



Entrepreneur Workshop & Lunch with Scot Wingo

Tuesday, September 13
9:30am - 12:30pm
Raleigh Convention Center

As hosts of Tech Venture, CED's top commitment remains our entrepreneurs, so we have partnered with Scot Wingo, one of North Carolina's most successful serial entrepreneurs and conference co-chair, for an exclusive 3-hour Entrepreneur Workshop to kick off opening day of the conference. The theme is Scaling. How do you go from \$0->\$1M->\$5M->\$10M->\$20M->...\$100M?

Scot Wingo has started four companies, leading to two exits (Stingray Software acquired by Rogue Wave Software, AuctionRover.com acquired by Goto.Com/Overture/Yahoo!) and one IPO (ChannelAdvisor). Scot's fourth company Get Spiffy is currently in expansion mode.

If you want to learn from someone who has “done it before” (and before and before), this is your chance. You must be an entrepreneur AND registered for the conference to attend.

The Triangle is a boiling hotbed of startup activity more now than ever. We certainly have more early stage companies than ever before, but we only have a handful of companies that have made it past the \$30M/yr revenue mark. Scot's tweener list has identified ~100 companies that are > 10 people or \$1M/yr in revenues. What this tells us is one simple fact: Scaling a startup is hard. I mean, like really really, REALLY hard.

We are going to help decode the secrets to scaling success by talking to folks that have 'been there and done that' across three key functional areas: Sales, Marketing and Product. Those are the key 'vertical' functional areas that many startups struggle to scale. Along the way, we'll also look at some of the 'horizontal' factors such as recruiting, compensation, retention and funding

Workshop Agenda for Tuesday, Sept 13

- 9:30-9:45am – Kick off. Scale, scale, scale! - Scot Wingo
- 9:45-10:15am - Scaling Sales - Ryan Walsh, CRO, ChannelAdvisor
- 10:15-11:00am - Scaling Product - Joe Colopy, Co-founder, Bronto Software
- 11:00-11:45am - Scaling Marketing - Brendan Morrissey, Co-founder & CEO, Netsertive
- 11:45am-12:30pm - Lunch & Open Mic Q&A - Scot, Ryan, Joe, Brendan

In this workshop, we are going to:

- Explore why scaling is so hard.
- What does it take to build a \$1M, \$10M, \$20M, \$40M, \$100M business?
- Give attendees actionable strategies and tactics to help them scale a business of any size to the next level, and beyond.
- Our speakers will be from B2B SaaS companies primarily, but many of the topics we will cover are applicable to B2C companies as well as non SaaS businesses.

- All of our speakers have ‘been in your shoes’ – not only are they running companies at scale, but they were there when the company was at \$0, so they have the real-world experience of what it takes to scale.

Goal:

The goal of this workshop is to spend a very focused 3 hours unlocking the key strategies and tactics to scale a startup. The workshop format will be very conversational and a significant chunk of time is oriented towards answering attendees’ questions and helping them apply the learnings to their specific situations.

Questions we will answer:

- What should my first sales hire look like?
- How do I compensate sales reps?
- How can I have world-class marketing as a startup?
- How can I differentiate my product in a crowded space?
- Should I invest in sales, marketing or product?
- How does my company change from 10->50->100->200->500 team members?
- How do I recruit and retain this many people?
- How important are the ‘intangibles’ around culture, goals, communication, etc?
- When do I go global?
- Should I bootstrap or raise capital?
- How do I raise venture capital, what’s that like?
- When do you think about M+A vs. IPO?

Bios of Speakers

Ryan Walsh – CRO, ChannelAdvisor

Ryan started as an individual contributor in 2001 as a new graduate out of UNC. After four years, he moved to sales leadership and has been running and growing the ChannelAdvisor global sales team as Chief Revenue Officer since 2011. Ryan manages a team of ~200 sales professionals across the Americas, Europe and Asia.

Joe Colopy – Co-founder, Bronto Software

Joe co-founded Bronto in 2002 and, bucking conventional wisdom, bootstrapped Bronto to over \$40M in ARR. In June 2015, NetSuite acquired Bronto for \$200M. Bronto competed and won in a hyper-competitive space against competitors with > \$100M in venture capital funding. They did this by focusing on the basics – products and customers.

Brendan Morrissey – Co-founder and CEO, Netsertive

Brendan co-founded Netsertive in 2009 and the company has taken off like a rocket. Fast 500, Fast 50, Inc Fastest growing – if there’s a ‘fast growing’ award out there, Netsertive has won it. The company has raised ~\$38M in venture capital. Netsertive has over 250 employees.

Scot Wingo – Co-founder and Executive Chairman, ChannelAdvisor

Scot co-founded ChannelAdvisor in 2001. ChannelAdvisor raised > \$90M in venture capital and went public in 2013 (NYSE:ECOM). Scot moved from CEO to Executive Chairman in 2015 and is still heavily involved in the company. ChannelAdvisor has > \$100M in SaaS revenue and over 600 employees globally.

Many Thanks to our Entrepreneur Workshop Sponsor:

