FOUNDERS FORUM

NEW YORK 2022

EXECUTIVE SUMMARY

FF.CO

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FOUNDERS FORUM

Cover (top-down): Gary Hoberman (Unqork), Baron Davis (Former NBA All-Star) & Elizabeth Cutler (Soulcycle/Peoplehood).
Inside cover (top-down): Jim McKelvey (Square/Invisibly) & Kathryn Petralia (Kabbage).

Anders Holch Povlsen (Bestseller)

INTRODUCTION

With groundbreaking discoveries, exciting new talent, and buzzing tech startup scenes on both sides of the pond, the transatlantic tech community has never been stronger.

Our special 10th anniversary edition of Founders Forum New York brought the best of North American and European tech together, convening 350+ trailblazers from over 20 countries and 50 industries – including 25 unicorn founders – for a day of thought-provoking conversations, panel discussions, and candid fireside chats.

Over 25 sessions, more than 80 speakers discussed a range of trending topics from web3 and NFTs to biomanufacturing and how innovations in foodtech can help feed the planet.

We discovered how biotech startups are working to increase our lifespans and learned more about Gen Z investing, generative art, and the future of work.

OVER THE COURSE OF THE DAY, FIVE STANDOUT THEMES EMERGED:

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READ ON TO SCOOP THE DAY'S TOP INSIGHTS >

10 YEARS OF FFNY

Since we hosted our first ever Founders Forum New York a decade ago, we've gathered more than 2,500 guests across four stunning locations in NYC, from unicorn founders and Fortune 500 CEOs to sports stars and media moguls. Here's some of our standout moments...

Payal Kadakia (ClassPass), Peter Szulczewski (Wish), and more Rising Stars presented their game-changing business ideas to the FF Community – soon after, each business saw soaring success.

Demis Hassabis pitched DeepMind as one of our Rising Stars at FFNY 2013. One year later, DeepMind was acquired by Google for over $500m.

Al Gore (Generation Investment Management) discussed climate tech's world-saving potential at FFNY 2018.

Luis von Ahn shared his idea for a simple language learning app, Duolingo, at FFNY 2014. Duolingo went public in July 2021 with a $6.5b valuation.

Esther Perel (Psychotherapist/ Author) explained how to build culture and why relationships matter at FFNY 2019.

We learned how Arianna Huffington (The Huffington Post) built a leading liberal news company at FFNY 2019.

Reid Hoffman (LinkedIn) discussed career development and purpose at FFNY 2019.

Eric Adams spoke at FFNY 2021, just before becoming the 110th mayor of New York City.

Over the years, we've hosted inspirational speakers including (from top left) David Rubenstein (The Carlyle Group), Emi Mahmoud (UNHCR Goodwill Ambassador), Joshua Kushner (Thrive Capital), Kathleen Breitman (Tezos), Ken Chenault (General Catalyst/American Express), Linda Rottenberg (Endeavor), Miguel McKelvey (WeWork), Mike Bloomberg (Bloomberg L.P.) Natalie Massenet (Net-a-Porter, Imaginary Ventures), Ronan Dunne (Verizon Wireless), Steve Case (Revolution LLC/AOL), Steven Swartz (Hearst), and many more!

Will Hurd (Open AI, former US Congressman) & Anne Simonds (Muse System Enterprises).

GEOPOLITICS + TECH

KEY TAKEAWAYS

There's a New Cold War And Tech Is the Battlefield

Tech is a strategic asset and losing tech leadership is an existential threat. Hackers can turn tanks into trees on CCTV and make traffic lights say go. Meanwhile, China is ramping up investment in AI, synbio, and quantum. Countries that don't get a handle on cutting-edge tech will fall behind and pay rent to those that do.

