

Welcome to the 9th annual Invent Your Future Conference – “Innovation and Mentoring Across the Generations.”

The Invent Your Future team is at the forefront of promoting gender balanced leadership in the workplace. We are delighted that the topic is finally getting the attention it deserves as companies examine their approach to giving women equal opportunities.

We live in a world of innovation; technology innovation, business model innovation, the only constant we have is change! With the power of collaboration technologies, we are more connected than ever and having strong mentors at all ages is an important business imperative. We believe technology will play a key role in how we manage our “personal Board of Directors” from an early age in the near future.

Today is your opportunity to learn from enriching keynotes, breakouts sessions, roundtables and networking with thought leaders. We guarantee you will walk away feeling re-energized about the possibilities in your own career.

Special thanks to our partners, talented speakers and staff who made today possible.

So today, invest in yourself, meet new people, open your mind to ‘design thinking’ principles about your career and have fun! You may even learn how to perform a perfect “Circus Bow”!

Have a great day, and be sure to tweet your favorite moments to @IYFNews.

Ruth Stergiou
Chief Executive Officer
Invent Your Future Enterprises
ruth@inventyourfuture.com | @ruthstergiou

Staci Lyons
President & Chief Strategy Officer
Invent Your Future Enterprises
staci@inventyourfuture.com | @LyonsStaci

SHARE YOUR FAV #IYFSV15 QUOTES & PICS!

Follow & tag @IYFNews and @dare2bdigital.

TAKE IT TO GO!

Some of today’s sessions are being recorded for on-demand access in IYF’s Listening Lounge. Get a 1 year subscription at the $95 alumni rate (regularly $125).

- 80+ hours of learning
- Videos from IYF speakers
- Webinar series replays

Enter promotion code IYFALUM at www.inventyourfuture.com/iyfalus.

Schedule At a Glance

<table>
<thead>
<tr>
<th>Time</th>
<th>Session</th>
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<tr>
<td>8:00–8:45am</td>
<td>REGISTRATION &amp; CONTINENTAL BREAKFAST</td>
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| 9:00–10:15am | MORNING KEYNOTE SESSION
               Host: Sydnie Kohara, Media Strategist, Former CBS & CNBC Anchor
               INNOVATIVE THINKING – Austin Meyer, Karrah Phillips & Jon Proctor, Co-Founders, Collective Capital
               THE ART OF THE START 2.0 – Guy Kawasaki, Chief Evangelist, Canva |
| 10:30–11:45am | BREAKOUT SESSIONS I
               M1 DESIGN THINKING – Austin Meyer, Karrah Phillips & Jon Proctor, Co-Founders, Collective Capital
               M2 THE POLITICS OF PROMOTION – Bonnie Marcus, Author, The Politics of Promotion
               M3 THE NEW BUSINESS REALITY: TRENDS THAT IMPACT YOUR CAREER – Moderator: Pascal Finette, Managing Director, Singularity University; Panelists: Robbie Kellman Baxter, Author, The Membership Economy; Trish Costello, CEO, Portfolia |
| 12:00–1:30pm | LUNCHEON KEYNOTE SESSION
               Welcome: Ruth Stergiou, CEO, Invent Your Future Enterprises
               Greeting: Malcolm Bordelon, Publisher, Silicon Valley Business Journal
               WHAT’S AHEAD IN SILICON VALLEY?
               Host: Dhaya Lakshminarayanan, Former VC, Comedian & Storyteller Lisa Lambert, VP, Managing Director, Diversity Equity Fund, Intel Capital; Richard McDougall, CTO, VMware |
| 1:45–3:00pm | BREAKOUT SESSIONS II
               M1 BOOST YOUR ENTREPRENEURIAL SKILL SET – Timothy Chou, Lecturer, Stanford University; Staci Lyons, President & Chief Strategy Officer, Invent Your Future Enterprises
               M2 THE POLITICS OF PROMOTION – Bonnie Marcus, Author
               M3 IGNITING YOUR TECHNICAL CAREER – Moderator: Charlene Yu Vaughn, CEO, The Algonquin Group; Panelists: Aglaia Kong, CTO/VP, IOE Solution, Cisco; Susan Zwinger, VP, GM of Global Systems Support Innovation & Technology Office, Oracle |
| 3:15–4:30pm | SHARE THE WISDOM ROUNDTABLES (see details on page 5)
               Host: Janice Edwards, President/CEO, Edwards Unlimited; Host & Executive Producer, “Bay Area Vista” |
| 4:30–5:30pm | CLOSING SESSION
               Host: Staci Lyons, Invent Your Future
               BREAKTHROUGH: HOW ONE TEEN INNOVATOR IS CHANGING THE WORLD – Jack Andaka, Teen Innovator, Author & Scientist
               DARE 2B DIGITAL INNOVATION CHALLENGE FILM FESTIVAL |
| 5:30–6:00pm | NETWORKING RECEPTION                                                        |
Breakout Sessions

BREAKOUT SESSIONS I

DESIGN THINKING (room M1): Austin Meyer, Karrah Phillips & Jon Proctor. Co-Founders, Collective Capital – What if you already had everything you needed to succeed? Learn to unleash your creative potential through design-based exercises. This session will empower you with the tools of design thinking to help solve the problems you care the most about.

