e2e

DISRUPT AND DELIVER

PRESENTED BY

JABIL   readwrite   WEARABLE – IOT WORLD

EVENT PROGRAM

#e2e2015

Welcome to e2e!

I'm so pleased to host you at this two-day event designed to help IoT visionaries disrupt their markets and deliver amazing hardware products to the masses. e2e stands for End to End – and by the end of your time with us, you will have been exposed to the entire continuum of issues involved with bringing impactful products to market.

Our sessions will take you through the process of prototyping, security, connectivity, cloud, and supply chain management. We've got a fantastic agenda awaiting you to guide your strategy for the impending disruption opportunity the Internet of Things market presents.

My feeling is that, it takes a village to be successful in this competitive space, and I've curated the most innovative group of people in emerging technology for you to interact with. I encourage you to meet fellow attendees, speakers, and sponsors during the many social events we have scheduled.

Wearable World is all about forming a community in this niche area of the market, so please talk to as many people as you can and soak up every opportunity available at this event.

Again, so glad to have you here.

- Redg Snodgrass
CEO and Co-founder, Wearable – IoT World
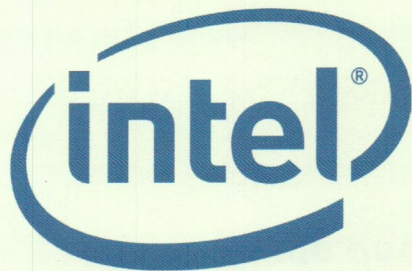
WI-FI NETWORK   BlueSky

WI-FI PASSWORD   Jabile2e

WEBSITE   www.e2econ.com

SOCIAL MEDIA   #e2e2015

What group am I?

Your group will be assigned to you at registration. Follow your group's agenda in this event program to attend your sessions!

The four groups are:

- 🔴 Red Group
- 🔵 Blue Group
- 🟠 Yellow Group
- ⚫ Black Group

MATERIAL SCIENCE AND COMPONENTRY 101
Location: Showcase Space

Stop implementing and building until you take this seminar. Learn the key principles that business leaders and technologists need to know before they start selecting the components and the materials for their products. This session will highlight the wide range of issues when working with iPrinted electronics, adhesives, and other materials. It will conclude with an important discussion regarding strategic design that incorporates supply chain in early design as to avoid major mishaps in the future.

Speaker:
   Dan Gamota, Senior Director, Engineering Services, Jabil

Groups:
   Red Group: 2:20PM - 3:05PM
   Blue Group: 3:15PM - 4:00PM
   Yellow Group: 4:10PM - 4:55PM
   Black Group: 5:10PM - 5:55PM

FACTORING THE FACTORY AS A PART OF YOUR BUSINESS STRATEGY
Location: Automation Lab

How do you get a supply chain that "supplies" and doesn't subtract from your business, your timelines, and your customers' happiness? In a world where 3D printing, modular manufacturing, and robotics are dirty words that equate to costs, high BOM, and even unsustainable COGs, you need a partner to see you through the storm. The best way to wreck your business and destroy your customers confidence is choosing the wrong factory partner. Now is the time to learn what the right questions are to ask so you can get the data you need to avoid a doom scenario. Learn for the first time what successful product teams set as core criteria that should drive you toward the right partner to help you deliver your product to market.

Speaker:
   John Dulchinos, Vice President, Strategic Capabilities and Automation, Jabil

Groups:
Black Group: 2:20PM - 3:05PM
Red Group: 3:15PM - 4:00PM
Blue Group: 4:10PM - 4:55PM
Yellow Group: 5:10PM - 5:55PM

INTERNET OF WHAT? IOT 101 AND WEARABLE 202
Location: Disrupt

Crafting a connected strategy for both internal processes and external business opportunities takes a technological and business minded executive super hero. Learn and discuss the relevant business models and go to market nuances you'll need to master if you want to build a successful company. This session offers attendees more than just an overview of the existing opportunities, but demonstrates how to factor in all of IoT's disruptive elements and potential upsides. Walk away with the ability to drive your company to really take advantage of it and, build a thriving PnL as result.