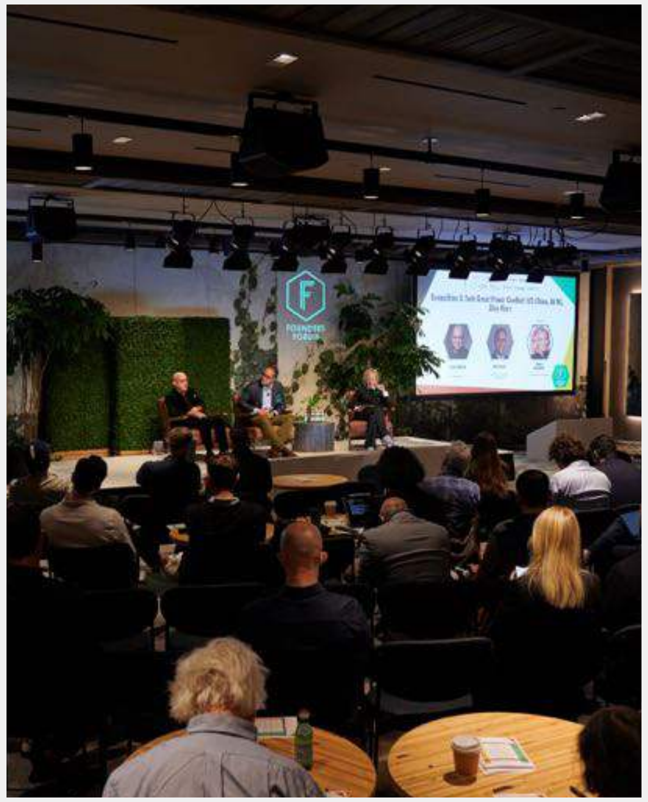
To compete, the West needs to out-innovate. Countries, institutions, and public and private sectors must collaborate on privacy and data strategies. Universities need investment to deter funding from state sponsors who train their tech talent in the West. And Western governments need to make it easier for the best foreign talent to stay.

Cryptography also needs to enter a new era. The public-key cryptosystem, RSA, is a 45-year-old standard for end-to-end encryption, but a quantum computer could crack it in the next few years. Lattice-based cryptography offers a solution that appears more resistant to attack.

"

THERE IS AN EMERGING QUANTUM DIVIDE AND ONLY ABOUT 20 COUNTRIES HAVE A NATIONAL QUANTUM PLAN – LET'S HELP ALL COUNTRIES BENEFIT FROM QUANTUM TECH."

Jack Hidary
Sandbox AQ



Anne Simonds (Muse System Enterprises)

Chip Wars

Microchips are the new weapon of choice in the US-China trade war. President Biden has restricted exports of chips and chip-making tools to China, while his CHIPS and Science Act will invest billions in semiconductor chip manufacturing over the next five years.

When 20,000 microchips with record-breaking GPUs are combined in a super computer, the computational power is mindblowing. But the US still creates prototypes for experimental R&D chips abroad – funding could improve the entire ecosystem.

Caution is crucial as one thing likely to instigate outright war between China and the US is policy restricting access to semiconductors.

Driving DefenceTech

While most tech startups take 10 years to get to IPO, defence tech startups take the same time just to secure their first big government contract. You need specialist knowledge, industry networks, and a huge amount of capital – sales cycles can range from six months to five years.

Plus, the VC-based innovation system isn't optimised for the long-term investments required in defence tech. In the US, with most capital-intensive manufacturing outsourced, defence lacks ownership over its supply chain.

These challenges led Jordan Blashek to co-found America's Frontier Fund, a nonprofit, frontier tech fund focused on securing tech leadership for the West and building supply chain capabilities for defence. The Fund pools investment from government and capital markets, investing at every stage of innovation across fields like microelectronics, advanced communications, and AI.

Oliver Lewis (Rebellion Defence), Jordan Blashek (America's Frontier Fund) & Peter Spiegel (Financial Times).

Top-Down vs Bottom-Up

What's the best approach for tech supremacy? Authoritarian states mobilise populations and direct huge funds to drive tech innovation, but they risk distorting industries and picking the wrong state champions – imagine if the US chose Yahoo over Google as its search engine. Democratic countries mostly allow private markets to shape tech development.

The war in Ukraine makes a strong case for the latter. While the centralised Russian state has struggled, big tech firms, startups, and a tech-savvy population have come together in Ukraine to hack and defend against military systems – proving you can innovate at pace within a democratic framework while at war.

By embedding privacy and transparency, tech itself can be a driver for democratic values, and if democratic countries own supply chains, they can distribute those values globally.

“

DIGITAL AUTHORITARIANISM IS SPREADING. FREE MOVEMENT OF CAPITAL, PEOPLE, AND INTELLIGENT VISA POLICIES CAN BE THE GREATEST ACCELERANT TO NATIONAL SECURITY IN THE US AND UK.”

