



MOBILEPLAY

PlugandPlayTechCenter.com

September 17th, 2009 10:00am-8:00pm 440 N. Wolfe Rd. Sunnyvale, CA
www.plugandplaytechcenter.com/mobileplay

Hosts:



Candace Denton

Please join us as mobile industry leaders gather to discuss monetization strategies, location based services, mobile payment, mobile application analytics, gaming, and mobile device impact on the market. The conference will include a demo session featuring the hottest applications in mobile today.

QPrize Competition Semi-finals:

Qualcomm Ventures is promoting the QPrize, a series of international business plan competitions designed to provide over \$500,000 in early stage capital for enterprising technology companies. Plug and Play is teaming up with Qualcomm to present the QPrize Semi-finals at MobilePlay!

Participants:



Shobeir Shobeiri



Nagraj Kashyap, Vice President, Qualcomm and Head of Qualcomm Ventures



Tim Chang, Principal, Norwest Venture Partners



Anand Iyer, Evangelist, Microsoft



Braxton Woodham, CTO Zannel



Vishal Gurbuxani, CEO Mobclix



Tobias Kemper, VP Business Development, Nimbuzz



Anil Dharni, CEO, Storm8



Sriram Viswanathan, Vice President, Intel Capital Director, Mobility Sector General Manager, WiMAX Program INTEL



Anand Chandrasekaran, Director of Product Management at Openwave Systems, Serial Entrepreneur



Aditya Khurjekar, Director Business Development Verizon



Michael Chang, CEO and Founder of Greystripe



Matthew Fix, Principal at Vodafone Ventures



Fabio Sisinni, Director Strategy and Management PayPal



Will Lowry, Marketing Account Director, AT&T



Juha Christensen, Partner, Progression Partners

Co-Hosts:



Presenting Startups:



Plug and Play Strategic Partners:





Plug and Play Tech Center
MobilePlay Agenda: September 17th

- 10:00-10:30am Registration
- 10:30-10:45am **Opening Keynote:** Sriram Viswanathan, VP Mobility at Intel
- 10:45-11:30am **Panel 1: Business Model--** Revenue Generation, Monetization, Ads, Analytics, Virtual Goods, Mobile Payments
Moderator: Juha Christensen, Partner, Progression Partners
Panelists: Vishal Gurbuxani, CEO Mobclix
Michael Chang, CEO Greystripe
Fabio Sissini, Director of Business Development PayPal
Anand Chandrasekaran, Director of Product Management, Openwave Systems
Amit Seth, Executive in Residence, Plug and Play
- 11:30-11:45am **Startups pitch** (Virtual Goods, Mobile Payments, Ad-based apps)
- 11:45-1:00pm Lunch/Networking/Demo
- 1:00-1:15pm **Keynote:** David Marcus, CEO Echovox--Zong
- 1:15-2:00pm **Panel 2: Mobile Applications** Discussion on Gaming, LBS, Media Applications,
Moderator: Tim Chang, Principal, Norwest Venture Partners
Panelists: Braxton Woodham, CTO Zannel
Tobias Kemper, VP Business Development, Nimbuzz
Anand Iyer, Sr. Product Manager, Microsoft Mobile
Doug Bewsher, Mig33
Professor Knud Erik Skouby, Copenhagen Institute of Technology
Anil Dharni, CEO Storm8
Ben Saterfield, CEO Gigotron
- 2:00-2:15pm **Startups pitching** (Mobile applications)
- 2:15-2:30pm Break
- 2:30-5:00pm **Qualcomm QPrize Semi-Finals**
Introduction by Nagraj Kashyap, Head of Qualcomm Ventures and VP Qualcomm
→ 10 minutes/5 min Q&A per QPrize semi-finalist (9 companies presenting)
- 5:00pm-5:15pm Break
- 5:15pm-6:00pm **Panel 3: What is the best road to market for application developers?**
→ **Carriers and handset/chip manufactures discuss**
Moderator: Jonathan Atkin, Head of Telecom, RBC Capital Markets
Panelists: Will Lowry, Marketing Account Director, AT&T
Matthew Fix, Principal at Vodafone Ventures
Aditya Khurjekar, Director of Business Development, Verizon
Satya Mallya, Director of Mobile, Orange
Eric Chan, Partner, Mobileslate
John Ellis, Director Business Development, Motorola
- 6:00pm-6:15pm **QPrize** Semi-Finalist Award Ceremony
- 6:15-8:00pm Networking/Cocktail

Purchase tickets at <http://mobileplay.eventbrite.com/>

Early bird: \$225
Regular: \$350
Students: \$50

Interested in presenting your company at MobilePlay?

Please submit your executive summary to Candace Denton at Candace@plugandplaytechcenter.com
Presentation fee: \$350