

# web play

November 19<sup>th</sup>, 2009 8:30am-7:00pm 440 N. Wolfe Rd. Sunnyvale, CA  
[www.plugandplaytechcenter.com/webplay](http://www.plugandplaytechcenter.com/webplay)

WebPlay will be an event devoted to communicating the latest trends in the marketplace with the insight of experienced entrepreneurs in a casual and dynamic atmosphere. Keynote speakers and panel discussions will explore online social media trends, developments in the virtual marketplace, and crowd sourcing. 300-400 Web 2.0 focused entrepreneurs, VC's, angels, and developers are expected to attend. Startups will present new web based technology.

Hosted by:



**Shobier Shobieri,**  
 Plug and Play Tech Center



**Adriana Gascoigne,**  
 Founder, Girls in Tech



**Brian Solis, CEO**  
 Future Works



**Dave McClure**  
 Founder,  
 Startup2Startup  
 Finance4Founders



**Adil Lalani,**  
 Co-Founder  
 TwitVid



Microsoft BizSpark  
 Silicon Valley Bank  
A Member of SVB Financial Group



**Thomas Hessler,**  
 CEO of Zanox



**Larry Chiang,**  
 Speaker, Author



**George Zachary,**  
 Partner, CRV



**Fergus Hurley,**  
 CEO Clixtr



**Yaniv Ben-Saadon**  
 Fixya



**GreenbergTraurig**



**Sumaya Kazi**  
 Innovator, Leader,  
 Speaker and  
 Award-Winning  
 Entrepreneur



**Eric Eldon,**  
 Editor, Inside  
 Facebook



**Fabien Degaugue ,**  
 Founder &  
 CEO  
 PeerPong



**Jeffrey Kalmikoff**  
 Director of Design  
 and User  
 Experience  
 Digg





## AGENDA

8:30-9:00am	Registration
9:00-10:00am	<b>Zanox Breakfast:</b> Trends and Social Media in the European Market
10:00-10:45am	<b>Fireside Chat</b> with Eric Eldon of Inside Facebook and Brian Solis of Future Works
10:45-11:45pm	<b>Panel: How to leverage social media</b> Moderated by Larry Chiang <i>Panelists:</i> Sumaye Kazi, <i>Head of Social Media at Sun Microsystems</i> Adriana Gascoigne, <i>Founder, Girls in Tech</i>
11:45-1:15pm	<b>Lunch</b>
1:15-2:15pm	<b>Panel: Crowd Sourcing</b> Moderator: Thomas Hessler, <i>CEO Zanox</i> <i>Panelists:</i> Jeffrey Kalmikoff, <i>Dir. of Design and User Experience, Digg</i> Yaniv Ben-Saadon— <i>CEO of Fixya</i> Fabien Degaugue , <i>Founder &amp; CEO PeerPong</i>
2:15-2:45pm	<b>Break</b>
2:45-3:30pm	<b>Panel: Real Time Applications</b> <i>Moderator:</i> Sam Levin <i>Panelists:</i> Adil Lalani, <i>Co-Founder, Twitvid</i> Fergus Hurley, <i>Co-Founder Clixter</i>
3:30-4:00pm	<b>Startup Pitch Session</b>
4:00-4:15pm	<b>Break</b>
4:15-5:00pm	<b>Panel: Hip Web Investors</b> Moderated by Shobeir Shobeiri <i>Panelists:</i> Dave McClure, <i>Founders Fund, Startup2Startup, fbFund</i> George Zachery, <i>Partner, CRV</i>
5:00-7:00pm	<b>Networking/Cocktail Session</b>

Tickets:

PnP Tenants—Free

General Admission: \$350

**Startups: Interested in presenting at WebPlay?**

Register to deliver a 3 minute pitch and have a demo table in the exhibition/networking area

**Cost: \$350**