Oliver Lewis
Rebellion Defence

BUILDING IN A RECESSION

KEY TAKEAWAYS

Raise When You Don't Need To

In a tricky economic climate, investor advice is simple: be profitable, stay liquid, and invest selectively in growth. VCs are going to deploy funds more sparingly and 'tourist' investors and family offices will leave the market, but there's still money out there. Investors are most excited by healthcare, biology, fintech infrastructure, and opportunities in emerging markets.

Despite the challenges, founders aren't fighting for talent like they were last year. Lower salaries mean they don't need quite as much funding as before. Those who do should raise money before they need it. Not doing so means you lose bargaining power with investors.

It could take four weeks or 18 months to raise your next round; either way, founders should keep in regular contact with investors so they know where the business is at when it's time to ask for money. Those with credibility in the market should consider setting their price when negotiating. Even if you don't get what you want, you'll receive valuable feedback, which you can use to grow.

> "INVESTORS ARE EXCITED ABOUT INVESTING. IF YOU NEED CAPITAL AND YOUR COMPANY IS SOUND, THEN SOMEONE WILL INVEST."

Kathryn Petralia
Kabbage/Keep Financial

David Haber (a16z), David Frankel (Founder Collective), Adam Valkin (General Catalyst) & Meeta Kapadia (Silicon Valley Bank).

Know Why To Scale

In a tricky economic climate, Nadav Shoval's OpenWeb has just raised $170m at a $1.5b valuation. For Nadav, the 'why' is more important than the 'how' when it comes to scaling a business. The key is product-founder fit – having a clear mission, resilience, and uniting people around a common cause.

When MongoDB launched its cloud business, Dev Ittycheria ensured his executive team's bonus was disproportionately tied to its success, turning a small project into a massive growth driver. To ensure consistent growth, MongoDB runs a regular succession planning exercise. Leaders ask themselves: what am I doing now that I can delegate to someone else next year?

As businesses scale, not every staff member scales at the same rate. The best leaders are ready to make difficult decisions and let early recruits go. Those who don't act fast on a problem, become the problem.

> "WHEN GOING THROUGH HARD TIMES, IT'S EASY TO BE REACTIVE. SAYING NO TO SHORT-TERM WINS AND STAYING LOYAL TO YOUR VALUES IN THE HARDEST MOMENTS – THAT'S FULFILMENT."

Nadav Shoval
Open Web

Jacqueline Novogratz (Acumen)

Nadav Shoval (Open Web), Dev Ittycheria (MongoDB) & Claudy Jules (McKinsey & Company).

Culture Conundrum

Gary Hoberman's Unqork went remote-first during covid, nearly tripled in size in just two years, and saved millions of dollars on real estate. Yet founders were still divided during our lively Remote Work vs Back to Office debate and doubtful that remote-only companies attract the best talent.

Some reported that back-to-office companies are outperforming hybrid or remote-first firms, while others asked: how do you build culture when some remote workers have a second full-time job?

The answer could lie in how you compensate your staff. When Rishi Khosla started OakNorth, his first hires took salary cuts in exchange for equity and even invested their own money in the company. OakNorth had capital but Rishi wanted to use equity to build a culture of ownership and incentivise people to take a long-term view.

Rishi Khosla (OakNorth)

> "IN A STARTUP SITUATION, ATTRACTING THE BEST TALENT IS A MISCONCEPTION. GROWING TALENT AND A DELIBERATE CULTURE FROM DAY ONE IS THE BEST ROUTE TO SUCCESS."

Joe Maxwell
FINTOP Capital

Bad News Iceberg

When you hear bad news from your team, assume two things: you're the last to know and the problem is far worse than people are telling you. When you learn about it, act.

A CEO's role is to set strategy, put the right people in the right roles to execute the strategy, and ensure they have the resources to do so. It's also about being contrarian. When times are tough, CEOs remind staff about long-term opportunities. When times are good, they point out what can be improved.

Likewise, stock prices are variable and staff should know having equity in a company brings risk, not just reward.

NEW COMMUNITIES & NFTS

KEY TAKEAWAYS

NFTs = Community

Why did Justin Bieber pay $1.3m worth of Ethereum for a Bored Ape NFT? Collecting NFTs isn't just about buying digital art any more. For Nicole Muniz's Yuga Labs, community is the product.

Yuga Labs raised $450m in March 2022 at a $4b valuation. Its NFT collections account for almost half of Ethereum's NFT market cap. Bored Apes and Crypto Punks are turning consumers into owners with exclusive commercial IP rights over their NFTs.

Yuga Labs also hires from its community. Tech bros, celebrities, and mums who want to get closer to their kids are managing social media channels, buying merch, playing games, and coming together at exclusive community events like ApeFest.

"SO MUCH IS ABOUT TO BE CREATED AND WE HAVE NO IDEA WHAT'S COMING. THE FACT YOU CAN OWN SOMETHING, BUILD ON IT, AND MONETISE IT, CHANGES THE PARADIGM."

Nicole Muniz
Yuga Labs

Nicole Muniz (Yuga Labs, Bored Ape Yacht Club) & Amy Wu (FTX).

Regulation Will Drive Crypto Adoption

The crypto market hit a $3t market cap and crypto adoption went up by 880% in 2021. FTX and Visa just launched a crypto debit card in 40 countries, while Binance has partnered with Mastercard to launch a prepaid card in Argentina. The more volatile an economy, the more people use crypto – Vietnam, the Philippines, and Ukraine lead the way for national crypto adoption.

While not yet in the mainstream, the advent of stablecoins – cryptocurrencies pegged to fiat currencies like the US dollar – could be a killer use case for crypto, helping protect people who can't access USD against inflation.

Banning decentralised crypto altogether is difficult. However, countries that have outlawed or heavily regulated it, like Japan, have mostly shrunk the local crypto market. Regulation is going to dictate where we see future activity in the crypto space.

Blockchain Hits the Big Time

Tech-savvy NFT owners still carry physical Ledger wallets to store their digital assets, while crypto is haunted by stories of lost Bitcoin passwords. To appeal to the average internet user, web3 infrastructure, UX, and product design needs fundamental improvement.

Yet established brands, like Starbucks, are tapping into the technology that underpins web3. Blockchain-based loyalty platform, Starbucks Odyssey, will allow customers to unlock exclusive benefits by buying and collecting NFTs. Starbucks is calling these 'journey stamps' and is being quiet on blockchain to appeal to a broader, non-technical consumer base.

Erick 'Snowfro' Calderon (Art Blocks)

> **THROUGH DIGITAL ASSETS, WE HAVE AN OPPORTUNITY TO TELL STORIES, SHARE, EXPLORE, AND PARTICIPATE."**

Baron Davis
Baron Davis Enterprises

The result is blockchain adoption by stealth. In five years, most people will be using web3 and blockchain technology without even knowing it. By tapping into existing distribution channels, blockchain companies don't need to change consumer behaviour to be successful.

Plus, NFTs being born, represented, and exchanged on the blockchain is ground zero. Blockchain will eventually spill into the physical world – even your house will be represented on the blockchain. Blockchain could even give birth to the politicians of tomorrow. Web3 pioneers managing DAOs have their every behaviour and interaction recorded. As new generations are onboarded to web3, these digitally-credible individuals will emerge as people they want to vote for.

Emad Mostaque (Stability.ai), David Salle (Artist) & Danika Laszuk (e•a•t•}works).

AI + Human = Art

Whether it's by taking drugs or painting upside down, artists have always looked to extend their imaginations to see things in new ways. Launched out of Emad Mostaque's Stability AI, Stable Diffusion does that by creating AI-generated images from a few lines of text. The firm took two billion images and 10,000gb to make a 2gb program you can load on your MacBook.

For now, those images are based on an AI model of Western-dominated internet. Emad is now taking his open-source technology to emerging markets, inviting difficult cultures to bring their own creativity to the platform. Stability AI raised $101m in its Seed funding round at a $1b valuation in October 2022.

AI won't replace art; it will expand on it. Erick Calderon's Art Blocks is home to over 300 generative art projects and 200 artists, dozens of

> **TOO MANY PEOPLE BELIEVE THEY CAN'T CREATE AND CAN ONLY CONSUME. AI EXPANDS OUR POTENTIAL AND ALLOWS US TO CREATE."**

Emad Mostaque
Stability.ai

whom have quit their jobs to pursue art full-time. In just two years, Art Blocks artists have made $50m in charitable contributions through sales of their art. In five years, you'll be able to create anything you can imagine in 2D, 3D, audio, video, and more, from AI.

Grant Aarons (FabricNano) & Shara Ticku (c16 Biosciences).

BIOTECH & THE FUTURE OF FOOD

KEY TAKEAWAYS

Biomanufacturing's Big Potential

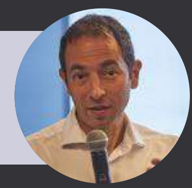
The bioeconomy is predicted to grow to $30t over the next two decades. President Biden has issued an Executive Order calling for federal investments in biotech, while biomanufacturing is high-priority in China's latest five-year plan.

