

# ScaleUp Conference: Technology, Strategy, Marketing for Growth

## Are You Ready For This?

Taking place in Downtown Toronto on April 19th, "ScaleUp Conference: Technology, Strategy and Marketing for Growth" is a one-day event designed to help entrepreneurs, founders and business owners take the next step in their journey.

### HEAR FROM THE CEOs and VPs From

- Microsoft Canada
- Wealthsimple
- Wind Mobile
- North Strategic
- Borrowell
- CTO Boost
- Blockchain Institute
- Alphablocks.AI
- IBM Canada
- Round 13 Capital
- OMERS Ventures
- Fakyory Ventures
- Leading Minds Lab
- Fakyory Ventures
- Blockgeeks.com
- 2 Small Fish Ventures
- Chef Massimo Capra
- Dipy

[startupgrind.com/toronto](http://startupgrind.com/toronto)



#### WHEN

April 19, 2018  
 9:00 AM - 6:00 PM



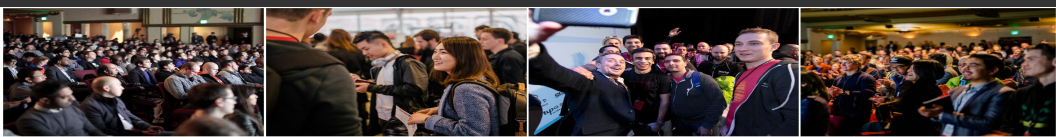
#### WHERE

MaRS Discovery District  
 101 College Street  
 Toronto



#### AGENDA

**8:00 am** Registration and Breakfast  
**9:00 am** Morning Sessions  
**12:00 pm** Catered Lunch  
**1:00 pm** Afternoon Sessions  
**5:00 pm** Happy Hour



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### Morning Sessions

<b>8:00 AM</b>	Registration	
<b>9:00</b>	Opening Remarks	
<b>9:10</b>	<b>KEYNOTE</b>	FUTURIST : Jennifer McDougall (Leading Minds Lab)
<b>9:30</b>	<b>LEGAL</b>	Lightning Presentation: Stephanie Vaccari (Partner, Baker & McKenzie), AI and Legal Implications
<b>9:40</b>	<b>FUNDING</b>	Funding Panel: Peter Misek (BDC), Scott Pelton (Round13 Capital), Brian Kobus (OMERS), Eva Lau (2smallfish) Moderator: Sarah Efron, Editor, Report on Small Business (Globe and Mail)
<b>10:20</b>	<b>MORNING BREAK</b>	
<b>10:40</b>	<b>LEADERSHIP</b>	Lightning Presentation: Brent Lowe - ScaleUp Coach
<b>10:55</b>	<b>INSPIRATION</b>	Fireside Chat: Massimo Capra (Celebrity Chef and Restaurateur)
<b>11:30</b>	<b>STRATEGY</b>	Anthony Lacavera - (Globalive, Wind Mobile)
<b>12:00</b>	<b>LUNCH</b>	

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**Afternoon Sessions**

<b>1:00 PM</b>	<b>TECHNOLOGY</b>	Technology Panel: Gurminder Kandola (CTO Boost); Andrew Safranko (IBM); Dmitry Buterin (Blockgeeks); Genia Mikhailchenko (Blockchain Institute); Mukul Pal (Alphablock); Ozge Yeloglu (Microsoft Canada); Moderator Sharn Kandola (Fortune)
<b>2:00</b>	<b>MARKETING</b>	Lightning Presentation: Justin Creally (Cofounder, North Strategic) The Strategic Role of PR in Startup Success
<b>2:15</b>	<b>GROWTH</b>	Growth Panel: Lisa Owen (Co-Founder & CEO, Rent frock Repeat); Eva Wong (Co-Founder, Borrowell); Caitlin McGregor (Founder, Plum.io); Leah Carr (VP, Coinsquare); Moderator: Marla Kravice (MK5)
<b>3:00</b>	<b>AFTERNOON BREAK</b>	
<b>3:15</b>	<b>STRATEGY</b>	Fireside Chat: Michael Katchen (CEO, Wealthsimple)
<b>3:45</b>	<b>MARKETING</b>	Blockchain and Marketing: Fuad Miah (Media Force)
<b>4:00</b>	<b>INSPIRATION</b>	Fireside Chat: Taylor Ablitt, (Co-Founder and CEO, Dibly) Moderator: Sharn Kandola (Fortune)
<b>4:30</b>		Matt Gass: Entrepreneur and Comedian
<b>4:50</b>		Closing
<b>5:00</b>	Cocktail Hour - Lower Concourse	
<b>6:00</b>	<b>END</b>	

