

INNOVATION, ENTREPRENEURSHIP, & FINANCE: FROM START TO FINISH

In this one-credit course students will learn the various ways entrepreneurs'

think, find financing, and run their enterprises. Through a unique video interview project, students will interact one-on-one with successful W&M alumni entrepreneurs.

The course will consist of several prominent W&M alumni guest speakers, structured outreach to alumni, and group work on design thinking. This course is co-sponsored by the Boehly Center for Excellence in Finance, the Alan B. Miller Entrepreneurship Center, and the Ukrop Studio for Innovation and Design.

I. AUGUST 28TH 5PM – 8PM EST

Course Overview with Professor Julie Agnew, Introduction to Entrepreneurship with Professor Graham Henshaw, and Crafting the Perfect Interview: Lessons from Filmmaker and Entrepreneur Francis Lyons

II. AUGUST – NOVEMBER

Students conduct video interviews with Alumni

III. OCTOBER 2ND 4:30PM – 8PM EST

Design Thinking Bootcamp with Professor Michael Luchs

IV. JANUARY 29TH 7PM-8:20PM EST

Keynote: "Lessons on Raising, Returning and Losing \$100's of Millions in VC Money" by Mike McSherry (Co-Founder of Boost Mobile, current CEO at Xealth) with Howard J. Busbee Finance Academy and Entrepreneurship Center Founder Series

V. JANUARY 30TH 12PM-2:50PM EST

Alumni Speaker Series focusing on Financing, organized by Professor Julie Agnew. Topics include:

- The Ecosystem of Venture Financing: Molly McFarland Pieroni (Partner at MC2 Institute)
- The VC Process Step by Step: Karen Griffith Gryga (Chief Investment Officer at Dreamit Fund II)
- A Case Study in Venture Financing: Matt Heist (Vice President of Finance and Business Operations at Slack)

VI. FEBRUARY 5TH 5PM-6PM EST

Keynote: "School, Entrepreneurship, and Life" by Ted Dintersmith (Partner Emeritus at Charles River Ventures)

VII. FEBRUARY 6TH 12PM-3:30PM EST

Alumni Speaker Series focusing on Social Entrepreneurship and Execution. Topics Include:

- Social Entrepreneurship: Brittany Lane (Senior Director of Global Community at Unreasonable Group), Sam Pressler (Founder, Senior Advisor, and Board Member of Armed Serviced Arts Partnership), Rohit Malhotra (Founder and Executive Director at Center for Civic Innovation), Will Smith (Executive Director at Lead Africa), and George Srour (Co-Founder and Chief Dreamer at Building Tomorrow, Inc.)
- Sustainability and Startups: Ryan Popple (Executive Director and Co-Founder of Proterra Inc.)
- Scaling a Successful Startup: Anshuman Vohra (Founder of Bulldog Gin, Founder and CEO: HALO Sport)

SPEAKER BIOGRAPHIES

FRIDAY, AUGUST 28TH

Cactus 1549 and Entrepreneurial Thinking with Professor Graham Henshaw



GRAHAM HENSHAW '02 (Virginia Tech): Prior to joining William & Mary, Graham was the Director of Venture Development at New Richmond Ventures – a Richmond-based venture capital firm investing in early-stage socially-driven startups. At New Richmond Ventures, Graham used his entrepreneurial experience and systematic, customer-centric problem-solving approach to help accelerate the growth of portfolio companies. During his tenure at NRV, Graham also launched an early-stage accelerator called Feed & Seed which subsequently merged with Lighthouse Labs to support startups in achieving product-market fit through an intensive three-month program focused on iterative business model development.

Graham brings to W&M a diverse background in product development, Fortune 500 strategic consulting, and entrepreneurship. He leveraged his varied skill set to found Active Innovation Group in 2007, a company that created innovative accessories for athletes - most notably PaceTat - which was then acquired in 2010. As a strategic consultant, Graham has worked with companies including General Electric, Kraft Foods, Toyota and GlaxoSmithKline to create products, services, and messaging consistent with deep consumer insights.

Graham Henshaw has been teaching in the areas of Entrepreneurship and Innovation & Design at the Raymond A. Mason School of Business since 2012. He earned an M.S. in Mechanical Engineering and a B.S. in Mechanical Engineering with a minor in Industrial Design from Virginia Polytechnic Institute.

Crafting the Perfect Interview: Lessons from Filmmaker and Entrepreneur Francis Lyons



FRANCIS LYONS '93: Francis is a TV and film producer with entrepreneurial experience in a variety of sectors. Currently finalizing season three of “Hamilton’s Pharmacopeia” for Vice Media, Francis is also raising funds for a pro-social casual-gaming technology, and a socially-conscience impact film fund.

From 2004-2013, Francis oversaw a creative development deal at MTV, creating and/or managing dozens of pilots, and a handful of series. Under Francis’ leadership, “MADE” (2002-2013) became MTV’s 3rd longest-running series, winning four Emmys for Outstanding Series and a Billie Jean King Award for its positive portrayal of women in TV.

In 2010, while developing “Ultimate Parkour Challenge” for MTV, Francis founded the World Freerunning and Parkour Federation to provide an international governing body for the sport of Parkour. Subsequently, Francis invested in, co-founded and designed shoes for the world’s first parkour shoe company, *Know Obstacles*. After the series premiered, Francis co-founded US Parkour to provide training certification and insurance to instructors and gyms.

In 2014, Francis and brother Jason, William & Mary '99, helped co-found Truepic, a photo/video technology, aspiring to end fake news and mitigate fraud in the insurance and lending industries. In 2019, Fast Company recognized Truepic as the world’s #16 most innovative company--#1 in the social good category.

Francis splits time between Manhattan and Loudoun County, Virginia where he lives with his wife and two teens. He likes to spend spare time teaching media literacy, social entrepreneurship, and movement to elementary, middle, and high school students--but the more he does, the more he realizes he is slipping hopelessly into boomerdom and a sad reliance on OG anecdotes and dad jokes.

FRIDAY, OCTOBER 2ND

Design Thinking Bootcamp with Professor Michael Luchs



MICHAEL LUCHS '90 (Tufts University): Michael G. Luchs is the Henry and Phyllis Shook Term Professor of Business at William & Mary's Raymond A. Mason School of Business, and Founding Director of the Jim and Bobbie Ukrop Innovation & Design Studio (<https://ukropstudio.mason.wm.edu/>). He earned his Ph.D. from the University of Texas at Austin, a M.B.A. from the University of Virginia's Darden Graduate School of Business, as well as a B.S.E. in Mechanical Engineering and a B.A. in Psychology from Tufts University. Prior to earning his Ph.D., Dr. Luchs worked for over a decade as a consultant and executive in industry focused on new product development. His research interests include consumer wisdom, sustainable consumption, and product design.

FRIDAY, January 29TH

Keynote Speaker Mike McSherry, in conjunction with the Howard J. Busbee Finance Academy and the Entrepreneurship Founder Series

“Lessons on Raising, Returning and Losing \$100’s of Millions in VC Money”: Life lessons on starting 6 tech businesses. Most succeeded, one failed spectacularly, all were learning opportunities. How make to make life and career choices. The energy and drive needed. The luck, timing and dynamics to succeed (or fail).



MIKE McSHERRY '90: Mike is a successful serial entrepreneur, having started and sold several large tech companies over the past 20 years. Mike has raised, returned, and lost hundreds of millions of venture capital dollars over his startup career.

