5th Annual
USF CONNECT
BUILDING ENTREPRENEURSHIP
AROUND TAMPA BAY
Tampa, FL | Nov. 15, 2017
#USFBEAT2017

In Partnership with:

BIOFLORIDA
Advancing the Business of Life Sciences
### Event Map

- **Oak View Room**
- **Food & beverages tables**
- **Exhibitor tables**
- **Chairs**
- **Stage**

### Exhibitor Tables
1. Registration
2. USF Tampa Bay Technology Incubator and Student Innovation Incubator
3. Florida High Tech Corridor
4. Molekule
5. Primack & Associates
6. Phoinix Holdings
7. Saliwanchik, Lloyd & Eisenschenk
8. LeapCaller
9. Hillsborough County
10. Looshes Labs
11. ADP CONNECT & Stuby
12. Tobor Robotics & No Monkey Business
13. TipsyDogg & Kayla's Kitchen
14. Yummi Foods & Mo'Soul Productions LLC
15. USF Academic Programs – MS in Entrepreneurship, Doctor of Business Administration, & Master's Programs in Biotech/Entrepreneurship
16. Community & Partner Resources

### Agenda

<table>
<thead>
<tr>
<th>Time</th>
<th>Location</th>
<th>Agenda</th>
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<tbody>
<tr>
<td>8:00 – 9:15 AM</td>
<td>Galleria</td>
<td>Registration, Exhibit Table Viewing, and Continental Breakfast</td>
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<tr>
<td>9:15 – 9:30 AM</td>
<td>Galleria</td>
<td>Welcome Remarks</td>
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<tr>
<td>9:30 – 10:20 AM</td>
<td>Galleria</td>
<td><strong>Keynote:</strong> Creating Inclusive High-Tech Incubators and Accelerators</td>
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<td></td>
<td></td>
<td><strong>Speaker:</strong> H. Puentes, Director of CONNECT ALL at CONNECT, San Diego</td>
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<tr>
<td>10:20 – 10:35 AM</td>
<td></td>
<td>Break</td>
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<tr>
<td>10:35 AM – 11:45 AM</td>
<td>Oak View</td>
<td><strong>Panel Session #1:</strong> Tips and Tricks for Building Strong Teams</td>
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<tr>
<td>11:45 AM – 12:45 PM</td>
<td>Galleria</td>
<td>Innovation Expo, Networking, &amp; Lunch</td>
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<tr>
<td>12:45 – 1:00 PM</td>
<td>Galleria</td>
<td><strong>Keynote Speaker Intro</strong></td>
</tr>
<tr>
<td>1:00 – 2:00 PM</td>
<td>Galleria</td>
<td><strong>Keynote:</strong> Future of the Consumer Internet of Things</td>
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<td></td>
<td><strong>Speaker:</strong> Jean-Pierre Abello, Senior Director, Global Engineering, Nielsen</td>
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<tr>
<td>2:00 – 2:15 PM</td>
<td>Oak View</td>
<td>Final Three Pitch Competition: University Student Companies</td>
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<tr>
<td>2:15 – 2:50 PM</td>
<td>Oak View</td>
<td>Final Three Pitch Competition: Bio/Tech Companies</td>
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<tr>
<td>2:50 – 3:00 PM</td>
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<td>Break</td>
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<tr>
<td>3:00 – 3:45 PM</td>
<td>Galleria</td>
<td>Final Three Pitch Competition: Bio/Tech Companies</td>
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<tr>
<td>3:45 – 3:55 PM</td>
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<td>Break</td>
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<tr>
<td>3:55 – 4:55 PM</td>
<td>Galleria</td>
<td><strong>Panel Session #2:</strong> Seed Funding in Tampa Bay</td>
</tr>
<tr>
<td>4:55 PM</td>
<td>Galleria</td>
<td>Announcement of University Student Company and Bio/Tech Company Pitch Winners</td>
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Welcome to the 5th Annual Building Entrepreneurship Around TampaBay (B.E.A.T.) event, hosted by USF CONNECT in partnership with BioFlorida. It is our pleasure to welcome you to the USF Research Park and the USF CONNECT facility.

