

Harvard
Law
Entrepreneurship
Project

The Harvard Law Entrepreneurship Project's

VISIONARIES & VENTURES CONVENTION

November 17, 2024

Four Seasons Boston

PROGRAM



THE HOST

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Project

THE HOST: The Harvard Law Entrepreneurship Project (HLEP) is a student-led hub for startup resources, with pro bono legal guidance at its core. This Convention furthers HLEP's mission, teaching practical skills that connect our startup ecosystem.



Bobby Stroup
President



Joey Ravenna
President



Dylan Roache
VP of Operations



Yarenis Cruz
VP of Strategy



Jonathan Laifman
VP of Finance



Lily Chuck
VP of Community

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AGENDA

- 8:00 AM** Registration and
8:45 AM Check-in
- 9:00 AM** Official Opening and
9:30 AM Welcome Remarks
- 9:45 AM** Series A: Perfecting Your Product
10:45 AM Choose one of three panels:
 - AI Tech for Legal Services
 - Pitching Health Innovation, or
 - IP 101
- 11:00 AM** Fireside Chat with
11:30 AM Sheila Lirio Marcelo
- 11:45 AM** Series B: Making Money, from Securities to Sales
12:45 PM Choose one of three panels:
 - The Future of Payment,
 - After the Term Sheet, or
 - Founder-VC Fit
- 12:45 PM** Lunch & Networking
2:00 PM Reception
- 2:00 PM** Fireside Chat with
2:30 PM Dorette Coetsee
- 2:45 PM** Series C: Skills for Startup Success
3:45 PM Choose one of four workshops:
 - AI for Starting Your Startup,
 - Better B2B,
 - Integrating Impact, or
 - Venturing to Solve Big Problems: Assessing Customer-Product Fit
- 4:00 PM** Official Closing Remarks
4:30 PM



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SPONSORS

The logo for Wilson Sonsini is a dark teal square with a thin red horizontal bar at the bottom. The text "WILSON" is on the top line and "SONSINI" is on the bottom line, both in white, uppercase, sans-serif font.

WILSON
SONSINI

For more than 60 years, **Wilson Sonsini** has represented technology pioneers associated with virtually every milestone innovation, as well as life sciences trailblazers shaping the future of healthcare. Today, Wilson Sonsini is synonymous with ushering promising and innovative technology and life sciences companies through their business life cycle.

The logo for Morrison Foerster features the name "MORRISON" above "FOERSTER" in a white, uppercase, sans-serif font. To the left of the text are three vertical bars of varying heights, resembling a stylized "M" or a barcode element.

MORRISON
FOERSTER

Morrison Foerster transforms complexity into advantage. With our collective intelligence, we shape powerful legal strategies that move your business forward while living our shared values. We solve your most critical multidimensional challenges in a way that provides clarity around the risk you are facing and gives you confidence in your chosen path. We pair diversity of perspective with a strategic consultative approach to craft the tailored strategies you need.

The logo for the Harvard Law Entrepreneurship Project is a red square with the text "Harvard Law Entrepreneurship Project" in white, stacked vertically in a sans-serif font.

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The Harvard Intellectual Property Law Association (IPLA) is a space for Harvard law students to connect with employers in the intellectual property law space, learn about new developments in copyright, trademark, and patent law from visiting speakers, and build community among students interested in IP law at HLS.



Entrepreneurship Club

A student club at
Harvard Business School

The Entrepreneurship Club at Harvard Business School is dedicated to supporting entrepreneurship at Harvard Business School and supporting its entrepreneurs through community, networking, access to resources, and shared ideas



MIT Hacking Medicine is dedicated to driving healthcare innovations addressing real-world challenges. Through hackathons, workshops, and global partnerships, we bring together a diverse community of healthcare professionals, engineers, entrepreneurs, designers, and patients to drive change.



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The **Harvard Undergraduate Venture Capital Group's (HUVCG's)** core mission is to drive innovation by connecting founders with investors. We do so by offering members the ability to identify promising founders, whose startups serve as successful investments for our Partner VCs.



The **Harvard Undergraduate Latinxs in Finance & Technology (LiFT)** is a student-run organization at Harvard that challenges the narrative of minority underrepresentation in business, tech, law, and more. At LiFT, we foster a culture of inclusivity, support, and respect.



Venture Capital & Private Equity Club

A student club at
Harvard Business School

The **Venture Capital & Private Equity (VCPE) Club** at Harvard Business School has a strong track record of engaging with prominent investors, facilitating career opportunities and leading other professional development and community initiatives. It facilitates learning, networking and recruiting opportunities for those interested in VCPE.