McSherry currently serves as CEO of Xealth, a digital health prescribing and analytics platform used by most of the largest hospital systems in the country. Xealth was incubated and spun out of Providence Health (3rd biggest in the country) and is used by other leading systems such as Duke, Cleveland Clinic, UPMC, Partners, NYU, etc.

Prior to Xealth, McSherry was CEO of Swype, an innovative touchscreen keyboard installed on over 1 billion smartphones and tablets, which he sold to Nuance for over \$100 million in 2011. Swype invented the ‘gesture-based’ keyboard technology that is now included on every iPhone & Android phone in the world. McSherry was also co-founder and ran product for Boost Mobile both in Australia and the US. In the US, Boost is now Sprint’s prepaid service with several billion dollars in annual revenues. Prior to co-founding Boost, he co-founded Zivo, which was the largest web development company in Australia and New Zealand with over 300 employees. McSherry moved to Australia with Microsoft, where he ran the MSN portal and e-commerce activities. He also held several product roles with Microsoft in the US.

Mike is an active angel investor, board member, and mentor to startup companies and nonprofits. He lives in Seattle with his wife, two boys, and dog. He enjoys active travel and adventure pursuits. He’s lived in four countries, visited over 60 and went to William & Mary in Virginia.

SATURDAY, January 30TH

Alumni Speaker Series

Session 1: The Ecosystem of Venture Financing

This talk will provide a high-level overview of the players involved in the venture financing process. The presentation will provide the framework for understanding the lectures that will follow.



MOLLY McFARLAND PIERONI '90: Molly is a partner with MC2 Institute, an investment and advisory firm based in Dallas, Texas. Prior to MC2, she co-founded JatoTech Ventures, a venture capital firm focused on early stage technology investments. Pieroni also has worked as a managing director for Highside Capital, a long-short equity hedge fund in Dallas and New York City, leading the firm's business development and strategy efforts. Prior to JatoTech, she was one of the inaugural members of the Texas office of the Boston Consulting Group, focusing on strategy engagements for clients in technology, consumer and financial services industries. Earlier in her career, Pieroni worked as an investment banking analyst in New York at Dean, Witter Reynolds in the Acquisition and Private Finance group. She earned an MBA from Harvard Business School and a BBA from William & Mary. Pieroni serves on the board of the Executive Women's Roundtable and the Foundation Board for the Mason School of Business. She resides in

Dallas, Texas, with her husband. They have two daughters.


Session 2: The VC Process Step by Step

This lecture will step through a typical venture capital process revealing the realities of funding a new venture. Several examples from the speaker's personal experiences will be included.



KAREN GRIFFITH-GRYGA '87: Karen Griffith Gryga is an experienced venture capitalist, investor and entrepreneur with over 25 years of startup and emerging growth company experience. Karen is Managing Partner and Chief Investment Officer of Dreamit Fund II, LP. Karen is also co-founder of Dreamit Health and founder of the Dreamit Athena program which focuses on female founders. Karen has helped launch over 200 companies that have generated close to \$2 billion in shareholder value. Karen has held over a dozen board roles on private companies including Synchronoss (Nasdaq: SNCR) and Tissue Analytics (acquired by Net Health) and is currently on the boards of the Wharton Private Equity and Venture Capital Association, and the Please Touch

Museum (Executive Committee, Governance Committee Chair and member of the Finance Committee). Karen is Co-President of Wharton Private Equity and Venture Capital Association and Co-founder of Wharton Women in Private Equity and Venture Capital.



DreamIt is a leading venture fund and technology accelerator for entrepreneurs which has worked with and launched over 350 companies since 2008 including SeatGeek, HouseParty, LevelUp, Biomeme, Biobots, Tissue Analytics, Parsely, MindSnacks and Adaptly. Dreamit is the only growth accelerator designed for mature startups. Post-seed companies with product market fit, some revenue, or early traction are left with limited funding options and resources to scale before qualifying for today's "super-sized" A rounds. We put our companies in front of customers, key strategic partners to drive pilot programs and distribution before we match them with larger venture funds and investor groups to raise follow-on funding. The Dreamit Fund focuses primarily on the follow-on investments of DreamIt companies exhibiting strong growth and traction. The Fund is one of the most active early stage healthcare investors in the country.

Recently, Karen joined a Dreamit Health portfolio company, Biomeme, as Chief Operating Officer. Biomeme has developed the world's smallest mobile RT-PCR device that can perform molecular (RNA/DNA) testing anywhere at any time. Molecular diagnostic testing has applicability in multiple industries of which Biomeme has taken part such as Industrial Quality Control and eDNA but the focus of Biomeme is on human health applications. Currently the company has a FDA EUA approved COVID-19 diagnostic and is in the process of rolling out temporary test sites throughout the country. Karen is in charge of the Legal, Accounting and HR operations of Biomeme and, with the CEO, is key to driving strategy, strategic partnerships and meeting the capital needs of the company.

Previously, Karen was Co-Founder and CEO of FashInvest, an initiative focused on emerging growth entrepreneurs within Branded Goods, Fashion, Fashion Tech and Retail. The goal of FashInvest was to create a business platform focused on bringing together entrepreneurs, investors and industry executives to foster the growth and development of emerging growth enterprises within Branded Goods, Fashion and Retail. FashInvest is a media, events and advisory entity which was acquired by Penske Media Group. Karen was also Co-Founder of Lipstick Wisdom whose focus was on practical, actionable video-based day-to-day advice for moms with children with neurological challenges.

Prior to her entrepreneurial experience, Karen was a Founder and Partner of Liberty Venture Partners, a Philadelphia based venture fund established in 1997 with \$150 million under management. Prior to Liberty, Karen was a Managing Director of Philadelphia Ventures Inc., a privately held venture capital management firm with a family of corporate and institutional limited partnerships exceeding \$100 million of committed capital. Notable transactions included Synchronoss (Nasdaq: SNCR), InSoft, (acquired by Netscape), Liveprint.com (acquired by Kinkos), Cadis (acquired by Aspect Development) and WiseBear (acquired by Michael Milken).

Karen has also been Executive Director of MAG, The Mid-Atlantic Angel Group as well as an Entrepreneur in Residence at Context Capital Partners.

Ms. Gryga is well known throughout the entrepreneurial community and was previously on the board of the Greater Philadelphia Venture Group for seven years and was Chairman of the group for the 1999-2000 term.

Ms. Gryga began her career at TRW Inc., a multi-billion dollar conglomerate, in their Federal Systems Division as a

software developer. Ms. Gryga is a frequent speaker on the subject of venture capital and entrepreneurialism in both professional and academic communities. Karen holds a MBA in decision analysis from the Wharton School of Business at the University of Pennsylvania (with Distinction). At the same time as Wharton, Karen obtained a Masters in Computer Science from the Moore School of Engineering at the University of Pennsylvania. Karen earned her Bachelor of Science degree in computer science (Phi Beta Kappa) from the College of William and Mary in Williamsburg, Virginia.

Session 3: A Case Study in Venture Financing

This lecture will focus specifically on the financing journey of Slack Technologies. The talk will explain the different financing decisions the company faced from the early days to the more recent direct listing and buyout by software giant Salesforce (NYSE: CRM).



MATT HEIST '91: Matt is a finance professional with over 25 years of experience leading finance and business operations teams in a variety of roles in the consumer internet and software industries. Currently, Matt leads the teams responsible for Financial Planning & Analysis and Go-to-Market Strategy & Operations at Slack Technologies.

