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Quarterly Venture Breakfast with Pillsbury Winthrop and PricewaterhouseCoopers

8:00am - 10:00am July 13, 2010

Pillsbury Winthrop

2475 Hanover Street

Palo Alto, CA

94304

Registration Information

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Quarterly Venture Breakfast with Pillsbury Winthrop and PricewaterhouseCoopers

Consumer Internet

Tuesday, July 13, 2010

Description:

For many years, VCs shied away from consumer deals...too hard to predict consumer whims...big marketing budgets usually required...hard to build a brand. With the wild success of some consumer plays (e.g. Amazon, eBay, Google), now many VCs do consumer plays and some even focus on them. Now there are thousands of consumer plays, angling for a bigger share of eyeballs, wallets, and advertising revenues. Are there still big consumer plays or is the field already saturated? Who will be the winners and losers? Come hear our panelists answer these questions and more as they discuss the consumer landscape and how they expect their companies and others to navigate it.

Agenda:

8:00am-8:30am	Registration and Breakfast
8:30am-8:45am	Introductions
8:45am-9:00am	Overview
9:00am-9:45am	Panel Discussion

Speakers Include:

Howard Hartenbaum, **August Capital**
 Rebecca Lynn, **Morgenthaler Ventures**
 Mark Menell, **Rustic Canyon**
 Danny Wallace, **PricewaterhouseCoopers**
 Moderator: Sylvia Burks, **Pillsbury Winthrop**

Price:

SDForum Members: \$20, Non-members: \$30, Platinum Pass Members: \$0

Location:

Pillsbury Winthrop
 2475 Hanover Street
 Palo Alto, CA 94304

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Event Sponsors:



Speaker Bios:

Sylvia Burks, Pillsbury Winthrop. Ms. Burks is a member of the Corporate & Securities and Emerging Growth & Technology groups at Pillsbury Winthrop Shaw

Pittman's Palo Alto office. Ms. Burks' practice focuses on the representation of established and emerging high-technology companies in the areas of corporate securities, mergers, acquisitions and strategic alliances, intellectual property protection, as well as general corporate representation. Ms. Burks' particular expertise is in handling transactions involving European clients. In the course of her work, she has developed strong international contacts in the legal and high-tech communities.

Howard Hartenbaum, August Capital. Howard joined August Capital in 2008 and focuses on early stage technology investments. Current investments include Livemocha, Pixazza and Swoopo. Previous investments: Skype (acquired by eBay EBAY), Photobucket (acquired by Fox Interactive Media NWS), Bebo (acquired by AOL TWX) and Netkraft (acquired by Adea Solutions).

Rebecca Lynn, Partner, Morgenthaler Ventures. Rebecca began her career at Procter and Gamble where she worked in international new product market entry. She then joined NextCard leading product development and later served as VP of Marketing. After NextCard, she ran her own consulting business focusing on online marketing for financial services and affiliate marketing. Rebecca joined Morgenthaler in 2007 and was promoted to Partner in early 2010, focusing on early-stage investments in mobile, health 2.0, Internet services and financial services. She's on the board of Lending Club and Practice Fusion, and is a second on the boards of OpinMind and Autonet. Rebecca received a B.S. in chemical engineering from the University of Missouri and her JD/MBA degree from the Hass School of Business and the School of La.

Mark Menell, Partner, Rustic Canyon. Mark has been a partner at Rustic Canyon since the firm's inception in 1999. At Rustic Canyon his primary areas of investment focus have been consumer internet, digital media, information services and communications. Mark contributes almost 20 years of strategic, financial advisory and investment experience with a focus on companies in the technology, media and telecommunications sectors. Formerly an investment banker, he was most recently co-head of Morgan Stanley's Technology Merger & Acquisitions Group, based in Menlo Park. During Mark's tenure, Morgan Stanley was recognized as the leading technology M&A advisor for three consecutive years. Mark graduated magna cum laude with a B.A. in economics from the University of Pennsylvania. He also earned a B.S. in finance magna cum laude and an M.B.A. from the Wharton School of Business.

Danny Wallace, Partner, PricewaterhouseCoopers LLC. Danny has over 25 years of accounting and auditing experience with PwC, which includes experience in Europe and the U.S. He is a partner in our Silicon Valley Software and Internet practice and has many years of experience advising public software companies in areas such as revenue recognition, business combinations and equity issues. He is a frequent presenter at revenue recognition seminars for clients. He also is the National US Leader of our Emerging Companies Services Practice and has a portfolio of venture-backed emerging growth private companies in the technology sector.

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