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The GRID is a partnership between Harvard John A. Paulson School of Engineering and Applied Sciences (SEAS) and Harvard's Office of Technology Development (OTD), that champions entrepreneurship and the commercial deployment of cutting-edge research — advancing technology-driven solutions that can change the world.



The Martin Trust Center for MIT Entrepreneurship seeks to advance knowledge and educate students in innovation-driven entrepreneurship that will best serve the world in the 21st century by providing proven frameworks, courses, programs, facilities, and mentorship.



The Lemann Program on Creativity and Entrepreneurship prepares Harvard students to take the lead in solving global challenges, fostering entrepreneurial thinking by addressing current problems, such as global health, climate change and social injustice, and receiving mentorship and industry connections, as well as entrepreneurial skills development.



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BUILD is a nonprofit organization on a mission to Ignite the power of youth in under-resourced communities to build Career success, Entrepreneurial mindsets, and Opportunity. They help students become the CEO of their own lives!



More Than Words is a nonprofit social enterprise that empowers system-involved youth to take charge of their lives by taking charge of a business. At More Than Words, our young people earn a spot on our team running a successful \$4M business, gain promotions, set and achieve personal goals, advocate for their rights, and learn skills to set them up for success in any career path they choose.



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SERIES A

Panels on Perfecting Your Product



IP 101

9:45AM

ENDICOTT-BRADSTREET ROOM



**MORRISON
FOERSTER**

What do you need to know to protect your ideas and intellectual property?



Nathan Vogler serves as Of Counsel in the firm's Patent Group, leading the Materials Science and Energy Storage practice, with a focus on patent prosecution, IP due diligence, and litigation support. His expertise spans various technology areas including batteries, polymer chemistry, nanotechnology, pharmaceutical compositions, medical devices, and consumer electronics, and he is skilled in handling all stages of patent prosecution and adversarial proceedings before the USPTO. Nathan has successfully represented clients in inter partes review proceedings and other post-grant matters. He holds a J.D. from The George Washington University Law School and a B.S. in chemical engineering from Purdue University, and is admitted to practice in Massachusetts, Virginia, and the District of Columbia.



Matt Blum is a senior associate in the Technology Transactions Group, specializing in a broad range of business transactions relating to products, services, and technology, across diverse sectors such as software, life sciences, and government and defense. He has extensive experience in technology and intellectual property law matters relating to business-to-business and business-to-customer transactions, as well as providing support to technology-related litigation and corporate transactions like mergers and acquisitions. Before private practice, he served as in-house legal counsel at a global enterprise software company and has a notable military background as a U.S. Army officer, currently serving in the Army Reserve. Matt holds a law degree from Suffolk University Law School and is admitted to practice in Massachusetts and the District of Columbia.



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PITCHING HEALTH INNOVATION

9:45AM
WINTHROP-
LEVERETT ROOM



Navigating the world of hospitals, insurance, and the FDA, how do you pitch and sell your health breakthrough?



Dr. Jon Bloom is a board-certified physician and entrepreneur with experience in technology development, biomedical research, and healthcare delivery. He is the co-founder and CEO of Podimetrics, a care management company with the leading solution to help prevent costly and debilitating diabetic amputations, earning high engagement rates from patients. Dr. Bloom's entrepreneurial journey began with a hackathon he participated in while a student at the MIT Sloan School of Management.



Dr. Ramses Alcaide leads Neurable with a clear strategic vision, overseeing the development of pioneering neurotechnology while fostering a close-knit, collaborative team culture. His journey to founding Neurable began over a decade ago during his time at the University of Michigan, where his passion for neuroscience and technology took shape. Prior to launching Neurable, Ramses earned a PhD in Electrical Engineering and Neuroscience, with a thesis focused on novel brain-computer interfaces and EEG biomarkers for assessing cognitive function in children with cerebral palsy. This research laid the groundwork for what would become Neurable.



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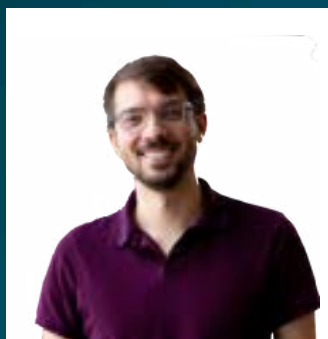
AI TECH FOR LEGAL SERVICES

9:45AM
GOVERNOR'S ROOM



Entrepreneurship Club
A student club at
Harvard Business School

What AI Technology opportunities and challenges are currently present in the legal services market?