THE POLITICS OF PROMOTION (room M2 - Session repeats later in the day. See BREAKOUT SESSIONS II below): Bonnie Marcus, Author, The Politics of Promotion: How High-Achieving Women Get Ahead and Stay Ahead – As women, our avoidance of office politics puts us in a vulnerable position and jeopardizes our efforts to advance our careers. Bonnie Marcus, executive coach, offers a practical approach for women to avoid being blindsided, to navigate the complexities of the workplace, and get the promotions they deserve without losing their integrity. Learn:

• The importance of understanding workplace politics.
• How to identify key stakeholders who have power and influence.
• Build relationships of trust and confidence with key stakeholders and influencers.
• Her proven method for getting promoted.

THE NEW BUSINESS REALITY: TRENDS THAT IMPACT YOUR CAREER (room M3): Pascal Finette, Managing Director, Singularity University (moderator); Panelists: Robbie Kellman Baxter, author, The Membership Economy, Trish Costello, CEO, Portfolio – We all have “smart” phones but have you thought about exponential trends and technologies and how they may impact our careers and lives? Artificial Intelligence? Crowd Funding? The Membership Economy? Learn how to spot trends and how to stay a few steps ahead of the robots and self-driving cars that will change the way we work and play. Much sooner than we all think!

BREAKOUT SESSIONS II

BOOST YOUR ENTREPRENEURIAL SKILL SET (room M1): Timothy Chou, Lecturer, Stanford University; Former President/CEO, Oracle Business Online; Staci Lyons, President & Chief Strategy Officer, Invent Your Future Enterprises – Learn how to encourage risk taking, promote creative thinking, foster innovation, lead change, build diverse teams and nurture an entrepreneurial spirit in yourself and your company.

THE POLITICS OF PROMOTION (room M2): Bonnie Marcus, Author – Session repeated from earlier. See BREAKOUT SESSIONS I above.

TECH WOMEN ON FIRE: IGNITE YOUR TECHNICAL CAREER (room M3): Charlene Yu Vaughn, CEO, The Algonquin Group (moderator); Panelists: Aglaia Kong, CTO/VP, IOE Solution, Cisco; Susan Zwinger, VP, GM of Global Systems Support Innovation & Technology Office, Oracle – Women are not only opening more doors in the tech industry but they are getting ahead, negotiating raises, finding more opportunities and changing work cultures. This panel of technical women and men will look at the challenges and opportunities in the hottest industry in the country and share their tips and success stories from the trenches to help you navigate your technical career.

Your Hosts

Janice Edwards
Host & Executive Producer, “Bay Area Vista” & “Signature Silicon Valley”

Syndie Kohara
Media Strategist, Former CBS and CNBC Anchor

Dhaya Lakshminarayanan
Former Venture Capitalist, Comedian & Storyteller

Share the Wisdom Roundtables

From 3:15–4:30 pm, select two interactive forums for advice and tips from experts who are eager to share their wisdom. Your host is Janice Edwards, President/CEO, Edwards Unlimited; Host & Executive Producer, “Bay Area Vista” & “Signature Silicon Valley.”

CAREER DEVELOPMENT

THE MEMBERSHIP ECONOMY – Robbie Kellman Baxter, Author, The Membership Economy
EXECUTIVE COMMUNICATION – Syndie Kohara, Media Strategist, Former CBS & CNBC News Anchor
POLITICS OF PROMOTION – Bonnie Marcus, Author, The Politics of Promotion
DE-BIASING DECISIONS – Della Quinlan, Managing Dir., Culture Integration International
ENGAGING MEN – Joni Podolsky, Global Diversity, Inclusion, & Outreach Manager, Brocade Communications
THE POWER OF MENTORING – Ravi Gundlapalli, CEO, MentorCloud

ENTREPRENEURIAL SKILLS

ENTREPRENEURSHIP – B.J. Arun, CEO, July Systems; Convenor, TiEcon 2015
MARKETING – Linda Popky, Owner and Marketing Expert, Leverage2Market Asso.
ART & ENGINEERING – Amanda Hua, Software Design, Apple
BUSINESS ACCELERATORS – Pascal Finette, Managing Dir., Singularity University
MICROFINANCING – Trish Costello, CEO, Portfolio
READ TO SUCCEED – Stephen Smith, Audience Development Account Executive, Silicon Valley Business Journal

PERSONAL DEVELOPMENT

PERSONAL BRANDING – Jacqui Buchanan, Strategic Communications Consultant
EXPANDING YOUR NETWORK – Cheri Leonard, Senior Technical Program Manager, Samsung
BUILDING YOUR BRAND ON TWITTER – Laurie Kretchmar, Laurie Kretchmar Asso.
PERSONAL DEVELOPMENT – Jason Womack, Author, Your Best Just Got Better
Have you ever had:
• People talk over you or tune out in the middle of what you were saying?
• An idea rejected because your boss or board didn’t understand its value?
• Your work contributions over-looked, taken for granted or credited to someone else?

Imagine never having to experience those frustrations again. You’ll learn how to do it, and have opportunities to practice it, in this highly-interactive session with Intrigue Expert Sam Horn.

Discover why Sam’s new book is being called a modern day version of Dale Carnegie’s classic, How To Win Friends and Influence People, and why it’s been endorsed by thought-leaders such as Marshall Goldsmith and Daniel Pink.

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