

Tuesday, April 21st, 2015

5:00 pm - 6:00 pm

Registration and Information Desk Open

5:00 pm - 6:00 pm

DEMO Traction Welcome Reception

Join us as we kickoff DEMO Traction! This is open to all conference participants (attendees, speakers, judges, press, sponsors and traction companies).

Sponsored by *HP*

Wednesday, April 22nd, 2015

7:45 am - 7:00 pm

Registration and Information Desk Open

7:45 am - 8:45 am

Breakfast and Networking

Sponsored by *Primary Data*

8:45 am - 9:00 am

Welcome & Opening Remarks

Neal Silverman, Senior Vice President & General Manager, DEMO

Erick Schonfeld, Executive Producer, DEMO

9:00 am - 9:30 am

Betting on the Future of the Enterprise

Peter Levine, General Partner, Andreessen Horowitz

Venture capitalists are putting more billions of dollars into enterprise startups than ever before, as technology continues to transform industries. Whether it's the inevitable rise of SaaS, Mobile, Cloud, or the Internet of Things, some of the smartest VCs and founders are betting big on the enterprise. In this opening session, they tell us why and how they are convincing big customers to sign up.

9:30 am - 9:50 am

Traction Session: Enterprise

Jose Morales, Vice President, Corporate Development, Atlassian

Atlassian is one of the fastest-growing enterprise software companies on the planet, with more than 1,100 employees, 40,000 customers, and a \$3.3 billion valuation at its last funding round. Its stable of developer tools and team collaboration software include Jira, Confluence, HipChat, BitBucket, and Git Essentials. President Jay Simons explains how going after developers is a great growth strategy, followed by 5 minutes Q&A in the hot seat with executive producer Erick Schonfeld.

9:50 am - 10:10 am

Traction Session: Cloud

Michelle Zatlyn, Co-founder & Head of User Experience, CloudFlare

More than 1.5 million websites representing roughly 5 percent of the Web's daily traffic run on CloudFlare, which helps speed up and secure websites with its array of cloud services. Cofounder and product head Michelle Zaytlyn takes the stage to talk about how her \$1 billion startup went from an idea to an essential and expanding part of the Internet's infrastructure, followed by 5 minutes Q&A in the hot seat with executive producer Erick Schonfeld.

10:10 am - 10:25 am

How We Grew Square to \$10B in Payments - What it Means for You

Jared Fliesler, General Partner, Matrix Partners

Is a great product enough to create traction, or are there strategies that can help supercharge growth? As head of the growth team at Square, Jared Fliesler helped the payments company reach 3 million merchants and \$10 billion in annualized payments processed. He will lay out a framework for growth (build, message, market) that any business can use, and share examples for how other entrepreneurs have used this framework to build growth directly into their product.

10:25 am - 10:40 am

Coffee Break

10:40 am - 11:00 am

Traction Session: Mobile

Todd McKinnon, CEO, Okta

The rapid shift to loosely coupled devices and mobile applications, in addition to big adoption of cloud across companies, introduces a new set of security and management challenges for CIOs. Okta solves this problem with its identity and mobility solution that connects all applications, people and devices across the enterprise. With \$155 million in funding, and more than 2,000 customers across 186 countries, Okta's traction is the envy of its peers. CEO Todd McKinnon details how the company has expanded exponentially, followed by a short Q&A with executive producer Erick Schonfeld.

11:00 am - 11:20 am

10 Habits of High-Growth Startups

Sean Ellis, CEO, Qualaroo

Marketing today is about generating growth, so much so that marketers are now called "growth hackers." Sean Ellis is one of the original Growth Hackers, helping companies like Dropbox, Eventbrite, and many others take off with customers. In this talk, he outlines the marketing tactics that high-growth companies share in common.

11:20 am - 11:35 am

The Infrastructure Foundation for the New Style of Business

Flynn Maloy, Sr. Director, Service Provider, SMB and Public Sector, Enterprise Global Marketing, Hewlett-Packard Company
Neal Silverman, Senior Vice President & General Manager, DEMO

11:35 am - 12:00 pm

DEMO Deep Dive: Transforming the Data Center

Jeffrey Rothschild, VP, Infrastructure Software, Facebook
Lance Smith, CEO, Primary Data
John Gallant, Senior Vice President and Chief Content Officer, IDG Communications US

Big Data is transforming the enterprise, and with it the way that companies handle and manage data. Moving and managing data across disparate data tiers has been the holy grail for over a decade. With storage architecture being spread across the globe, and access being spread across multiple platforms, achieving this ambitious goal seems to remain elusive. In this DEMO Deep Dive, we look at the explosion of data in the enterprise, and new technologies such as software-defined storage that let us manage it all.