Prior to Slack, Matt led High Gear Media (HGM), a consumer internet content company, which was acquired by Internet Brands. Before HGM, he spent 6+ years at Yahoo! Earlier in his career Matt worked as a research analyst at Donaldson, Lufkin & Jenrette and Bear Stearns. Matt started his career as an attorney in the law firm of Cacace, Tusch & Santagata, focusing on commercial litigation.

Matt graduated from William & Mary with a concentration in Government and a minor in Economics. Matt was a member of William & Mary's Varsity Swimming and Diving team. Matt also earned a Juris Doctor from George Washington University, in Washington, DC and an MBA from the University of Southern California's Marshall School of Business. Matt is a member of the New York and Connecticut Bar Associations and is a Chartered Financial Analyst.

Matt met his wife, Adrienne, at William & Mary. They continue to support the University, including endowing a scholarship for out-of-state students interested in attending William and Mary. Adrienne & Matt have 3 children, one of whom will be attending William & Mary starting in the Fall of 2020. They live in the San Francisco Bay area.

FRIDAY, February 4th

Keynote Speaker Ted Dintersmith: “School, Entrepreneurship, and Life”



TED DINTERSMITH '74: Ted’s mission is giving kids a chance to thrive in the innovation era. He organized the Sundance-acclaimed documentary *Most Likely to Succeed*, screened by ten thousand communities around the globe. His top-selling book *What School Could Be* shares insights and inspiration from schools across all fifty U.S. states. In 2018, Ted received the prestigious NEA “Friend of Education” Award.

Ted, a Partner Emeritus with Charles River Ventures, was ranked by Business 2.0 as the top-performing venture capitalist in the U.S. for the years 1995-1999. In 2012, he was appointed by President Obama to represent the U.S. at the United Nations General Assembly. Ted earned a PhD in Engineering from Stanford University and his undergraduate degree from William and Mary, receiving High Honors in Physics and English. You can follow Ted on Twitter @dintersmith.

Saturday, February 5th

Social Entrepreneurship



BRITTANY LANE '11: Brittany joined forces with Unreasonable Group over five years ago as its fourth teammate and continues to play an instrumental role in its growth. Now with offices in Boulder, New York, and London and partners such as Barclays, Pearson, and Accenture, Unreasonable runs gatherings around the world designed to support entrepreneurs who choose to harness business to tackle problems that matter, such as climate change and the global illiteracy gap.

As the Senior Director of Global Community at Unreasonable Group, Brittany works alongside a phenomenal team that's focused on figuring out how to build and sustain one of the most purposeful and effective communities on the planet comprised of over 200 of the world's most impactful entrepreneurs and over 600 world-class serial entrepreneurs, policy makers, philanthropists, and investors who serve as mentors. Brittany is wildly passionate about working toward a world where every single human can realize their potential, while protecting this beautiful earth we all call home.

Though trained in international relations, economics and policy, Brittany sidestepped diplomacy to take a less conventional, more adventurous route. Prior to Unreasonable, she led a sports-based youth development program with Soccer Without Borders designed to provide opportunities for girls in Nicaragua, and she organized and led

several National Geographic Student Expedition trips across Costa Rica and Peru, focused on preparing the next generation of explorers and storytellers.

Brittany received her M.A. in International Policy and Development from the Middlebury Institute of International Studies, where she focused on entrepreneurship, program design and evaluation, needs assessment, and policy analysis. Brittany received her B.A. in International Relations and Economics from William and Mary, where she also captained the Division I Women's Soccer team.



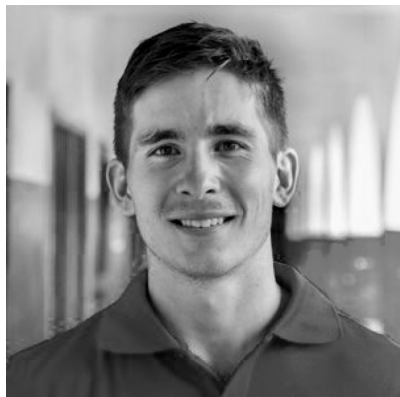
Rohit Malhotra '08 (Emory): Rohit Malhotra is the Founder and Executive Director of the Center for Civic Innovation in Atlanta, his hometown city. His background is in social entrepreneurship, digital communications, open data and community organizing. Most recently, he served as an Ash Innovation Fellow in the White House Office of Management and Budget, focused on the administration's efforts around social impact bonds and pay for performance. In 2015, he was appointed to the Board of Directors of the Metro Atlanta Chamber of Commerce, where he served as the youngest member in recent history, and in 2019, he was named the youngest member of Leadership Atlanta. Rohit was named as one of Atlanta Business Chronicle's 30 Under 30 and in June 2015, he was awarded the prestigious Echoing Green Global Fellowship. He serves on the boards of the Atlanta Hawks Basketball Club Diversity Council (Co-Chair), Grady Memorial Hospital Ambassador Force, Foundation Center, and A3CAction. Rohit earned his B.A. from Emory University and Master in

Public Policy from Harvard University's John F. Kennedy School of Government.



SAM PRESSLER '15: Sam Pressler is a social entrepreneur and the Founder of the Armed Services Arts Partnership (ASAP). Sam grew ASAP from a student initiative at William & Mary to the nation's preeminent military/veteran arts organization, serving nearly 1,000 veterans through 250+ classes and workshops across two regions. During his tenure, Sam raised more than two million dollars, generated partnerships with The White House and Department of Veterans Affairs, produced documentaries with Amazon Audible and PBS, and designed the most rigorous study on community arts programs for veterans ever developed. For his work with

ASAP, Sam has been recognized as a 2015 Echoing Green Global Fellow, 2016 Halcyon Fellow, and 2017 *Forbes* and *Pacific Standard* 30 Under 30 awardee. He received West Point's "Knight's Out" LGBTQ+ Leadership Award, was named to *We Are The Mighty's* "Mighty 25" list as one of the 25 most influential people in the veterans space, and was featured on Preet Bharara's "CAFE 100" list of 100 change-makers addressing the most pressing problems in America and globally.



WILL SMITH '14: Will is a social entrepreneur and the Executive Director of LEAD. In 2015, Will co-founded LEAD's inaugural academy, LEAD Monrovia Football Academy, in Liberia. Today, he is working to expand its model across the continent. Will has consulted for sport for social change organizations across the world. He holds an MSc in African Studies from Oxford University, BA in Government and French from William & Mary, and a degree in social entrepreneurship from Santa Clara University. He is one of 40 members of the Barça Foundation and UNICEF's Working Group on Sport for Development.



GEORGE SROUR '05: George Srou is the co-founder and Chief Dreamer of Building Tomorrow, Inc. (BT). Under Srou's leadership, Building Tomorrow has constructed over 80 schools with classroom space for over 25,000 students in Uganda and launched the Thriving Schools program, which is implemented by Building Tomorrow Fellows, of which 100 are in the field, serving over 400 rural primary schools throughout the country. Since 2014, Building Tomorrow has brought back to school more than 54,000 formerly out-of-school children—one child every 50 minutes for over five years. Through its construction and Thriving Schools work, Building Tomorrow reaches over 125,000 students daily. Srou graduated from William & Mary with a concentration in government and international relations. Srou has been recognized for his work in the field of international development and social entrepreneurship by being named an Echoing Green Fellow, a member of the GOOD100, Forbes Magazine 30 Under 30 and winner of the International Center of Indiana's Global Impression Award.