In industrial chemical manufacturing, bioengineered proteins offer a more efficient way to produce commodity chemicals than traditional microbial fermentation. This new protein-first tech stack could eventually reach price parity with petrochemical chemical production. Grant Aarons' FabricNano is using these proteins to convert industrial and agricultural waste into bio-based chemical products like fertilisers, fuels, and monomers for producing sustainable plastics.

In food, Arturo Elizondo's The EVERY Company is exploring how to use protein to create new food types that don't even exist yet. He's already developed the world's first protein-boosted hard juice and macaroons made with animal-free egg white.

> “ONES AND ZEROS HAVE CHANGED THE WAY WE COMMUNICATE AND SHOP, AND BIOLOGY WILL LET US CHANGE HOW WE PRODUCE FOOD, MATERIALS, AND ENERGY. BIOMANUFACTURING IS THE NEW COMPUTING.”

Edward Shenderovich
Synonym Biotechnologies



Fix Meat And Save the World

Existing food systems are broken and supply chains volatile. Indonesia, which produces 60% of palm oil globally, stopped its exports overnight, while the supply of sunflower oil has vanished since the war in Ukraine. We're also running out of land and water to produce meat.

Companies creating alternative meat – via plant-based products, genetic engineering, or by growing real animal cells in labs – can help fix this problem. Tyler Huggins' Colorado-based Meati Foods has raised $228m to accelerate access to its delicious, new protein made from mushroom root. Its new production facility, the Mega Ranch, is about to begin production, and once at full capacity, Meati will be the largest single meat producer in the US.

Still, Tyler would have to build more than 20 ranches to capture just 10% of the US meat market. While founders love building brands, there are huge opportunities of scale for companies that offer quality, lab-grown meat alternatives to solve supply chain problems for incumbent meat companies.

Plus, meat production is the biggest cause of deforestation. As trees are chopped down to make space for grazing pastures, billions of tonnes of CO_2 are released into the atmosphere. By working with big meat, food tech startups can impact climate on a global scale.

Joshua March (SciFi Foods), Niya Gupta (Fork & Good) & Benjamina Bollag (Higher Steaks).

"CULTIVATED MEATS CAPTURING 1% OF THE MEAT INDUSTRY WOULD RELEASE BILLIONS OF GALLONS OF WATER AND MILLIONS OF ACRES OF LAND. EVEN INCREMENTAL CHANGE IN THIS MARKET CAN MASSIVELY IMPACT CLIMATE CHANGE."

Niya Gupta
Fork & Good

Angie Ma (Faculty)

Arturo Elizondo (Every Company)

Fat Is Good

Food choice is not rational. What you eat growing up is often what you eat for the rest of your life. Processed meat was classified as a Group 1 carcinogen by the World Health Organisation in 2015 – alongside asbestos and cigarettes – but kids still eat it in schools.

Plant-based products have mostly failed to change consumer behaviour – people are unwilling to pay more for products that taste the same or worse than the real thing. Lab-grown fat is the solution. Sure, fat has a PR problem, but it's vital for taste, aroma, and it's a ready source of calories.

Fat is also critical to developing any type of protein, which makes it strange that, since 2020, $8b has been invested in alternative protein companies, but only $100m in alternative fat.

There's No Playbook For BioTech

SaaS founders have a playbook for how to build businesses; biotech founders don't. Most have to figure out how to do more with less money and faster. Plus, after bad investments made in a covid-era boom, funding for biotech has dropped. This year, 200 US biotech companies traded at a lower market cap than the cash on their balance sheets.

Biotech doesn't offer SaaS-like verticals, but the long-term potential is huge. The risk is in the technology, but the scale is there; companies just have to pay and/or partner to use it. The Every Company has partnered with AB InBev to develop precision fermentation at scale.

Biotech founders should use the scarcity of their product to create FOMO before they scale and build their brand, to secure partners who can pay more and ride the cost curve with them.

EXTENDING LIFE

KEY TAKEAWAYS

Clever People Will Make Our Lives Longer

The US National Cancer Institute tested 3,000 drugs in the past 20 years while the National Institute on Ageing (NIA) tested around 30. Because longevity technology is in its infancy, basic research – into genetic mutants, biomarkers, and human data – can unveil groundbreaking developments.

