

Built to Scale: A Masterclass in What It Takes to Win in Entrepreneurship

Saturday, Feb. 8, 2020
9:30 a.m. - 1:00 p.m.

LMU Playa Vista Campus
12105 W. Waterfront Drive, Suite 200
Los Angeles, CA 90094

Program and Agenda

9:30 a.m. - Check-in and Light Breakfast

10:00 a.m. - Opening Remarks and Startup Stories

The morning session will feature an interactive panel of mid-stage startup founders who will discuss the brutally honest perspective of what it takes to scale from an idea to a juggernaut.

- Moderator: Rochelle Webb, Berkeley MBA '14, Clinical Assistant Professor of Entrepreneurship, LMU College of Business Administration
- Danny Abas, LMU '01, CEO and Founder, BOOST Inc.
- Celiena Adcock, Vice President of Partner Marketing, Honey | Facebook Alum
- Logan Mulvey, LMU '08, Chief Customer Officer, STRIVR

10:45 a.m. - Expert Roundtable Discussion Sessions

This discussion block allows you to choose your own adventure and sit in on intimate conversations with a variety of industry experts to help you get answers to the hard questions. It will be free flowing, so you can move in and out of the sessions as you see fit. These startup veterans will represent functional areas of business, such as legal, finance, accelerator/incubator, angel investor/family office, branding, strategy, product development, and family run business, just to name a few.

- Danny Abas, LMU '01, CEO and Founder, BOOST Inc.
- Celiena Adcock, Vice President of Partner Marketing, Honey | Facebook Alum
- Cassandra Bates, LMU MBA '95, Startup CMO/CRO, Subject Matter Expert for NASA
- Alexa Binns, Principal, Halogen VC
- Glisten Cieslak, LMU '05, Head of Strategy & Partnerships, FIMI Group LLC
- Steven Dunst, Berkeley '08, Associate, Cooley LLP
- Logan Mulvey, LMU '08, Chief Customer Officer, STRIVR

12:00 p.m. - Lunch with Cocktails

12:30 p.m. - Closing Keynote

We will close out the day with a talk from venture capitalists who will discuss how to get to the money, what to do once you have it and everything else in between. There are very real obstacles with fundraising and the goal of this session is to help you turn a 'no' into a 'yes'.

- Alexa Binns, Principal, Halogen VC
- Peter Loukianoff, Berkeley MBA, Founding Managing Partner, Strawberry Creek Ventures

Hosted by:

LMU MBA Alumni Association, LMU Fred Kiesner Center for Entrepreneurship and Berkeley Haas Alumni Association.