

2017 MIT Startup Workshop - Sports, Nutrition, & Health Innovation

June 22, 2017 8:45 am - 11:30 am

8:30am Coffee and Registration

8:45am **Welcome**
Sheri Brodeur

8:55 am **Introductory Remarks**

9:10 am **Startup Lightning Talks**
Ariadna Rodenstein
Events Leader, MIT Startup Exchange, [MIT Startup Exchange](#)



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Ariadna joined MIT Startup Exchange in a new role as Events Leader in September 2019. She has responsibility for the development and execution of events featuring startups, and for helping to promote collaboration and partnerships between MIT-connected startups and industry. She works closely with the Industrial Liaison Program (ILP), also within Corporate Relations, and with other areas around the MIT innovation ecosystem and beyond. Prior to this, Ariadna worked for over a decade at Credit Suisse Group in New York City and London in a few different roles in event management and later became a Director for client strategy. She has combined her experience in the private sector with work in non-profits as a Consultant and Development Director at the New York Immigration Coalition, Immigrant Defense Project and Americas Society/Council of the Americas. Ariadna also served on the Board of the Riverside Clay Tennis Association in NY for several years. She earned her B.A. in Political Science and Communications from New York University (NYU), also doing coursework at the Instituto Tecnológico y de Estudios Superiores de Monterrey (ITESM) in Mexico City, and her M.A. in Sociology from the City University of New York (CUNY).



Simon Hong
Iris Sherman
Laila Zemrani
Fredric D. Abramson
Nan-Wei Gong
Alessandro Babini
Josh Sarmir
Bob Jones

9:45am **Coffee & Networking Break**

10:00am **Academic keynote, "Slowing the aging process of aging by tweaking the body's metabolism"**
Leonard P. Guarente

10:15am Industry view, "Smart Fabrics"

Matthew Decker

10:30am Investor Keynote, "Trends in Wellness Investments"

David T. Thibodeau

10:45am Panel Discussion

Trond Undheim, PhD
Program Director, [MIT Startup Exchange](#)



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Program Director
[MIT Startup Exchange](#)

Trond is an executive, serial entrepreneur, speaker, strategist, and author. Trond is a Partner at Global Seed Catalyst and the founder of Yegii.ai. Formerly, he directed the MIT Startup Exchange (STEX), connecting industry to startups, at MIT's Office of Corporate Relations.

Yegii, the insight network, is a search engine for industry professionals. Yegii provides man/machine intelligence on industry disruption. He built MIT's digital platform partnering up 230+ global multinationals with 1100+ MIT startups. He created a unique monthly event concept to showcase disruptive innovation (in aerospace, biotech, cybersecurity, education, fintech, foodtech, medtech, media tech, mobile tech, robotics, and transportation) which is now being brought around the world.

Trond assists the world's Global 1000 companies (including GE, ExxonMobil, Foxconn, Nestlé, Monsanto, Pepsico, Pfizer, Philips, Samsung, Saudi Aramco, etc.) with open innovation. He enables 175+ MIT Faculty who are serial co-founders of startups to efficiently cross-fertilize MIT's innovation ecosystem. He maintains unique knowledge and access to serial entrepreneurs, founders and C-levels at MIT's top startups as well as the global innovation ecosystem of investors, entrepreneurs, and thought leaders.

Formerly a Senior Lecturer at MIT Sloan School of Management, and a National Expert e-Government in the EU, Trond authored Leadership from Below (2008), was a Research Associate at UC Berkeley, and has a PhD in technology studies from the Norwegian University of Science and Technology.



- How can technology improve the lifestyle choices we make and how productive we are at work over time?
- As wearables move from measuring physical data to measuring brain health, how can we "listen" to our bodies to minimize stress, and avoid lost productivity?
- What nutritional technologies will enable individuals and companies to make the right dietary decisions for healthier and happier lives?
- What role do companies play in furthering these changes?

Prof. Leonard P. Guarente

Matthew Decker

David T. Thibodeau

Josh Sarmir