Speaker:
Redg Snodgrass, CEO and Co-Founder, Wearable - IoT World
Monisha Perkash, CEO and Co-Founder, Lumo BodyTech

Groups:
Yellow Group: 2:20PM - 3:05PM
Black Group: 3:15PM - 4:00PM
Red Group: 4:10PM - 4:55PM
Blue Group: 5:10PM - 5:55PM

DUDE WHERE'S MY PRODUCT? LEADING A PRODUCT TEAM TO HELL AND BACK
Location: Deliver

Kinky molds, broken supply chains, emergency trips to Shenzhen, lawsuits in Texas, and grumbling in the break room. Hardware is hard. Leading a hardware product team can be the worst. Leading an IoT-hardware product team while simultaneously managing international and digital supply chains, avoiding

pitfalls, blunders, unhappy customers, and frustrated investors or executive managers is enough to make even the toughest executive wish they had just stayed home. How do you motivate, lead, and deliver when your entire product is going to hell? Attendees will walk away with new problem solving skills that help to identify holes in the business plan, imperfect patterns, and blockers that prevent you from seeing the big picture.

Speaker:

Charles Michael Yim, CEO, Breathometer
Don Angel, Vice President of Product Management and Development, SOL Republic

Groups:

Blue Group: 2:20PM - 3:05PM
Yellow Group: 3:15PM - 4:00PM
Black Group: 4:10PM - 4:55PM
Red Group: 5:10PM - 5:55PM

SECURITY IN IOT: HOW SECURE IS SMART? (ELECTIVE SESSION)
Location: Technology Track

As 'smart' penetrates consumer's daily lives, the constant question remains, "how much security do I really need?" Following the evolution of smartphones, the consumer electronic industry is experiencing similar progress in almost every electronic device in homes today. From televisions to coffee pots, all are being replaced by "smart" alternatives. The sharp increase of connected and smart end-point devices, mean more exchange of data and vast amounts of vulnerable data means more security risks. The growing concerns over privacy protection and breach of personalized data has sparked controversy, debate and discussion. In his presentation, "Security in IoT: How Secure is Smart?," Asit Goel, Senior Vice President of secure monitoring and control at NXP will explore the changing security trends introduced by IoT, risks consumers face as devices become more connected and how companies, technologists and government can work together to protect the consumer.

Speaker:

Asit Goel, SVP & GM, Secure Monitoring & Control, NXP

Groups:
OPEN TO ALL ATTENDEES 2:20PM - 3:05PM

NETWORKS, NETWORKS EVERYWHERE, AND NOT A PACKET TO DRINK
Location: Showcase Space

Networks are all around us. Literally, they're all around us. Accessing networks and using the cloud are core needs of the next wave of products. This session will be a survey talk on three areas: different network access types, some principles of network transit strategy, and reliably rolling data from devices into the center of the Internet to your infrastructure, with tips for processing and securing that data along the way.

Speaker:
Martin Flack, Principal Architect - Web Experience Foundry, Akamai

Groups:
Red Group: 10:00AM - 10:40AM
Blue Group: 10:50AM - 11:30AM
Yellow Group: 11:40AM - 12:20PM
Black Group: 12:30PM - 1:10PM

DESIGNING FOR SMARTIES
Location: Customer Hotel

When "Designing for dummies" just won't cut it: Creating cutting-edge tech is important. But it doesn't matter if you can't mass-produce it. In this session, you'll learn how to design for the factory, how to minimize your BOM (bill of materials), maximize your shelf distinctiveness, deliver on time, and still wow the market.

Speakers:
Morena Simatic, COO, BellaBeat and Deepa Sood, CEO, Cuff

Groups:
Black Group: 10:00AM - 10:40AM
Red Group: 10:50AM - 11:30AM

Blue Group: 11:40AM - 12:20PM
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BUILDING FOR SCALE: IS THERE SUCH A THING AS A LEAN HARDWARE PRODUCT?
Location: Disrupt

Scale: Building a business to scale is more than just data structures, cloud, and low BOM (bill of materials). It's about partners, focus, and clarity. It's also about appealing to mass market. And how quickly you can take the scribblings of an ideation session, barrel through the factory, and get the finished product into your customers' hands. Learn how to shortcut delivery time without shortcutting deliverable quality and blowing up that great idea that you know needs to be in market. Integrated hardware-software products face an exceptional amount of limits to growth—from databases to assembly lines. Here's how to apply focus and clarity to make sure your company can handle explosive growth.

