

# A Fireside Chat with ANN WINBLAD

*Disruptive Business Models in Enterprise Software*



The success of a new venture is often determined by the level of disruption it brings to the market. What is being disrupted? How is that disruption making an impact? Is the disruption truly innovative? Success in the competitive world of enterprise software requires innovation in both the business model and the technology.

Whether you are a founder of a company or are just thinking about starting a company, join us on Thursday, April 14, for an evening with **Ann Winblad**, Founding Partner of Hummer Winblad Ventures. Hear from the pioneer of early-stage enterprise software investing to gain important insights for building a successful company.

Among the topics to be covered, Ann will address:

- validating the demand for your product or idea
- creating a platform versus building single applications
- understanding enterprise sales cycles

Don't miss out on this unique opportunity to connect with other startup founders and receive custom-tailored advice — and for a select few, personalized mentorship — from Ann Winblad and Lars Leckie. Learn what it takes to build a winning strategy for your entrepreneurial venture.

**Note:** Tickets will NOT be available at the door, so register today.

## **Ann Winblad**

Founding Partner  
Hummer Winblad Ventures

## **Lars Leckie** (moderator)

Managing Director  
Hummer Winblad Ventures

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**Thursday, April 14, 2016**

6:00 pm – 8:30 pm

6:00 pm:  
Networking reception.  
(light food, wine, beer, & beverages)

7:00 pm:  
Moderated discussion (with Q&A)

## **San Francisco SOMA**

(Location details will be sent  
via email to ticket holders.)

Only \$35 for this  
unique event.

Register using  
this code or  
the URL below.