Sustainability and Startups



RYAN POPPLE '00: Ryan Popple is the Co-Founder and Executive Director of Proterra, the leading innovator of zero-emission, battery-electric buses. Prior to Proterra, Ryan was a partner at Kleiner Perkins Caufield & Byers. An early employee of Tesla Motors, he was senior director of finance, with a focus on strategic planning, technology cost reduction and corporate finance. Ryan serves as a board member of the Silicon Valley Leadership Group and is focused on increasing access to affordable, sustainable transportation solutions throughout Silicon Valley and the Bay Area, through strategic partnerships and policy initiatives. He is also a member of the

California League of Conservation Voters Green Advisory Council where he provides guidance on political and legislative priorities, communications planning and development efforts. Ryan has served in the U.S. Army, received a bachelor's in business administration from William & Mary and a master's in business administration from Harvard University.

Scaling a Successful Startup



ANSHUMAN VOHRA '00: Born in India to a career diplomatic father, Anshuman Vohra's parents wanted him to follow a more traditional career path and be a doctor, but never one to follow convention, Anshuman fought tradition and pursued a professional tennis career.

His dreams led him to the United States, where he attended high school at the famed Nick Bollettieri Tennis Academy in Florida followed by a successful few years competing as an NCAA Division 1 college player while studying at William & Mary in Virginia. Having majored in finance he secured a position as an analyst with J.P. Morgan New York doing global mergers and acquisitions once his tennis career ended.

As someone with an innate entrepreneurial spirit, Anshuman never saw the world of finance as his final destination, and instead wanted to work for himself. He became increasingly aware he was the only one his age drinking gin and talking about it enthusiastically, a passion

he puts down to his father who was an avid gin fan and loved to talk to him from an early age about the flavours, the serves and its origins. He determined that others were choosing vodka over gin because of its more neutral flavour and he saw an opportunity...

Anshuman conceptualized and created BULLDOG Gin, a premium gin with a more neutral flavour profile and more modern image that appealed to vodka lovers and attracted new gin drinkers. In the past ten years, BULLDOG has become the fastest growing gin in the world, available in more than 150 countries, and the number 4 premium gin globally according to IWSR. In Feb 2019, having distributed the brand for a number of years, Gruppo Campari acquired BULLDOG



for total consideration to shareholders of US\$70mm, with an additional performance-based contingent deferred payment due in 2021 of up to \$30+mm, bringing total potential consideration for the brand to over \$100mm.

Following his successful exit from BULLDOG, Anshuman's relentless entrepreneurial spirit reconnected him with a former investment banking colleague, Robin Shobin, and together they founded HALO Sport with a shared vision to revolutionize how the world hydrates. United in their mistrust of the artificial ingredients and excessive sugar in traditional sports drinks, turned off by the calorie-laden coconut water, and bored with the lack of flavour in electrolyte-enhanced waters, they set about creating an efficient hydration option optimizing functionality while never compromising on taste. As CEO, Anshuman, still passionate about competitive tennis and sports as a whole, brings his experience in consumer goods - building premium, distinctive global lifestyle brands - to genuinely disrupt the sports drink category.

Alumni Video Interviewees

One of the course's main projects are student video interviews with alumni. Taking place from August to November, students will have the opportunity to interact with past graduates who have significant experience in entrepreneurship. Interview pairings will be based on an alignment between the student's interests and the alumni's experience.



MICHAEL BLAKEY '98: Michael attributes his atypical journey to becoming a successful entrepreneur-turned-investor to having struggled for years in school, owing to his dyslexia. As a result, he was always on the lookout for ways to succeed outside of school. In turn, it is exactly this kind of differentiation and drive that he looks for in Founders as an investor today.

Since becoming an angel investor in 2000 through Avonmore Developments which he co-founded with his brother, Michael has invested in over 35 companies in the UK and achieved 11 successful exits. He has also invested in 12 early stage companies in Southeast Asia

including Anchanto, Quincus and MyDoc under the name of Cub Capital since 2013. Most recently, Michael has co-founded Cocoon Capital, an early stage fund, which is looking to invest in companies throughout SE Asia. To date Cocoon has invested in 20 companies including Sensorflow, See-Mode and Buymed. As is his want the structure of Cocoon is very different than your typical fund, as his entrepreneurial spirit always wants him to challenge the status quo.

During Michael's career he's been named 'UK Angel Investor of the Year 2015' by the UK Business Angel Association, selected as one of the 'Maserati 100' and voted by AngelsNews into the list of 'Business Angels You Should Know'.



HANS BOATENG '16 (MBA): Dr. Hans earned his Path of Distinction MBA from William and Mary and holds a Doctor of Pharmacy from St. John Fisher School of Pharmacy. Born and raised in Ghana, West Africa. He recognizes the lack of investment literacy in immigrant households. When he discovered how rich families build their fortune using the stock market, he decided to become an investor. After reading 400 books, 40,000 financial articles and spending 11 years pursuing mastery, Dr. Hans now teaches his proven strategies. He has impacted the lives of countless professionals and placed many families on the path to Generational Wealth. He is the most trusted investment tutor in the country.



JOHN BRACAGLIA '14: John Bracaglia is the CEO and Founder of [Marvin](#), a digital mental health startup focused on diagnosing and treating depression using machine learning-based methods. Prior to Marvin, John was a PM at Verily (Google[x] Life Sciences), where he developed a wearable cardiac monitor for patients of Atrial Fibrillation. He also worked on Liftware, a spoon designed to counteract the tremor associated with Parkinson's Disease or Essential Tremor. Prior to Verily, John worked at Google on the Google Maps team, building a recommendation engine for small businesses using Google search query trends. He also worked at YouTube, where he built web tools for AdWords tag analysis. John has founded multiple startups prior to Google, including Nick's Handi Closet, a community service organization for equipment for the disabled, and Symplivety, a startup working to create a competitive and efficient market for off-campus college rental property rentals.

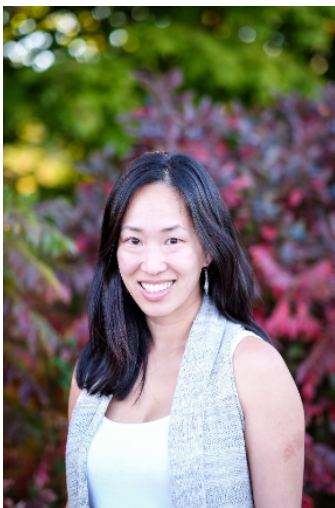
John is a graduate of William & Mary (Class of '14) where he studied economics and finance, and served as the President of the Class of 2014, President of the Financial Modeling Club, and President of Sigma Pi Fraternity. He also holds a degree from Harvard Business School, where he served as President of the Coding Club and President of the Design Club. Outside of work, John writes about the future of artificial intelligence and its impact on society, and previously led a group of more than 3,000 Google employees that advocated for safety standards for artificial intelligence. He also DJs and produces music as [Bisön](#).



CAROLINE (CC) DESROSIERS '14: CC is the co-founder and CEO of Troop Beverage Co. After spending five years and countless late nights in the consulting industry, she realized that the only thing that kept her chugging along was being around the people she loved, often over cocktails after work. Cocktails can bring people together in such special and celebratory ways, but the environment in which they normally exist is loud, dark, and impersonal. In the most social of industries, no alcohol brand is building the type of connection we seek. She started Troop Beverage Co. to be the first alcohol brand that stands for what this generation cares about: high-quality ingredients, social responsibility, and building positive social relationships. Troop was created for a new class of drinkers; a full flavor, full strength cocktail for moments worth savoring.

Since founding Troop in May 2019, Troop is now sold in over 100 stores in California and Colorado, including Whole Foods and Total Wine & More. They just launched a direct-to-consumer online option earlier this year and have plans to expand distribution to additional states in the next few months.