Speaker:
Jesse Robbins, CEO, Orion Labs

Groups:
Yellow Group: 10:00AM - 10:40AM
Black Group: 10:50AM - 11:30AM
Red Group: 11:40AM - 12:20PM
Blue Group: 12:30PM - 1:10PM

MAKE IT SO: CAPTAIN ON THE BRIDGE
Location: Control Tower

Get a sneak peak from the captain's chair of the most technologically advanced supply chain command centers. See how top CPO's and CTO's take advantage of understanding all the risk factors in delivering scalable products. An expert in the field will guide you through the principles for implementing this kind of "understanding" about your "true costs" in regards to both your BOM and COGs. Then look like a boss when you take this understanding and put it to work. This will be an amazing exercise for CPO's and CTO's who are in the process of sorting

their supply chain strategies.

Speaker:

Rick Caylor, Director of Sales, Jabil Supply Chain Solutions, Jabil

Groups:

Blue Group: 10:00AM - 10:40AM

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IoT LAB – CONNECTED SOLUTIONS OPEN HOUSE

Jabil enables a connected world by making the things that make the Internet of Things (IoT) possible. IoT is widely regarded as the next revolution in technology. Cisco predicts that by 2020, there will be 50 billion things connected to the Internet, generating revenues of $19 trillion. As a design and manufacturing partner for virtually every industry with a hand in IoT, Jabil has teamed up with leading innovators to define and deliver the future of connected devices. Jabil's IoT expertise, technologies and processes are showcased at the spectacular Blue Sky IoT Lab. Jabil spotlights its leadership in connecting sensors, devices, data, and people together to enable IoT on a global scale. Jabil manufactures everything from the sensors that gather and communicate data, to the end products that utilize the sensors and the data they generate, including smart phones, wearables and medical devices. Jabil also designs and builds the infrastructure that supports IoT, including smart grids, servers and communication systems. Further, Jabil develops and delivers large scale enterprise IoT solutions in such critical connected categories as smart buildings, hospitality, amusement and sports, and smart retail. As a technology-agnostic IoT solutions integrator, Jabil conducts customized, end-to-end consulting, integration and on-going maintenance from discovery and architecture to building, testing and deployment. Connected Solutions convene in our IoT Lab at Blue Sky - don't miss it!

Speaker:

Sam Salem, Senior Director, Strategic Capabilities, Jabil

Groups:

OPEN TO ALL ATTENDEES 10:00AM - 2:00PM

RED GROUP – AGENDA

TUESDAY, OCTOBER 13, 2015

9:30AM - 10:00AM   **REGISTRATION**
Location: Jabil Blue Sky Center

10:00AM - 12:00PM   **BLUE SKY FACILITY TOUR**
Location: Jabil Blue Sky Center

12:00PM - 12:45PM   **LUNCH**
Location: Jabil Lawn

1:00PM - 1:10PM   **WELCOME**
Location: Showcase Space

1:10PM - 1:40PM   **OPENING KEYNOTE**
Jonathan Ballon, VP, IoT Group, Intel
Location: Showcase Space

1:40PM - 2:10PM   **KEYNOTE**
Michael Farley, CEO Tile, interviewed by Owen
Thomas, ReadWrite
Location: Showcase Space

2:20PM - 3:05PM   **MATERIAL SCIENCE AND COMPONENTRY 101**
Location: Showcase Space

3:15PM - 4:00PM   **FACTORING IN THE FACTORY AS A PART OF YOUR BUSINESS STRATEGY**
Location: Automation Lab

4:10PM - 4:55PM   **INTERNET OF WHAT? IOT 101 AND WEARABLE 202**
Location: Disrupt

5:10PM - 5:55PM   **DUDE WHERE'S MY PRODUCT? LEADING A PRODUCT TEAM TO HELL AND BACK**
Location: Deliver

6:00PM - 7:00PM   **COCKTAIL RECEPTION**
Location: Jabil Lawn

RED GROUP – AGENDA

WEDNESDAY, OCTOBER 14, 2015

9:00AM - 10:00AM **BREAKFAST**
Location: Jabil Blue Sky Center

10:00AM - 10:40AM **NETWORKS, NETWORKS EVERYWHERE, AND NOT A PACKET TO DRINK**
Location: Showcase Space