Will Seaton is the Chief Customer Officer at DraftWise, where he drives customer success and product strategy for innovative legal technology solutions. With a background in enterprise software at Palantir and a data science focus from Harvard, he brings deep technical and strategic insight to product development. Will's expertise bridges technology and customer engagement to empower the next generation of legal tools.



Theresa Spartichino is a Senior Manager of Practice Technology at Ropes & Gray LLP, with over 20 years of experience in optimizing legal workflows through innovative technology solutions. She specializes in implementing emerging tools, managing software pilots, and aligning technology with legal practice needs. Theresa's expertise in legal tech empowers teams to enhance efficiency and adopt cutting-edge solutions in a dynamic field.



Joel Cohen is the founder of TalksOnLaw, a legal education company and website where he creates engaging legal content and fosters discussions on key legal issues, particularly in AI and technology. A former attorney at Skadden, Joel brings a wealth of experience in law, tech, and entrepreneurship. He also hosts a new podcast called AI Lawyer, exploring the future of technology's role in the legal field. As a partner of HBS E-Club, Joel will moderate this conversation.



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FIRESIDE CHAT

Care & Creation in the Age of AI



CARE & CREATION IN THE AGE OF AI

11:00AM
MAIN BALLROOM



Sheila Lirio Marcelo has more than 20 years of leadership experience in internet consumer marketplace businesses, including as the Co-Founder and Chief Executive Officer of Ohai.ai, a cutting-edge technology startup leveraging generative AI to improve the lives of families. She was a former Venture Partner at New Enterprise Associates (NEA) and is a founding board member of The Asian American Foundation (TAAF). Ms. Marcelo previously founded Care.com in 2006 and took it public in 2014; she was Chairwoman and CEO until early 2020, when the company was sold to IAC. Ms. Marcelo has been honored with numerous accolades. She was just on Forbes 50 Over 50. She was one of Fortune's "Top

10 Women Entrepreneurs" and appeared at Fortune's Most Powerful Women Summit. She is a Henry Crown Fellow with the Aspen Institute, a Young Global Leader of the World Economic Forum, and a member of the Council on Foreign Relations. Ms. Marcelo earned a B.A. from Mount Holyoke College, which also conferred upon her an honorary Doctorate of Humane Letters in 2015. She has a J.D. and M.B.A. with honors from Harvard University. In 2014, Marcelo became the youngest recipient of the Harvard Business School Alumni Achievement Award. Connect with Sheila on LinkedIn, Twitter and Instagram.

ohai.ai



Ohai.ai is a cutting edge technology startup improving the lives of families and individuals through a personal assistant powered by AI and real humans. Launched in January 2024, this groundbreaking product is designed to lighten the cognitive load of busy people. Meet O, the virtual assistant who helps with managing schedules, tracking to-do lists, coordinating household tasks, setting reminders, scanning emails, and more. The Ohai.ai team consists of early employees of Care.com, data science and AI experts, and product and engineering leaders from beloved consumer brands. As busy entrepreneurs and parents, they deeply understand the pressing need for effective solutions in managing the chaos of work and home.



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SERIES B

Panels on Making Money,
from Securities to Sales



AFTER THE TERM SHEET

11:45AM

ENDICOTT-BRADSTREET ROOM



**Venture Capital &
Private Equity Club**

A student club at
Harvard Business School

**WILSON
SONSINI**

From series B to IPO, what does the startup-VC relationship look like after the first check?



Laura Rippy is a leader of multiple funds at Alumni Ventures and serves on the Board. While at Alumni Ventures, she built Green D Ventures (Dartmouth-centric) to be the largest alumni fund at AV. In her expanded role, she now leads The Yard Ventures (Harvard-centric) and the Alumni Ventures Women's Fund.



Priyanka Nawathe is an associate in the Boston office of Wilson Sonsini Goodrich & Rosati, where her practice focuses on corporate and securities law. She represents life sciences and technology companies throughout their business life cycle, including venture capital financings, corporate governance, and generally serving clients in a general counsel capacity.



David Kafafian has a diverse background across finance, technology, and law. His entry point into fintech began while at Harvard Law School, where he saw firsthand the challenges with the private student loan market (and generally the cost of education), causing him to jump into the ISA space during its infancy (2015), advising university Presidents and CFOs who were exploring innovative funding models to support students.



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THE FUTURE OF PAYMENT

11:45AM

WINTHROP-LEVERETT ROOM



Tap2Pay, crypto, blockchain, decentralized currency, or all of the above? Overhauling existing systems or building from scratch?



