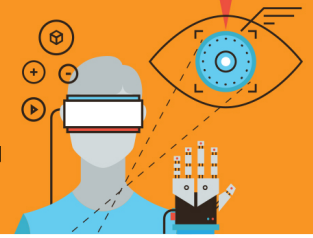




TechAlliance

Research to the Marketplace: Realizing the Potential of Virtual Reality



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8:00 AM	REGISTRATION & BREAKFAST
8:30 AM	WELCOME Cheryl Vedoe, CEO, Apex Learning, and Chair, Technology Alliance
8:35 AM	GOALS FOR THE DAY Co-Chair Tim Porter , Managing Partner, Madrona Venture Group
8:40 AM	VIRTUAL REALITY: PAST, PRESENT, & FUTURE Co-Chair Todd Hooper , CEO, VREAL
9:20 AM	VIRTUAL REALITY: WHERE ARE THE CENTERS OF EXCELLENCE? Adley Bowden , VP of Market Development & Analysis, PitchBook
9:45 AM	LATENCY NO MORE: HARDWARE ADVANCES CREATE PLATFORMS FOR SOFTWARE INNOVATIONS, FEATURING MICROSOFT HOLOLENS LaSean Smith , Director of Strategy, Windows
10:30 AM	BREAK
11:00 AM	MARKET OPPORTUNITIES: THE ECONOMIC POTENTIAL OF VIRTUAL REALITY Moderator: Tim Porter Panelists: YB Choi , Seed Investments, Vulcan Capital, Sachin Deshpande , Senior Director of Product Management, Qualcomm Ventures, Charles Fitzgerald , Angel Investor
11:45 AM	EMERGING VR COMPANIES ELEVATOR PITCHES Moderator: Angela Gamba , Vice President Marketing & Communications, Envelop VR Presenters: foundry10, Redfin, Studio216, Vulcan Inc.
12:15 PM	LUNCH
12:45 PM	LUNCH KEYNOTE, FEATURING GOOGLE JUMP Steve Seitz , Teleportation Lead, Google & Robert E. Dinning Professor in Computer Science & Engineering, University of Washington
1:15 PM	BREAK
1:30 PM	B2B VR Opportunities Moderator: David Rosenthal , Principal, Madrona Venture Group Panelists: Bob Berry , CEO & Founder, Envelop VR, Ari Hollander , CTO & Co-Founder, DeepStream VR, Inc., Mary Jesse , Chief Strategy Officer, VRstudios
2:15 PM	B2C VR Opportunities Moderator: Steve Shaw , Director, Business Development, Presence Labs Panelists: Sherry Floyd , CEO & Co-Founder, Endeavor One, Inc., Tom Sanocki , CEO & Co-Founder, Limitless Ltd., Shawn Whiting , CEO, Convrge
3:00 PM	THE NEXT WAVE OF VR COMPANIES Forest Key , CEO & Founder, Pixvana, Inc.
3:30 PM	Test drive VR offerings from emerging Washington state companies and network with others interested in the VR/AR space
5:00 PM	WRAP-UP & ADJOURN Susannah Malarkey , Executive Director, Technology Alliance