12:00 pm - 1:30 pm

Networking Lunch in the Pavilion

Sponsored by *Primary Data*

12:00 pm - 4:00 pm

Pavilion Open

1:30 pm - 4:30 pm

Traction Watch

Discover the companies that made the cut from hundreds of applicants to present at DEMO Traction. Our hand-picked Traction companies present on the main stage, explaining their products, strategy, and growth to-date. We've selected these companies for you to meet because they are solving hard problems with new technologies and are on the cusp of breaking out.

Traction Watch will take place on the main stage and the 4 best Traction companies, as voted by the judges and attendees, will be announced during the Traction Awards at the end of the day.

Please note: Judges are listed under their assigned session. The traction companies will be listed on Tuesday, April 21st.

1:30 pm - 2:20 pm

Information Technology (1:30pm - 2:20pm)

Jeff Lawson, Co-founder, Twilio

Lance Smith, CEO, Primary Data

Ravi Viswanathan, General Partner, NEA

Traction companies present for 4 minutes each, followed by judge's Q&A. Categories include: Cloud, SaaS, Big Data, Infrastructure, Internet of Things.

Traction Companies:

CrowdPlat

Expect Labs

Gridstore

NPTV

Seclore

Workspot

Viptela
VeloCloud

2:20 pm - 3:00 pm

Marketing (2:20pm - 3:00pm)

Rohit Bodas, Partner, American Express Ventures
Des Cahill, CMO, Samepage
Kara Nortman, Partner, Upfront Ventures

Traction companies present for 4 minutes each, followed by judge's Q&A. Categories include: Smart Data, Social, Predictive Analytics, Advertising, e-Commerce, and Video.

Traction Companies:

Appboy
Beachfront Media
Candy Lab
DocSend
GuestU
Stanza
Unmetric

3:00 pm - 3:50 pm

Smart Data (3:00pm - 3:50pm)

Jake Flomenberg, Partner, Accel Partners
Jared Kopf, Founder, AdRoll
Alex Rosen, Managing Director, IDG Ventures

Traction companies present for 4 minutes each, followed by judge's Q&A. Categories include: CRM, Contact Management, and Business Intelligence.

Traction Companies:

BetterWorks
Booshaka
FollowAnalytics
GoodData
Ghostery
Measurence

Xompass

3:50 pm - 4:30 pm

Operations/Learning (3:50pm - 4:30pm)

John Dougery, Managing Director, Inventus Capital Partners
Bayard Winthrop, Founder & CEO, American Giant

Traction companies present for 4 minutes each, followed by judge's Q&A. Categories include: Collaboration, Communications, Mobile, and Project Management.

Traction Companies:
GamePlan Education
Onevest
Rentalroost
Simplilearn
Talkdesk
UpOut
Vyykn

4:30 pm - 4:50 pm

The Most Important Traction Metric: Winning Customers

Jake Flomenberg, Partner, Accel Partners
Ravi Viswanathan, General Partner, NEA
Owen Thomas, Editor in Chief, ReadWriteWeb

What does it take to raise a massive Series B or C round? We will look at start-ups which have raised recent mega-rounds, and the traction data that convinced VCs to back them, as well as what it takes to convince big companies and customers to change their habits and embrace their products.

4:50 pm - 5:15 pm

Killer DEMO: Meerkat And The Launch Of The Mobile Live Streaming Era

Josh Elman, Partner, Greylock Partners
Ben Rubin, Meerkat, Co-Founder & CEO

Live video streaming has been around for more than a decade, but it wasn't until a mobile app called Meerkat launched earlier this year that it finally took off on mobile phones. The combination of mobile-phone cameras in everyone's pockets and instant distribution via social networks created a perfect storm for mobile live video to take off. Meerkat founder and CEO Ben Rubin will show us why the experience is so compelling through a live product demo that will be streamed live on Meerkat.

5:15 pm - 5:20 pm

Executive Brief: American Airlines

Aleda Schaffer, Strategic Partnerships Manager, American Airlines
Neal Silverman, Senior Vice President & General Manager, DEMO

5:20 pm - 5:30 pm

Traction Finalists

Erick Schonfeld, Executive Producer, DEMO
Neal Silverman, Senior Vice President & General Manager, DEMO

The 4 best Traction companies as voted by the judges and audience, one from each category, are announced.

Cocktail Reception

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5:30 pm - 6:30 pm