Before starting Troop, CC worked as a Consultant and Business Advisor at IBM and Ignyte Group, where she led digital transformations for both commercial and federal clients across a variety of sectors, including Financial Services, Energy & Utilities, Communications, and Retail. She holds a BBA from William and Mary, where she graduated with a degree in Finance and was president of her sorority, Pi Beta Phi. She has finally learned how to combine these two skills.



GRACE GARRY '00: Grace Garry is the CFO of CloudControlMedia, a performance and technology-based marketing company. She oversees the company's financial functions and corporate development. With a focus on marrying strategy to financial analytics, Grace's career is deep in experience in operational financial leadership, growth capital investing, and strategy consulting.

Grace was appointed by Governor Hogan to be the current chair of the Maryland Venture Fund Authority and is a founding Baltimore partner for Next Gen, a venture capital group borne from like-minded operators and investors. She is also an advisor to Betamore, a business incubator, and the Towson University Business Incubator.

Grace received her MBA from the Darden School of Business at the University of Virginia and majored in Finance and English as an undergraduate at William and Mary. She lives with her family in Maryland.



JON HORBALY '08: Jon Horbaly is an experienced finance professional and entrepreneur. Since 2003, Jon has served as CEO of three companies. As an entrepreneur, Jon has been involved in creating new products and securing patents. He has raised and closed over ten million dollars in funding from Seed-to-Multiple Series round investments, grants from business entities and governments, and equity investments from individual investors for start-up companies.

Currently, Jon is the CEO of Altitude Medical Inc. (www.AltitudeMedical.com), a privately backed hand-hygiene medical products company. The Company invented door handles that dispense hand sanitizer so that one's hands can be sanitized after having touched a dirty door handle.

Prior to Altitude Medical, Mr. Horbaly founded Oxford nanoSystems LTD (www.Oxfordnanosystems.com) in 2011 while completing his MBA at Oxford University in England. As CEO, Jon secured funding, formed a team, and pioneered the development of nanocoatings which not only prevent corrosion, but also drastically improve heat transfer. This technology was first deployed in domestic boilers and Formula 1 race cars in the UK. Eventually it found its way into the cooling fans of CERN's large hadron collider in Switzerland. The company has close ties to the European Space Agency as an initial member of the ESA Business Incubation Centre (ESA BIC).

After graduating from William & Mary, Jon joined KPMG in the Washington, DC area. He worked with bulge bracket Wall Street Banks on asset management, valuation, and corporate finance issues. In addition to managing daily projects, Jon played an integral part in the creation, design, and implementation of two digital financial products used in valuation and management of financial asset data which produced considerable profits for KPMG.

Mr. Horbaly was first involved in entrepreneurship in 2003 while in high school. He incorporated The Great American Tee Company which creatively marketed a novel two-piece polyurethane golf tee scientifically designed to increase accuracy and distance of drives. A few years later, he completed his undergraduate degree at William & Mary in business (Majoring in Finance with an Accounting concentration, and a Minor in Kinesiology).

Jon has traveled all over the world and has conducted business in over 30 countries. He is a believer in servant leadership. He truly cares about his employees and colleagues and goes to great lengths to support his team and the work they are doing. Over the years he has helped many science entrepreneurs move their innovative discoveries from the lab to the market without the backing or support of large corporate R&D departments. He encourages them to focus first on building a market for their products before investing a considerable amount of time and money in research and development on a product for which no real market may exist.

Jon is approachable. He encourages creative thinking, cultivating relationships with investors, developing prototypes, obtaining patents, producing finished products, and marketing them to the public. He also is known for taking time to advise and encourage passionate entrepreneurs, and for sharing what he has learned from his many years of experience in the world of entrepreneurship.



RHIAN HORGAN '99: Rhian Horgan is the Founder and CEO of Kindur, a fintech company dedicated to helping baby boomers feel prepared moving into retirement. Kindur's new app Silvur is the first and only modern app dedicated to Baby Boomers. Kindur was named to the 2020 Forbes Fintech 50 and has been featured in the NY Times, Forbes, Inc Magazine, CNBC, Crains, Yahoo Finance and Business Insider. Prior to founding Kindur, Rhian was a Managing Director at JP Morgan Asset Management. Born and raised in England and Ireland, Rhian lives in New York City with her husband and two young children.



Yael KAUFMANN '11: Yael Gilboa Kaufmann is Co-founder & COO of [Learn In](#), the first comprehensive upskilling-as-a-service platform to help companies develop their internal talent. She is an investor turned operator, entrepreneur and lifelong learner who believes that learning neither begins nor ends with a degree. Learn In is a Seed-stage startup with \$3.5M in financing from the leading edtech & future-of-work VCs, including GSV, Album, Firework Ventures and Village Global, and is also co-founded by popular learning platform Degreed co-founders David Blake & Eric Sharp.

Yael began her career as an investment professional in private equity at CCMP Capital (former JP Morgan Partners), where she spent two years evaluating leveraged buyouts in the energy, industrials, consumer / retail, healthcare and technology sectors. Yael subsequently joined CCMP portfolio company Infogroup, where she focused on business operations, corporate strategy, and finance for the big data company. During business school, she worked in impact investing at the Colorado Impact Fund and the FARM Fund. She subsequently was a venture capital investor at DBL Partners, where she sourced and conducted due diligence on investment opportunities, advised portfolio company management as a board observer, and published thought leadership. Prior to co-founding Learn In, Yael was most recently Chief of Staff at Grove, a Series A fintech startup where she led finance, operations and partnerships until its exit to Wealthfront.

Yael earned her MBA from Harvard Business School, her BS in Mathematics and Finance with a concentration in Entrepreneurship from William & Mary, and her love for STEM from TJHSST.



FRED KUKELHAUS '05: FREDERICK KUKELHAUS '05: Fred is the co-founder of Hugo & Hoby LLC, a design and fabrication company founded on a vision that fast moving commercial development projects can help to build thriving local fabricating communities and support the natural environment.

At William & Mary, Fred was an International Relations and Economics double major, and introduced Orphanage Outreach - a student volunteer program in the Dominican Republic to campus. After graduation, Fred worked for the International Red Cross helping with the cleanup from Hurricane Katrina, then as a management consultant for Accenture and Booz Allen Hamilton. Along the way, Fred studied Environmental Engineering at Johns Hopkins University and volunteered as a firefighter in Arlington, Virginia.

While getting his MBA at Yale's School of Management, Fred and a classmate came up with the idea for Hugo & Hoby - a company that partners with 100+ of the best small-to-medium wood, metal, stone, and textile workers along the East Coast to develop high quality, locally made, sustainably focused custom furniture and fixtures for architects, interior designers, and national brands. Among its customers, Hugo & Hoby has worked with Patagonia, Sam Adams, Google, Amazon, HMSHost, EverFi, Common Living, and Starbucks to name a few. As a 1% for the Planet Member, Hugo & Hoby donates 1% of revenues to environmental causes and has planted over 30,000 new trees in at risk domestic forests in the last five years. Within the last few years, his proudest achievements are becoming a father to an amazing daughter, designing and building the new Tribe Desks for W&M's Entrepreneurial Center, and recently having Hugo & Hoby become a certified B Corp. He is always thinking of new ideas and has plans to launch a new business for the 2020 holiday season.



TERRY McDOUGALL '86: Terry Boyle McDougall is an executive coach, speaker, and best-selling author of **Winning the Game of Work: Career Happiness and Success on Your Own Terms**. She works with managers, executives and professionals who want to draw upon their greatest, most authentic abilities to positively impact their organizations. She supports clients who are creating change, driving innovation, and navigating transitions.