Christian Williams is the Vice President of Startup Banking at JP Morgan in Boston, where he provides financial solutions for pre-Series A tech startups. With over 10 years of experience in financial services, he specializes in strategic financial planning and venture capital management. Prior to joining JP Morgan, Christian founded a successful fintech startup at the Harvard Innovation Lab, giving him first hand insight into the challenges faced by startups. He actively engages with the startup community through mentorship and speaking engagements, aiming to empower early-stage companies with essential financial tools and strategies.



Stephanie Joseph is a fintech founder and Harvard MBA, leading Kura, a startup focused on streamlining cross-border payments between the U.S. and Latin America. With a background in payments strategy and digital transformation from roles at American Express and EY, she brings extensive experience in product development, market expansion, and strategic growth across major financial institutions and high-growth startups.



Zeeshan Shaikh is the Co-founder and Chief Product Officer of TitanPayAI, a fintech SaaS company utilizing AI in payments and banking. Previously, he led cross-border payments for HSBC Bank in the Middle East and held various roles in cash management at Citigroup across Europe and the Middle East. Zeeshan has advised major global corporations on payment strategy and operational efficiency. At MIT Sloan, he focused on leveraging AI innovations to address challenges in the payments industry, using insights from his banking experience to enhance product development. He holds an MBA from MIT Sloan and a BBA from the National University of Singapore, and he actively supports new entrepreneurs within the MIT startup community.



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FOUNDER-VC FIT

11:45AM

GOVERNOR'S ROOM



How do you know which VCs to pitch, and how do you decide between them?



Edbert Wu joined Silversmith in 2024 and is currently an Analyst. At Silversmith, Edbert focuses on investments in SaaS & Information Services. Prior to Silversmith, Edbert was a summer investment analyst at Palm Drive Capital, an early-stage venture capital firm in New York, and a growth intern at Topline Pro, a startup helping expand the online presence of contractors. Outside of work, Edbert enjoys exploring National Parks with his family, running along the Charles River, and supporting the Texas Longhorns.



Lucas Chu runs C House, the Harvard Hacker House. Previously, he raised over \$2m, lead by Mark Cuban and Soma Capital for a crypto exchange, DAOHQ.co, which he exited. He subsequently raised from A16Z (CSS) to build decentralized AI while organizing Cerebral Valley: the largest AI founder community in SF and the world. While at Harvard, he co-founded the largest student-run COVID research non-profit, Erevna.us, and was the youngest research assistant contributing to Opportunity Insights, the Census Bureau's Open Innovation Labs, and Steve Ballmer's USAFacts.



Josh Fox helps entrepreneurs build their businesses and advises them on significant transactions in the life cycle of their companies, with a particular focus on fundraising transactions and exit events. He represents founders, start-ups, and emerging companies, serving as general counsel to those start-ups and emerging companies. Josh advises clients regarding company formation and early-stage legal issues, a broad range of financings, including angel, venture capital, and strategic investments, and mergers and acquisitions. He also provides guidance on legal and business matters that arise in the daily operations of their businesses. Josh typically works with companies in the life sciences industry – drug development, devices, diagnostics, and tools – and in the technology sector, including energy, digital health, software.



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FIRESIDE CHAT

A Conversation with Commerce



A CONVERSATION WITH COMMERCE

2:00PM
MAIN BALLROOM



Dorette Coetsee, as Director for the South Carolina division of the U.S. Commercial Service, leads a team of experienced trade professionals to help small- and medium-sized local businesses successfully compete in foreign markets. Leveraging a global network of offices in 108 U.S. cities and in over 75 countries, Dorette coordinates export consulting, foreign market research, overseas business-to-business matchmaking, and diplomatic support for South Carolinian exporters. Dorette has expertise in exporting to the European market and, at the invitation of local development agencies and trade associations, often conducts seminars on marketing, finding new markets, and doing business in the

U.S. She also serves as the executive secretary to the South Carolina District Export Council.

A native of South Africa, Dorette accumulated over 15 years of consulting experience prior to joining the Commercial Service in the June of 2008. Prior, Dorette served as Director of Trade Development and Operations for ECI-Find New Markets, a market research firm. There, she focused on creating international trade strategies for small- and medium-sized businesses, as well as on business cluster development for economic development agencies. Before joining ECI-Find New Markets, she served as a business analyst and account manager for the Industrial Development Corporation of South Africa, in Johannesburg.

Dorette holds an M.B.A. from the University of South Carolina as well as both a B.Sc. (Ag.) and a B.Sc.(Hons.)Ag. from the University of Pretoria.