The NIA found rapamycin, used in cancer treatments and to prevent organ transplant rejection, can extend the health and lifespan of mice. Scientists are also exploring how to rejuvenate blood cells and researching stem cells, which do not age. Supplements already contain potentially life-extending compounds like glucosamine and spermidine. The first domino to fall in longevity will be when generic drugs and supplements are shown in placebo-controlled clinical trials to prevent multiple diseases.

James Peyer's Cambrian BioPharma is building medicines to lengthen healthspan, the period of life spent in good health. Cambrian's approach is to develop interventions that treat specific diseases first, then deploy them as preventative medicines to improve overall quality of life as we age. Cambrian's pipeline includes small molecules which allows for scale through ease of manufacturing and distribution. While it might take £1b to create your first pill, it will take a penny to create your second.

> "THE MARKET FOR LONGEVITY IS 100% OF THE WORLD'S POPULATION."

Christian Angermayer
Apeiron Investment Group

Christian Angermayer (Apeiron Investment Group) & James Peyer (CambrianBio).

Esther Dyson (Wellville)

Jack Kreindler (CHHP) & Florian Schuster (bit.bio).

Mark Kotter (BitBio), Kristen Fortney (BioAge) & James Peyer (CambrianBio).

Reactive To Proactive

How can founders live longer? Longevity experts say: moderate exercise, nutrition, social interaction, and sleep. The more sleep deprived you are, the weaker your immune system and the greater the likelihood of getting cancer.

Longevity is less about immortality and more about maintaining cells in a youthful state. For age-related illnesses – including types of cancer, immune weakness, cardiovascular problems, and Alzheimer's – molecular damage to our cells starts decades before we have a disease.

Typical objections to longevity research include: it's not natural, it will never work, you can't run clinical trials, it's only for the rich, it will destroy society. But you're not going to take a magic pill and live to 150. Longevity drugs are going to treat existing diseases first before they're applied to healthy people. Healthspan and lifespan will extend together, so a smaller proportion of our lives are spent sick.

We'll need to rethink retirement age, pension systems, and rejuvenate the brain as well as the body, but with our ageing population, keeping older people mentally and physically healthy so they can contribute at all levels of society is crucial.

Medicine In the Metaverse

Deepak Chopra's Chopra Foundation is working to transform wellbeing in the metaverse. Digiceuticals, Deepak believes, will ultimately replace traditional pharmaceuticals, helping us better monitor our health and treat disease.

Our facial movements, voice, and tone record every emotional experience. Through deep learning and AI, Deepak believes visual expressions can be correlated with issues like heart rate variability, immune function, and inflammation. In the future, doctors may measure your blood pressure just by watching a 30 second video of your face.

Plus, Deepak claims, by watching carefully designed animated videos, we can activate our brain receptors and stimulate the vagus nerve to trigger natural reactions through the autonomic nervous system that stimulate healing.

For Deepak, we are all fictional characters in a collective dreamscape, already living within one metaverse. Our current metaverse is a failed experiment of human evolution. Now, we need a new story.

"WE CANNOT IGNORE DIGITAL MEDICINE. THERE IS NO EXPERIENCE WE HAVE – MENTAL, PHYSICAL, PERCEPTUAL, IMAGINARY, INSIGHT, OR INTUITION – THAT IS NOT MEASURABLE."

Deepak Chopra
Chopra Foundation

Michael Schneider (Streets for All)

RISING STARS & DISRUPTORS

In a series of fast-paced startup pitches, our Rising Stars & Disruptors shared new business ideas with world-changing potential – from building deep tech startups to high-precision smart fryers that cook the perfect chips!

Deep Future

Pablos Holman's Deep Future invests in era-defining ideas dreamed up by rogue inventors, mad scientists, and maverick entrepreneurs who want to make science fiction a reality. His current obsession is energy – the demand curve for energy is ten times global production. For Pablos, there are three ways to boost energy production: recycling nuclear waste, launching solar panels into space, and fusion power.

There's a stockpile of 700,000 metric tonnes of depleted uranium in Kentucky with enough energy to power the planet for the next 1,000 years using travelling wave reactors. In space, there are no clouds or nighttime; solar panels get eight times as much sun, 24/7. The only barrier is launch cost – and that cost is coming down. Plus, the first test of a practical fusion reactor should be online within three years. If this goes to plan, a single glass of seawater will make more energy than you use in your lifetime.