Terry relies on both her formal training as a coach and first-hand experience as a corporate leader to support her clients as they work towards their goals. In coaching engagements, Terry serves her clients as a partner and encourager as they break new ground; as a sounding board, supporting them as an objective listener; as a scout, who sees the larger context, their possibilities and potential; and, as a

catalyst, helping to spark their commitment and action. After 30 years of corporate business experience, 15 of which were in senior managerial roles. Terry chose to become a coach to concentrate on helping leaders step fully into their potential and lead satisfying careers. Though the majority of Terry's professional experience is in financial services and marketing, her work exposed her to a wide variety of industries, business climates and corporate transitions such as mergers, acquisitions, divestitures and restructures.



BAY McLAUGHLIN '06: I've supported technology startups for the last 13 years. Half of this time was spent at Apple as a founding team member of their global SMB channel and as the founder of their first Entrepreneurship Evangelism channel. To support startups at Apple, I partnered with the world's best founders, venture capitalists, incubators and accelerators to identify and solve their most pressing strategic issues. My team at Apple grossed more than \$350M USD in sales and is still the #1 team globally in Apple SMB's division.

The other half of my career has been spent inside of or founding startups, two of which failed, one of which exited successfully. Currently, I have equity positions in 113 companies across 34 countries, ranging from B2B SaaS platforms to the number one website in surfing

and medical and drone technologies that improve lives and our world every day (plus one Unicorn ;-).

Most recently, I've co-founded [Brinc.io](https://brinc.io), a global venture accelerator platform. We have 9 accelerator programs, offices in 6 countries, and 2 venture capital funds. We are also one of the top 10 largest early-stage venture capital firms globally.

I also serve on the Boards of Brinc, Soundbrenner, SilentMode (combined worth more than \$100M and growing fast) and the not for profit entrepreneurship society called EYES.

I create content from the heart and only want to do one thing well... provide value to everyone that interacts with me and help everyone out just like others have done for me.

Oh, I also graduated from William and Mary twice :) Once with a BBA in International Business and Accounting with a minor in German (2006) and again with my master's in accounting (2007). I recently moved back to San Francisco after living in Hong Kong for six years and have been fortunate to live on both coasts of the states, work and live in Washington DC, San Francisco, Germany, Australia and Hong Kong. For fun, I've also traveled to 37 countries and have been a professional speaker for the last 3+ years and used to write for [Forbes](#) which made me realize that I hate writing and that video is my medium of choice.



WYATT MELDMAN-FLOCH '13: Wyatt is the CTO and cofounder of Constellation Labs, where he developed HGTP the first horizontally scalable distributed consensus protocol designed to power the \$1/4 trillion data marketplace industry. HGTP, Constellation's core technology was designed based on mathematical model of distributed stateful systems Wyatt created known as Blockchain Cohomology (now published) and is the inspiration for the economic framework Generative Economics (current work in progress.) \$DAG, the base consensus layer of the HGTP network, is a publicly traded base layer cryptocurrency.

Historically, he is a software engineer based in San Francisco with over six years of professional experience specializing in distributed systems and machine learning.

Wyatt's career began at NASA's SETI Institute where he contributed to the Kepler project and implemented an entropy-based classification algorithm to detect intelligent (alien) communication. Prior to cofounding Constellation, he served as a software engineer for Rally Health, Radius Intelligence and Signal Labs, where he built machine intelligence applications and data processing pipelines for data mining, distributed graph-based NLP models, and stream processing platforms for data enrichment at the Twitter firehose scale.



JESSICA MISSÉ '14 (MBA): Jessica Missé is currently a Senior Manager of Strategic Finance at Affirm, a Fintech unicorn that focuses on delivering transparent financial products to consumers. At Affirm, she leads the Investor Relations efforts and is a primary Finance business partner to the CMO. Her primary role is to translate the financial story of Affirm to the investor community while also helping the marketing team select investments that drive the most positive return to the company.

Previously, Jessica worked as a Strategic Finance Manager at both Airbnb and Intel Corporation. At Airbnb her primary focus was IPO readiness and helping the team develop financial processes at scale. At Intel Jessica supported some of the newest high growth initiatives, including Intel Sports which has their camera technology in athletic stadiums around the world.

Jessica is extremely passionate about financial literacy for young adults. During the onset of the COVID pandemic she began helping individuals' budget for an uncertain future. This involves doing a deep dive across expenses and creating detailed plans to attack debts and identify relevant social programs to get additional help for them. Jessica is a fellow William & Mary MBA from the Class of 2014. She also holds an undergraduate degree in Industrial and Labor Relations from Cornell University where she was a member of the Varsity Volleyball team.



LAINY PAINTER '14: Lainy is a principal at Craft Ventures. Craft Ventures is a San Francisco-based venture capital fund that invests in start-ups at the seed, A, and B rounds. Investments include Bird, Reddit, SpaceX, and dozens of other early-stage companies.

Lainy focuses technology for complex vertical markets, such as real estate, healthcare, education, construction, and financial services. She is a board observer at Trusted Health, Northspyre, and Entera.

Prior to Craft, Lainy worked at Battery Ventures on the team responsible for investments in Wag!, BounceX, and Prodigy Software among others. Previously, Lainy worked at Gainsight, a B2B customer success startup where she helped lead business operations and strategy across the organization, including initiatives to grow services revenue and drive product adoption. Lainy started her career at Goldman Sachs on the technology, media and telecom investment banking team, advising companies including PayPal, LinkedIn, Zendesk and 2U. She graduated *summa cum laude* from the William and Mary.

Lainy is an active member of All Raise, the non-profit dedicated to increasing representation in venture capital. She served as Co-Chair for the 2018 and 2019 Women Who Venture Summits. She was named to the Forbes 30 Under 30 Venture Capital list in 2020.



MINK RIET-MULLER '01: Mink Riet-Muller started her career in investment management with Honeywell's pension fund as an Analyst and subsequently joined AllianceBernstein's Multi-Sector Fixed Income team as a Portfolio Manager in New York City. After ten years of investment management and moving to London, she joined Alpha International, a global charity, overseeing finance and operations for the organisation's UK publishing and Creative Services team where she created efficiencies and maximized donor funds. She returned to the corporate sector, joining Deloitte's MS Robotics and Cognitive Learning team as COO . Mink has leveraged her experience across multiple industries to strategically advise start-ups and growth businesses, most recently working with Industrial Light & Magic's executive team and as Advisor for Onesixone, a creative agency start-up. She has a passion for social entrepreneurship and has started a local food cart (green power, converted horse truck) with the aim to involve the local community's youth and differently-abled in operating the business, whilst enjoying foods she can't find in her current home town of Horsham.