USF CONNECT is the business and economic development initiative of the University of South Florida (USF) that provides support for technology start-ups and serves as the point of entry for companies looking to do business with USF. Our organization houses both the Tampa Bay Technology Incubator (TBTI) as well as the Student Innovation Incubator (SII). Today, we recognize and showcase the many achievements of local entrepreneurs in the various communities and ecosystems throughout Tampa Bay. During the next few hours, you will hear the insights and achievements of successful entrepreneurs, innovators, experienced service providers, and investors. You will be able to network with other professionals and share your personal experiences amongst likeminded individuals.

As with all events of this nature, we greatly appreciate our partner, BioFlorida, and sponsors. Please thank those individuals who are here representing their companies and organizations. This event would not be the success that it is without their generous support. Throughout the day, we encourage you to take pictures and participate in the event by promoting it using the hashtag #USFBEAT2017 and posting on social media.

On behalf of the event committee and the USF CONNECT team, thank you for joining us. We are confident that the insights presented today will be invaluable to both yourself and those you represent!

Currently, H. serves as Director of CONNECT ALL at CONNECT, the oldest business accelerator in San Diego focusing on early stage tech and life science startups. At CONNECT ALL, he leads and organizes government, business, community, and innovation leaders to help bring entrepreneurial resources to traditionally undeserved communities of San Diego. CONNECT ALL was recently selected by the City of San Diego as the recipient of a 2.5M grant to build an incubator focused on getting LMI communities more engaged with the innovation economy.

Previously, H. headed marketing at Grantoo (now Fuel) where his team designed, budgeted, and implemented campaigns to increase user acquisition and retention to drive traction in preparation for a $3.5M Series A round that would eventually close.

H. is experienced as a management consultant for a venture capital and a private equity fund in London, and as regional director at a large non-profit member organization in the US and Canada. H. holds a master’s degree from The London School of Economics and bachelor’s degree from George Mason University.
**Keynote: Future of the Consumer Internet of Things**

**Jean-Pierre Abello**  
Senior Director, Global Engineering, Nielsen

JP Abello currently leads Global Engineering Innovation and Partnerships for the Internet of Things (IoT) at Nielsen.

Before joining Nielsen, JP spent over two decades building innovative products used by millions of consumers worldwide, including Yahoo Connected TV which won an Engineering Emmy Award in 2011, and the CableLabs OCAP application platform deployed in millions of cable set-top boxes in the US.

JP currently represents Nielsen in various industry standards affecting the consumer industry. He is a member of the W3C Advisory Committee, which drives the future of the web, focusing on user tracking and advertising. He co-chairs the Privacy & Security Task Force in the IoT Consortium, which brings together key thought leaders from the Consumer IoT industry. He is also a member of ATSC (Advanced Television Systems) and IAB (Internet Advertising).

JP sits on the Advisory Boards of IoT World and AI World, which are the two leading international conferences in these transformative new industries. And he was recently featured in Forbes Magazine as one of “40 Internet of Things Leaders” by an Accenture/Leadtail report.

JP serves as a judge in the International CES Innovation Awards (Cybersecurity, Home Appliances, Embedded Technologies and Media Players categories) and the CES Asia Innovation Awards (Smart Home category). He is also a member of the TV Academy where he serves as a judge in the Emmy Awards (Interactive Media Peer Group).

JP is a frequent speaker at industry conferences, including CES, IoT World, Parks Connections, Smart Home Summit, IoT Security Summit, IoT Evolution Expo, AI World, IoT Security Summit, AI Summit, IoT Evolution Expo, Strata, Apps World, TiECon, Tampa Bay Startup Week etc. He has published several articles on IoT and AI, including an IoT featured section in the Nielsen Journal of Measurement.

JP holds an MS in Computer Engineering from the University of Southern California (USC), and an MS in Aerospace Engineering from Ecole Nationale Supérieure de l’Aéronautique et de l’Espace (France).