10:50AM - 11:30AM **DESIGNING FOR SMARTIES**
Location: Customer Hotel

11:40PM - 12:20PM **BUILDING FOR SCALE: IS THERE SUCH A THING AS A LEAN HARWARE PRODUCT?**
Location: Disrupt

12:30PM - 1:10PM **MAKE IT SO: CAPTAIN ON THE BRIDGE**
Location: Control Tower

1:10PM - 2:10PM **LUNCH**
Location: Jabil Lawn

2:10PM - 3:10PM **GENERAL SESSION: THE IOT MARKET OPPORTUNITY**
Speakers: Redg Snodgrass, Wearable – IOT World, Scott Gebicke, Jabil & Robert Scoble, Rackspace
Location: Showcase Space

3:10PM - 4:10PM **CLOSING KEYNOTE: STANDARDS – THE NEXT GENERATION**
Speaker: Jeff Fedders, Chief Strategist, Intel
Location: Showcase Space

4:00PM - 8:00PM **TRADESHOW**
Location: Expo Tent

6:00PM - 8:00PM **BBQ DINNER**
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EVENT MAP

FIRST FLOOR

KEY

1. Entrance
2. Registration
3. Break & Breakfast Area
4. Elevator
5. Customer Hotel
6. Showcase Space
7. Restrooms
8. IOT Lab
9. Control Tower
10. Automation Lab
11. Jabil Lawn (Dining Tent)
12. Expo Tent