ENRIQUE SÁNCHEZ-RIVERA '07 (MBA): Enrique was born and raised in Cali, Colombia. He moved to the US after high school and enrolled at the University of Connecticut where he received a degree in Economics. While at UConn he was Secretary and then President of the Finance Society and played intercollegiate varsity polo for the university. After graduation, Enrique started his career as an Analyst for ACNielsen in New York for their Kraft Foods account before he moved into financial services, where he worked for Denver-based Janus Funds (\$190 billion AUM) and South African based Investec Asset Management (\$133 billion AUM). He was responsible for building and growing the Latin American business divisions for both companies with a team of four other

executives. He then attended William and Mary in Virginia and received an MBA with a focus on Entrepreneurship and Venture Capital. While at William and Mary he was President of the Entrepreneurship Committee. He has been a student mentor at the Alan B. Miller Entrepreneurship Center at the university since 2008. After finishing his studies, he concluded his financial services career as a Portfolio Manager for Manchester Capital Management, a

multi-family office in Montecito, California. Enrique is Founder and Managing Director of La Isla (www.laishop.com), a swimwear and sportswear manufacturing company, and CEO of Augmented Island Studios (www.augmentedislandstudios.com), an augmented and virtual reality creative development studio. La Isla has been featured in publications like Sports Illustrated, Vogue, InStyle, Marie Claire Magazine and more. Augmented Island Studios works for clients like actor Terry Crews, Wine Enthusiast Magazine, AmeriTex, and Carhartt Vineyard amongst others. Enrique currently lives between Portland, Oregon and Cali, Colombia. In his free time he enjoys helping environmental, animal and social non-profit organizations as well as reading, hiking, and traveling with his wife Maria.



DANIEL SCHEROTTER '91: Daniel Scherotter moved to Bologna, Italy 10 days after graduating William and Mary in Philosophy. There, he found his calling.

In San Francisco, he graduated California Culinary Academy and went to work for multiple top chefs before becoming executive chef for the Kimpton Group where he turned around the confused Cal-Ital Puccini and Pinetti into an authentic Southern Italian comfort food trattoria. The company sent him to Sicily for the first time to eat. This trip planted the seed for the **Sicilian Concept** he's developing now.

Scherotter then became Corporate Chef of Palio – a 200 seat fine dining restaurant with multiple cafes. He got three stars and was named in the Michelin Guide when it came to San Francisco. He bought out the founder in an LBO. Scherotter pioneered *regional* Italian cooking in San Francisco, capitalizing on the old ways. He focuses on quality, innovation and asymmetrical improvements in order to improve quality *and* costs.

While running Palio, Scherotter was elected president of the Golden Gate Restaurant Association, serving as the youngest head and only chef to serve. He represented restaurants on political issues, lobbying himself, and as president launched a nationally recognized food event now called Eat Drink SF - as an effort to rebrand the association, attract members and raise money.

The Center for Culinary Development brought on Scherotter as an R&D expert to consult with national and multinational companies, who sought his ideas and recipes. He created many of the foods now found in grocery stores and fast food restaurants. His culinary aesthetic is grounded in simplicity and equally attuned to culinary traditions *and* trends.

Scherotter sold his restaurants in 2012 and developed a culinary entrepreneurship program in an inner-city San Francisco high school. The California Restaurant Association voted him best management instructor and best culinary program in the state after 4 years of teaching.

When Scherotter moved to Virginia in 2017, a venture fund hired him to launch the company. Scherotter developed 6 different restaurant concepts and opened three in a year. Scherotter created menus, hired teams, developed HR, PR, service strategies and recipes while also managing architects, contractors, designers and the city to bring these projects to fruition.

Recently, Scherotter has been consulting, developing, improving and taking over restaurants, hotels and Country Clubs in Richmond, Petersburg, Staunton, and Charlottesville, and is soon to launch something completely new, and old, in Richmond.



RYAN SELLS '07: Ryan is the VP of Revenue at Pipe, a FinTech startup which helps SaaS companies take control of their cash flow by creating a marketplace for their customer contracts. He is also an advisor to Second Measure, a software platform enabling users to analyze transaction data in real-time and at massive scale. He was previously the Head of Business Development at Second Measure and responsible for scaling the company from zero to \$20 MM+ in annual recurring revenue. He is also a Co-Founder & General Partner of a micro venture fund, Dash Fund, which is backed by Bain Capital Ventures and invests in FinTech, SaaS, and enterprise startups. Ryan began his career at JPMorgan where he worked in Sales & Trading for eight years. He graduated from William & Mary in 2007 with a double major in Finance & History in addition to having played D1 soccer.



YANCEY STRICKLER '00: Yancey Strickler is a writer and entrepreneur. He is the cofounder and former CEO of Kickstarter, author of [*This Could Be Our Future: A Manifesto for a More Generous World*](#) (Viking), and the creator of [Bentoism](#). Yancey is a Distinguished Fellow at the Drucker Institute and has been recognized as a Young Global Leader by the World Economic Forum and one of *Fast Company's* Most Creative People. He's spoken at MIT, Stanford, the Museum of Modern Art, Sundance, Tribeca Film Festival, Web Summit, and startups, nonprofits, and *Fortune* 500 companies around the world. Yancey cofounded the artist resource The Creative Independent and the record label eMusic Selects. Yancey began his career as a music critic in New York City and grew up on a farm in Clover Hollow, Virginia.



POCKET SUN '13: Pocket Sun is an investor, entrepreneur, and sought-after thought leader with global experience. Her life mission is to influence a generation of women to live on their own terms, and she believes the biggest opportunity of the century is the rise of women and minorities worldwide. She identifies as a feminist, LGBTQ, and Chinese/Asian.

Pocket Sun founded SoGal in the US while at graduate school, and grew it into two thriving entities - SoGal Ventures and SoGalFoundation. SoGal Ventures is the first female-led, next-gen venture capital firm that invests in early stage startups led by diverse entrepreneurs. SoGal Foundation (501c3 nonprofit) is the largest global platform for diverse entrepreneurs and investors, with 50 city chapters on 5 continents. She passionately invests in the future of how we live, work, and stay healthy. Since 2015, Sun

and her business partner Elizabeth Galbut have invested in 70+ startups, of which seven have been acquired. Examples of their portfolio companies include Everlywell, Function of Beauty, and Lovevery.

Sun received her Master's Degree in Entrepreneurship and Innovation from the University of Southern California, and shortly after became one of the youngest persons to be on the cover of Forbes Magazine at the age of 24. She also holds a Bachelor's Degree in Business Administration from William & Mary. Since 2015, Sun has been featured in 100+ media outlets including Fortune, BBC, CNBC, Entrepreneur, Inc, Bloomberg, New York Times, and named Forbes 30 Under 30 in VC, LinkedIn Top Voices in Entrepreneurship, Tatler Generation T, to name a few.

As an opinion leader and influencer, Sun created a popular business podcast in China with over 1million listens, and was the TV Host of Channel NewsAsia's reality show Start-UP Season 5 which aired in 26 Asian regions. She speaks globally on the topics on venture capital, entrepreneurship, diversity, and gender equality. She has been invited to speak at the most prestigious conferences around the world such as TEDx, Microsoft CEO Summit, and Fortune's Most Powerful Women Summit. She has also keynoted and presented to Fortune 500 companies including Coca Cola, Procter & Gamble, PwC, Bank of America, Credit Suisse, etc.



ROBBY WILLEY '05: Robby was born and raised in Northern Virginia. After a brief stint out of state as a student at the University of Rhode Island, Robby made his triumphant return to Virginia when he transferred to William & Mary in 2002. After graduating in 2005 with degrees in Finance and International Relations, Robby worked for Cambridge Associates (a financial consulting firm) in their Arlington, VA offices for almost 10 years before making his full time return to Williamsburg in 2014.

During his time at William & Mary, Robby worked for the W&M Phonathon, which is where he first met his future business partner, Chris Smith ('07). Robby and Chris kept in touch after graduating, and Robby was the best man in Chris's wedding to Chris's wife, Erin (also '07). Chris and Robby shared an interest in homebrewing, and began visiting one another in DC, New York, and Boston with a mission to visit as many breweries and craft beer bars as possible. During that time, Chris and Robby were both also asked to volunteer for William & Mary's Annual Giving Board, which led to quarterly return trips to Williamsburg and helped to settle their decision to open the brewery near their alma mater. The pair finally joined the Brewers Association in 2011 to formally pursue their plan to open a brewery, and after the addition of a full time Brewmaster and finding a suitable location (after many near misses), The Virginia Beer Company finally opened in March 2016.

