



Mountbatten Institute
Speaker Series

“iBusiness: The Web Wired World”

From Silicon Valley to Silicon Alley:
a conversation about the business of technology

The Mountbatten Speaker Series: *Building the Next Generation for International Business Cooperation*
by bringing together a diverse group of speakers from the world of business, commerce, arts and industry.



Guest Speaker Biographies

Wednesday January, 18th 2012
6.30pm – 8.00pm
The CUNY Graduate Center
365 Fifth Avenue
New York, NY 10016

The Mountbatten Speaker Series

“iBusiness: The Web Wired World”

Guest Speakers

Matthew Brimer, *General Assembly*
Rob Caucci, *Booz Allen Hamilton, The Lean Startup Machine*, Entrepreneur
Spencer Taylor, *LAUNCHT*

FACEBOOK USERS

2006: 10 million

2011: 800 million

In 2010, The Guardian estimated the UK's internet industry at £100bn, and increasing it's contribution to the UK's GDP from 7% in 2010, to 13% by 2015.

FIRST 1,000,000 SALES

Palm Pilots: 18 MONTHS

iPhone 4S: 24 HOURS

Series Theme

Innovative technologies have transformed the way business is conducted all over the world. Today, technology is not only a means to practice business, it's also carved out an industry for itself, redefined the way we interact with one another and is constantly creating new types of jobs that require young professionals to adapt to on-going change.

Tonight's Mountbatten Speaker Series explores the business of technology. We bring together three young entrepreneurs, who have made their mark in business by mastering the realm of online web media in a time when traditional business struggled.

The discussion will start as an introduction into the online industry, then progress into a discussion of the “consumerization of IT” and what that means for traditional businesses and their future employees.

We would like to thank Matthew Brimer, Rob Caucci and Spencer Taylor for providing us with their time, invaluable advice and sharing their personal thoughts and experiences. Additional thanks go to the New York Mountbatten Internship Programme team for their support and guidance in producing this event.

We would also like to thank Tim Schantz (Director, Mountbatten) and Jasmine George (PGC Program Manager, Mountbatten) for their dedicated and combined efforts in coordinating this programme.

Guest Speaker Biographies



Matthew Brimer

Co-Founder, *General Assembly*

Follow on Twitter: @brimer

Matthew O. Brimer is Founding Partner at General Assembly (<http://generalassembly.com>), an educational campus for technology, design and entrepreneurship in New York City (and soon, London). Prior to GA, Brimer founded and ran a venture-backed location-based social gaming company, consulted on digital strategy for Open Yale Courses, worked for Apple as a campus rep, started a successful online antique furniture business, freelanced in web design, and organized startup community events in NYC. He holds a BA in Sociology from Yale University.



About General Assembly

General Assembly is an urban campus for entrepreneurs seeking to transform industry and culture through technology and design. It provides programming, space, and support services to foster collaborative practices and learning opportunities. General Assembly was founded by Adam Pritzker, Brad Hargreaves, Matthew Brimer, and Jake Schwartz. General Assembly is supported by top private companies and government agencies such as IDEO, Skype, Silicon Valley Bank, Rack-space, Wilson Sonsini, and the New York City Economic Development Corporation, that recognize its model is unique and meets a need in New York's growing technology sector.

For more information, please visit <http://generalassembly.com>

Guest Speaker Biographies



Rob Caucci

Consultant, *Booz Allen Hamilton*
Coordinator, *Lean Startup Machine*
Entrepreneur / Intrapreneur
Follow on Twitter: @rcaucci

Rob Caucci is an innovator who has thoroughly enjoyed his experiences as an intrapreneur and entrepreneur. Mr. Caucci's curiosity, passion, and expertise lie at the intersection of innovation and business strategy. Rob has spent some time in corporate America as a management consultant with Booz Allen Hamilton where he was involved with internal innovation initiatives. As a Lean Practitioner and someone who thinks strategic innovation is the coolest thing since sliced bread, Rob has also spent his fair share of time working hard to help other entrepreneurs create value with their own awesome ideas. Rob got his start as an entrepreneur in 2009 when he teamed up with technologists Alex Quick and Paat Sinsuwan to launch Effin' Textbooks—the Kayak.com for books. His other entrepreneurial startups include Resolutions.com, TheRoommateProject.org, and his newest venture, SpaceSplitter. Mr. Caucci is one of the few people fortunate enough to work with Trevor Owens at The Lean Startup Machine, and in this capacity he helps organize weekend long innovation competitions and workshops all around the world. Prior to working with The Lean Startup Machine, Rob's respective teams have taken 1st place at NYC Startup Weekend, NYC Lean Startup Machine, and Pace's Pitch Contest events. Rob is an active member and huge supporter of New York City's thriving startup community, and he is proud to call 'Silicon Alley' his home.



leanstartupmachine

About The Lean Startup Machine

The Lean Startup Machine is a weekend bootcamp to help entrepreneurs understand their customers, invalidate assumptions, iterate rapidly, and reduce risk. Lean Startup Machine provides participants with a valuable framework of tools, techniques and resources designed to help early-stage companies identify key customers and iterate their products quickly. Startups face incredibly difficult odds, and the vast majority of them will fail. While lean startup methodologies are not a safeguard against failure, they do provide a foundation for real, measurable improvement.

For more information, please visit <http://theleanstartupmachine.com>

Guest Speaker Biographies



Spencer Taylor

Chief of Marketing and Business Development., *LAUNCHT*
Follow on Twitter: @spencervt

After graduating from Middlebury College in Middlebury, VT with a BA in Environmental Studies Spencer worked as a web administrator and marketer for Gearx.com, a leading online outdoor gear company. After leaving Gearx.com Spencer worked independently partnering with a number of web developers on projects for local and national businesses. Spencer joined Union Street Media in the fall of 2008 as an Account Manager and Web Strategist. In 2009 he became the Business Development Manager at Union Street Media.

He finds spending days speaking to people all over the world who are involved in every possible organization and business to be such an enjoyable and interdisciplinary exercise because it makes no day the same. He values the opportunity to give clients the advice and tools that will help them succeed in their online ventures. Spencer focuses on web strategy as a holistic representation of the clients business. No element of an online marketing program exists in a vacuum. Looking at elements of online strategy in the context of each other is a core principle of a successful online marketing strategy.

Having traveled overseas throughout his life, Spencer has also enjoyed working with international clients to ensure that their online ventures are locally relevant as well as globally accessible.

LAUNCHT

About Launcht

Launcht is a customizable crowdfunding platform that organizations and institutions can use to run their own branded crowdfunding and/or crowdvoting competitions. These competitions facilitate fundraising or engagement for entrepreneurs through both real and virtual social networks and expands fundraising opportunities beyond those networks. Launcht also rewards entrepreneurs with Launcht Partner Benefits as the entrepreneur hits fundraising milestones. These rewards are things entrepreneurs need; Launcht helps entrepreneurs get them at a discount. Launcht creates an affordable solution allowing Institutions and organizations to leverage their networks and bring ideas and funding together to create positive social change.

For more information, please visit <http://launcht.com>