Pablos Holman (Deep Future)

Will Falcon (Lightning AI)

Lightning AI

To build an AI product, you typically have to assemble various complex solutions and technologies to make it happen. Will Falcon's Lightning AI is the first open-source operating system for AI, allowing users to build and publish machine learning models and applications in a matter of weeks.

Users can tap into a collection of machine learning tools on the platform and app templates to build on, bypassing the cost of building their own DIY infrastructure. Lightning AI (formerly Grid.ai) raised $40m in a Series B funding round in June 2022 and is used by over 10,000 companies, including Amazon, Meta, and Microsoft. Will's mission is to enable any undergrad with basic python skills to be able to build, launch, and monetise a full cloud SaaS product in just one day.

Michelle Ritter (Steel Perlot)

Steel Perlot

Michelle Ritter's Steel Perlot is an AI and analytics company of companies, with trading funds alongside. It builds and scales AI and analytics-heavy platform businesses that are solving globally consequential challenges, in the realms of global finance, applied AI, intelligent diagnostics, and next-gen chips, among others.

Steel Perlot has grown from zero to over 140 employees in one year, with Eric Schmidt serving as the first investor and current Chair. Michelle's goal is to build an engine that spins out, not just one Google or SpaceX, but 100 of them.

Dan Hobbs (Protex AI)

Protex AI

Dan Hobbs' Protex AI helps companies make their workplaces safer by identifying behavioural trends that lead to accidents before people get hurt. Using computer vision tech, Protex AI plugs into existing CCTV systems to capture safety events custom to individual work environments – like warehouses, ports, and manufacturing facilities – and report them in real time.

Protex AI has raised $18m in Seed and Series A funding to support its North American expansion. Dan says he's growing his commercial and engineering teams and plans to open a new US office in 2023.

Barney Wragg (Karakuri)

Karakuri

25% of jobs in the fast food industry are vacant at any one time and many restaurants recruit up to six times a year for every job in their kitchens. Barney Wragg's Karakuri makes robotic systems to ease that pain. His smart kitchens do the boring, repetitive tasks, boosting efficiency and offering consistent quality while reducing food waste.

Karakuri's /FRYR can provide up to 60kg of perfectly fried food per hour, ensuring every order is ready exactly when needed. Karakuri has raised £13.5m over two funding rounds to date.

2022 AGENDA

Geopolitics & Tech: Great Power Conflict: US-China, AI/ML, Chip Wars
Will Hurd (Open AI, former US Congressman) and Jack Hidary (SandboxAQ) Moderated by: Anne Simonds (Muse System Enterprises)

Founders Navigating Global Economy: Recession, Inflation, Recruiting Talent
Rishi Khosla (OakNorth), Gary Hoberman (Unqork), Kathryn Petralia (Kabbage) Moderated by: Tarek Elmasry (McKinsey & Company)

Bio-Manufacturing Across Industries: A New Frontier for American Dynamism and Decarbonisation
Arturo Elizondo (Every Company), Shara Ticku (c16 Biosciences), Grant Aarons (FabricNano) Moderated by: Edward Shenderovich (Synonym Biotechnologies)

Next Gen Ecommerce, Marketplaces, Future of Retail
Charles Gorra (Rebag), David Spector (Third Love), Filip Dames (Cherry Ventures) Moderated by: Neira Hajro (McKinsey & Company)

Mental Health and Longevity
Christian Angermayer (Apeiron Investment Group) in conversation with James Peyer (CambrianBio)

How to Think About Web3, Community-Building and the Metaverse
Deepak Chopra (Chopra Foundation) and Poonacha Machaiah (Seva.Love) in conversation with Keith Grossman (Time Magazine)

Biotech & Longevity: What is the Investment Thesis in Ageing and Biotech Start-ups
Mark Kotter (BitBio), James Peyer (CambrianBio), Kristen Fortney (BioAge) Moderated by: Jack Kreindler (CHHP)

Liberal Democratic Values in Europe & US and the AI Arms Race
Oliver Lewis (Rebellion Defence), Jordan Blashek (America's Frontier Fund) Moderated by: Peter Spiegel (Financial Times)

The Future of Education & The Workforce: Talent, Empowering, Upskilling
Stephen Bailey (ExecOnline), Chip Paucek (2U), Bernhard Gademann (Institut auf dem Rosenberg) Moderated by: Asha Haji (Framework)