Robby spends his free time serving as a director on the City of Williamsburg Economic Development Authority; supporting non-profit organizations such as Dream Catchers of Williamsburg, An Occasion for the Arts, and ASPIRE Young Professionals of Greater Williamsburg; and working to transcribe his adventures a few characters at a time on any social media platform accessible via mobile device.

Participating Alumni

Michael Blakey '98	Managing Partner: Cocoon Capital Partners
John Bracaglia '14	Founder and CEO: Marvin
Hans Boateng '16 (MBA)	Founder: The Investing Tutor
Caroline (CC) DesRosiers '14	Co-founder and CEO: Troop Beverage Co.
Ted Dintersmith '74	Partner Emeritus: Charles River Ventures
Grace Garry '00	Chief Financial Officer: CloudControlMedia, LLC
Karen Griffith-Gryga '87	Chief Investment Officer: Dreamit Fund II, Chief Operating Officer: Biomeme
Matt Heist '91	Vice President, Finance & Business Operations: Slack
Graham Henshaw '02 (VA Tech)	Executive Director and Clinical Professor: Alan B. Miller Entrepreneurship Center
Jon Horbaly '08	Chief Executive Officer: Altitude Medical
Rhian Horgan '99	Founder and CEO: Kindur
Yael Kaufmann '11	Co-founder & COO: Learn In
Fred Kukelhaus '05	Co-founder: Hugo & Hoby
Britanny Lane '11	Senior Director of Global Community: Unreasonable Group
Michael Luchs '90 (Tufts)	Founding Director: Ukrop Innovation & Design Studio
Francis Lyons '93	Executive Producer, Showrunner: VICE Media
Rohit Malhotra '08 (Emory)	Founder And Executive Director: Center for Civic Innovation in Atlanta
Terry McDougall '86	Executive Coach and Talent Optimization Consultant
Bay McLaughlin '06	Co-founder, COO, and Board Member: Brinc.io
Mike McSherry '90	CEO: Xealth
Wyatt Meldman-Floch '13	Co-founder and CTO: Constellation Labs
Jessica Missé '14 (MBA)	Senior Strategic Finance Manager: Affirm
Lainy Painter '14	Principal: Craft Ventures
Molly McFarland Pieroni '90	Partner: MC2 Institute
Ryan Popple '00	Executive Director and Co-founder: Proterra Inc
Sam Pressler '15	Founder, Senior Advisor, & Board Member: Armed Services Arts Partnership
Mink Riet-Muller '01	Business Strategy Consultant: Industrial Light & Magic
Enrique Sánchez-Rivera '07 (MBA)	CEO: Augmented Island Studios, Managing Director: La Isla Fashion Group
Daniel Scherotter '91	Executive Chef, Menu Development: Gate Gourmet



Ryan Sells '07	Vice President of Revenue: Pipe
Will Smith '14	Executive Director: LEAD Africa
George Srour '05	Co-founder and Chief Dreamer: Building Tomorrow, Inc
Yancey Strickler '00	Co-founder & former CEO: Kickstarter
Pocket Sun '13	Co-founder and Managing Partner: SoGal Ventures
Anshuman Vohra '00	Founder: Bulldog Gin, Founder and CEO: HALO Sport
Robby Willey '05	Co-founder and Managing Member: The Virginia Beer Company

Course Designers:



JULIE AGNEW '91 is the Richard C. Kraemer Term Professor of Business at William and Mary's Raymond A. Mason School of Business. A recent Plumeri Award winner, she likes nothing more than connecting William and Mary students to talented alumni, as well as helping students find their next career steps following college. Designing experiential learning classes is one way she strives to achieve this. She hopes this class will ignite a new generation of talented William and Mary entrepreneurs and crosses her fingers that they will allow her to buy some pre-IPO shares of their companies. Her most recent entrepreneurial related pursuits include helping to design computer apps

to facilitate distance learning for dyslexic students and co-editing a book entitled *The Disruptive Impact of FinTech on Retirement Systems* (Oxford University Press). In terms of her research, she is a member of the Pension Research Council Advisory Board of the Wharton School, a TIAA Institute Fellow, an Associate Investigator for the ARC Centre of Excellence in Population Ageing Research, and a Research Associate for the Center for Retirement Research at Boston College. Her research and consulting activities focus on the interplay between financial literacy and behavioral finance with a specific focus on financial decisions made by individuals in their retirement plans. She frequently presents her research at conferences around the world and has testified as an invited expert witness to the Senate's Committee on Health Education, Labor and Pensions. She has blogged for the Wall Street Journal Experts Panel and Forbes and worked on projects with funding totaling over one million dollars from several competitive research grants. From 2014-2016, she was the inaugural Director of the Boehly Center for Excellence in Finance. Prior to pursuing her doctorate, she worked as an Analyst in investment banking for Salomon Brothers in New York City and as an Equity Research Associate for Vector Securities International in Chicago. A 1991-1992 Fulbright Scholar to Singapore, she co-authored a book examining strategic business opportunities in Asia. Dr. Agnew earned a B.A. degree in Economics (High Honors, Magna Cum Laude, Phi Beta Kappa) and a minor in Mathematics from William and Mary. She received a Ph.D. in Finance from Boston College in 2001 and was a Senior Visiting Fellow at UNSW in Sydney, Australia in 2012.



JAKE ELTON '20 is a 2020 graduate of the College of William and Mary. He began his career at the Board of Governors of the Federal Reserve System as an Assistant Data Reporting and Analytics Specialist - a link between the Board's Strategic Performance and Financial Planning & Analysis groups. Prior to this role, Jake interned in the Board's FP&A team in the summer of 2019, where he helped perform analysis on the Board's travel budget and helped estimate the ROI of teleworking. Jake recently became a Project Team Lead for the CrimDell Small Business Network, a student-run consultancy offering free counseling to help businesses in the Hampton Roads area navigate through the pandemic. He is a Future Year Scholar at the University of Virginia's Darden School of Business, where he will matriculate in 3-4 years. He also recently joined Early Admit, an admissions consultancy that specializes in deferred MBA programs, as a Coach.

In his free time, Jake enjoys hitting the links with friends, playing tennis, and spending time with friends and family. He is also looking to expand his network, so don't hesitate to reach out via [LinkedIn](#) or email (jelton997@gmail.com)!



JACK SPENCER '21 is a senior at William and Mary majoring in finance with a concentration in business analytics. Most recently he served as an intern in the financial services consulting practice at West Monroe Partners where he helped implement a digital loan origination system for a large banking client. Jack's previous work experience includes finance roles at American Tower and Comcast. At William and Mary, Jack co-founded and currently serves as Associate Managing Director for the CrimDell Small Business Network, a student-run consultancy offering pro-bono counseling to Williamsburg-area businesses impacted by the pandemic. Jack's leadership roles include President of the Consulting Club, Vice President of the Finance Academy, and Vice President of Sigma Pi fraternity. Jack is currently pursuing full-time opportunities in strategy consulting.

In his free time Jack enjoys surfing, playing Spikeball, and spending time at the jersey shore with his family and friends. Jack can be reached on [LinkedIn](#) or by email: jspencer@email.wm.edu