SECOND FLOOR
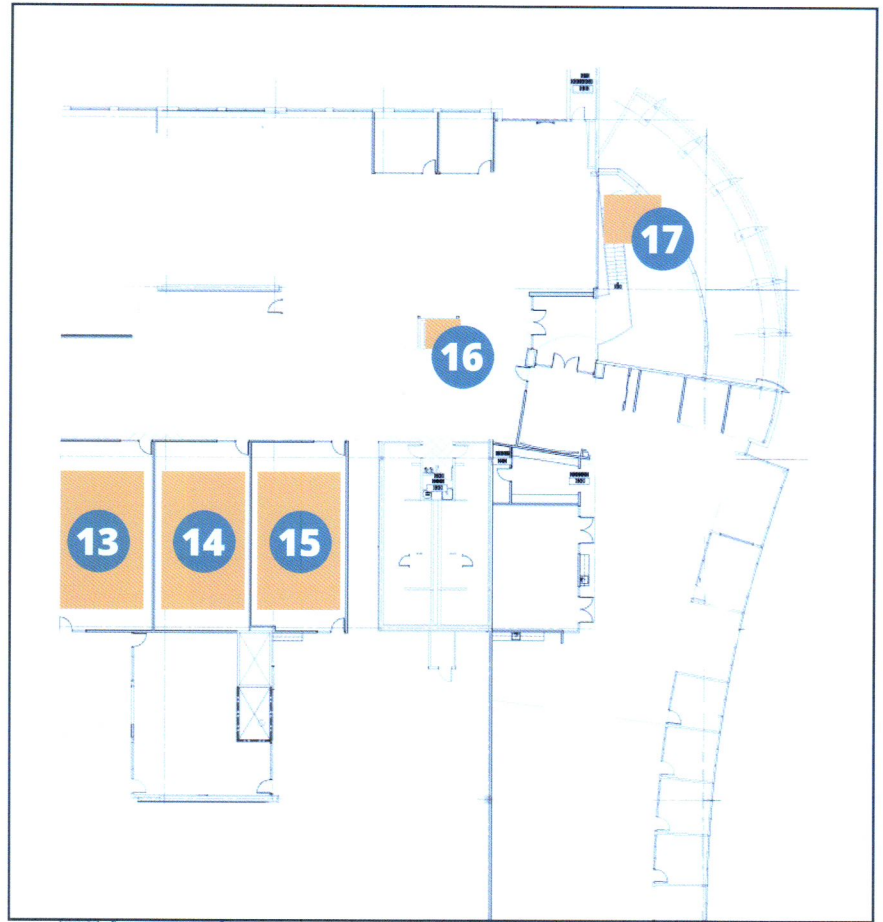
KEY

13. Technology Track
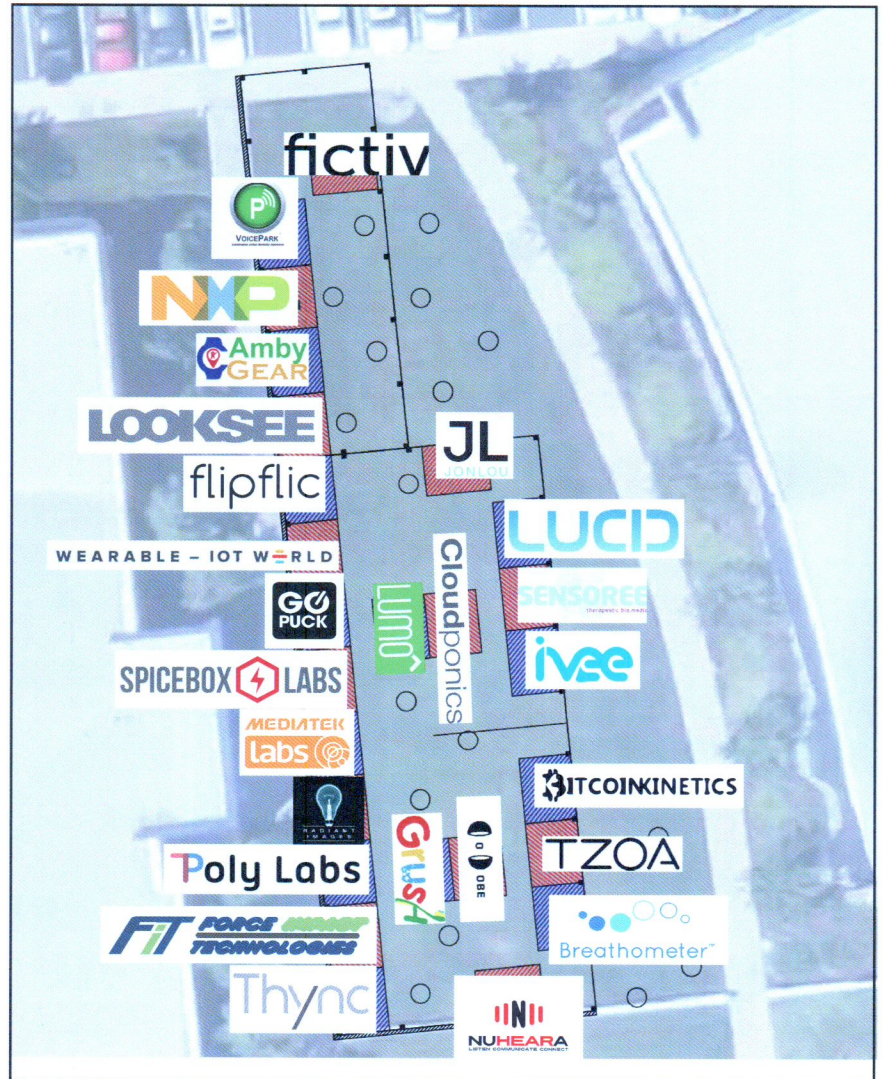14. Deliver
15. Disrupt
16. Elevator
17. Stairs

OUTDOOR AREAS

KEY

18. Entrance
19. Jabil Lawn (Dining Tent)
20. Jabil Blue Sky Center
21. Expo Tent
22. Parking

EXPO TENT

WEARABLE – IOT W⬤RLD

Wearable – IoT World is a media, technology, and accelerator company in the Wearable and Internet of Things (IoT) space. We are dedicated to supporting startups, educating brands, and informing the population on how wearable and IoT technology will change their lives. As a leader and driving force in the IoT space, fostering dynamic relationships between brands, start-ups, government and bright minds is what we do better than anyone else. Wearable – IoT World brings a network of strategic hardware, software, and service partners that are innovators in their respective industries.
Learn more at **www.wearableworld.co**

JABIL

Jabil helps electronics and technology companies and start-ups turn ideas into products with its wide breadth of design, manufacturing and product management capabilities; allowing customers to think beyond their conventional marketplace and explore new opportunities. Jabil brings customer products to market faster and more cost effectively by providing intelligent digital supply chain solutions around the world; empowering companies to be the change agents in their industries.
Learn more at **www.jabil.com**

readwrite

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