Scaling a Business to $1bn in Revenue
Dev Ittycheria (MongoDB), Nadav Shoval (Open Web) Moderated by: Claudy Jules (McKinsey & Company)

VC Investment Outlook, Sectors and Macro-Trends
David Haber (a16z), Adam Valkin (General Catalyst), David Frankel (Founder Collective) Moderated by: Meeta Kapadia (Silicon Valley Bank

Future of Food: How to Feed the Planet
Tyler Huggins (Meati Foods), Niya Gupta (Fork & Good), Joshua March (SciFi Foods), Benjamina Bollag (Higher Steaks) Moderated by: James Vincent (FNDR)

Web3: Art, NFTs, DAOs and Building Communities
Erick "Snowfro" Calderon (Art Blocks) in conversation with Aaron Wright (Tribute Labs)

Rising Stars & Disruptors
Barney Wragg (Karakuri), Dan Hobbs (Protex AI), Pablos Holman (Deep Future), Will Falcon (Lightning AI), Michelle Ritter (Steel Perlot)

Debate: Going Back to Office or Fully Remote? Being Intentional and Picking One
Moderated by: Jim McKelvey (Square)

Leading a 135-Year Old Private Media Company: Long-Term Bets, Multi-Billion Dollar Diversification Into B2B Content and the Future of Legacy Media
Steve Swartz (Hearst) in conversation with Jeffrey Rayport (HBS)

Innovation, Creativity, and the Moral Imagination
Jacqueline Novogratz (Acumen) in conversation with Kathryn Minshew (The Muse)

Building Brand and Experiences to Connect Community
Elizabeth Cutler (Soulcycle & Peoplehood) in conversation with Jed Simmons (Frozen Pond Ventures)

Crypto Adoption in Mass-Market: Convergence of Fintech and Global Use-Cases
Amy Wu (FTX), Jannick Malling (Public.com), Jocelyn Cheng (Luno Expeditions), John Wu (Ava Labs) Moderated by: Vikram Gandhi (Prophets)

Future of Media and Creator Economy
Shahrzad Rafati (BBTV), Michael Lynton (Snap), Johnny Hornby (The&Partnership) Moderated by: Sophie Watts (Metacurio)

Metaverse & Sports: Building Communities
Baron Davis (Former NBA All-Star) in conversation with Alvin Bowles (Meta)

Deeptech & Tech-Transfer: Incubators, Universities, R&D and USA & Europe Competitiveness
Molly Stevens (Imperial College), Professor Sam Sia (Columbia University), Andras Forgacs (Modern Meadow) Moderated by: Gideon Lichfield (Wired)

Generative Artists: The Potential for Collaboration with AI and Humans in Art
Emad Mostaque (Stability.ai), David Salle (Artist) Moderated by: Danika Laszuk (e•a•t•)works)

Future of Web3 and NFTs
Nicole Muniz (Yuga Labs, Bored Ape Yacht Club) in conversation with Amy Wu (FTX)

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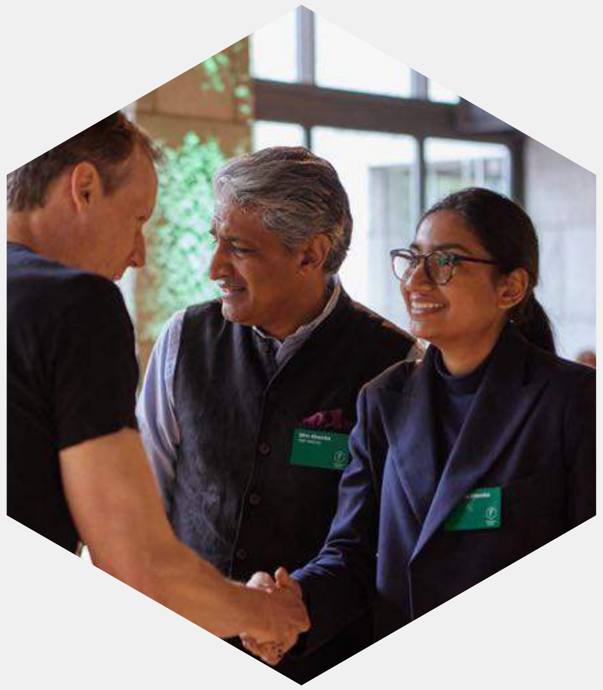

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