The U.S. Commercial Service is a **U.S. Department of Commerce** agency under the International Trade Administration, tasked with helping American small- and medium-sized businesses to compete abroad.



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SERIES C

Workshops on the Skills for Startup Success



VENTURING TO SOLVE BIG

PROBLEMS: 2:45PM
WINTHROP-LEVERETT ROOM

ASSESSING CUSTOMER-PRODUCT FIT



How does your product's customer fit stack up, and what can we learn from good customer-product matches?



Paul Hayre, the inaugural Executive Director of Harvard Grid, leads the creation of new programs to accelerate the pace of startup formation in Harvard science and engineering. Appointed in 2022, Paul oversees a fast-growing initiative that includes educational outreach, innovation development, mentoring programs, alumni engagement, physical space, and de-risking seed grants for emerging ventures. Paul is a transformational leader with a record of turning early- to growth-stage concepts into world-class businesses. He has founded technology and medical device start-ups with two exits; designed and founded high-growth divisions in multi-nationals; and bought and sold lower middle market industrial companies.



Rob Snyder is the founder & CEO of Reframe a firm specializing in getting startups to PMF. Previously Rob was COO & Co-founder of HourWork, a firm focused on helping employers retain and rehire hourly workers. Rob is a recent graduate of Harvard Business School. and an i-lab alumnus. He now serves as a Teaching Fellow at Harvard i-lab.



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AI FOR STARTING YOUR STARTUP

2:45PM

GOVERNOR'S ROOM



How can you leverage AI tools to build your startup?



Doug Williams is responsible for driving the strategy, research, and planning of Orbit, MIT's Martin Trust Center's digital entrepreneurship platform. Doug is the Founder of CentanniPark, a full-service strategic consultancy for mobile and web technology, with projects underway for digital e-health, health equity, and affordable housing. As a technology leader for the latest FHIR healthcare data interoperability standards, Doug is serving as co-coordinator for the HL7 CodeX Consortium's Quality Measures for Cancer in collaboration with MITRE and the Institute for Health Equity as part of HL7's Gravity Project. As a serial entrepreneur, Doug has held the positions of CTO and VP of Engineering and Product positions for multiple successful startups, including Zipcar, Runkeeper, and the Family Education Network.



Geoffrey Mosoti Nyakiongora is an A.G. Architect and a graduate student at the Massachusetts Institute of Technology deeply passionate about startups, design, technology, business, and sustainable architecture. Worked in private professional practice and currently conducting research at M.I.T. but open to exploring new ventures! He taught at the University of California -Berkeley in the United States and at the University of Nairobi's Department of Architecture and Building Science.



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BETTER B2B

2:45PM

ENDICOTT-BRADSTREET ROOM

What are the most common mistakes made in B2B pitches, and how can you avoid them?



Phil Green is the Senior Advisor for B2B & Tech at the Harvard Innovation Lab. Phil brings 30 years of experience in building products, services, teams, and companies. He has been a CEO, CTO, COO and Product Manager. As a former CEO, he built a customer base of 5,000 organizations, in 50 countries, serving over one million users. Phil has used direct sales to penetrate F1000 accounts such as Bank of America, NASA, Owens Corning, Pfizer, and Kraft Foods, and used an indirect partner channels to penetrate international markets as well as small to midsize U.S. businesses.



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INTEGRATING IMPACT

2:45PM

STUART ROOM



Lemann Program on
Creativity and Entrepreneurship

Navigating the world of hospitals, insurance, and the FDA, how do you pitch and sell your health breakthrough?



Malcolm Grba is a business designer and a Teaching Fellow at the Lemann Program on Creativity & Entrepreneurship, energized by socially and environmentally impactful businesses and initiatives that center the experiences of their central stakeholders. Most recently, Malcolm collaboratively crafted and taught an entrepreneurship and innovation course in his hometown of Chicago as a Teach For America corps member. Prior to his role in education, Malcolm engaged with a global community of entrepreneurs and investors through his roles at Angel Ventures, one of Latin America's prominent venture capital firms and his Fulbright partner firm. Malcolm's cross-sector exposure to mobility, fintech, foodtech, and social impact startups has helped fuel his interest in interconnected systems of impact.



Alanis Carmona is a doctoral candidate in the Biological Sciences in Public Health program (BPH) at the Harvard T.H. Chan School of Public Health. Alanis is from Chicago, IL and went to Bates College in Lewiston, ME where she obtained a degree in Biochemistry (major), Chinese (minor), and Public Health (concentration). She is a member of the Ubellacker Lab at T.H. Chan and a HealthLab Fellow at the Lemann Program on Creativity & Entrepreneurship.



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