



# CROSS

CULTURE VC

SXSW   
2018

# SCHEDULE OF EVENTS

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## **THE GIRLS LOUNGE**

Friday March 9 at 3:00pm - 4:00pm  
401 Sabine St, Houston

## **MVMT50 INNOVATOR OF THE YEAR AWARD PRESENTATION & FIRESIDE CHAT**

Friday March 9 at 6:00pm  
George Washington Carver Museum

## **TECHSTARS BRUNCH PANEL**

Saturday March 10 at 10:00am - 12:00pm  
220 South Congress Avenue #010, Austin

## **#THECULTUREHOUSE**

Sunday, March 11, 12:00pm - 9:00pm  
Downtown Austin

## **PITCHBLACK 512**

Sunday, March 11  
The JW Marriott Austin

## **GETTING AND MAKING ANGEL INVESTMENTS**

Monday, March 12 at 3:30pm - 4:30pm  
500 E 4th St. Austin

# MVMT50 INNOVATOR OF THE YEAR SPOTLIGHT:



CO-FOUNDER, CROSS CULTURE VENTURES

Each year MVMT50 recognizes leaders that are pushing the needle forward and using innovative solutions to drive minority economic growth. This year we are honored to award Marlon C Nichols with the MVMT50 Innovator of the year award!

**Marlon C Nichols** is a co-founder and managing partner at Cross Culture Ventures (CCV), an early stage venture capital firm with a focus on cultural investing (global trends and shifts in consumer behavior). Before founding CCV, Marlon was an investment director at Intel Capital where he completed his Kauffman Fellowship. Prior to his time in venture capital, Marlon led successful careers in software and strategy consulting in the technology, private equity, media and entertainment sectors. Some of Marlon's investments include Blavity, Fair, Gimlet Media, Hingeto, LendStreet, LISNR, Mayvenn, Mirantis, MongoDB, mSurvey, Wonderschool, Ready Responders, MessageYes, Skurt, Thrive Market, etc. Marlon earned a Bachelor of Science in MIS from Northeastern University and a MBA from the Johnson Graduate School of Management at Cornell University. Marlon currently serves on the board of directors for private companies Airspace Technologies, Blavity, LISNR, mSurvey, Ready Responders, MessageYes, Shotracker and Wonderschool. Marlon was a TechWeek 100 winner, named to Silicon Republic's list of 26 venture capital professionals spearheading change in technology investing, named one of 28 Black founders/ investors making an impact in technology by Pitchbook, a recipient of Digital Diversity's Innovation & Inclusion Change Agent award, named a member of theRegistry's 40 under 40 Top Diverse Talent, and was recognized among music, film and technology icons as a Culture Creator. Marlon has been featured in Fortune, Blavity, Black Enterprise and a number of other magazines, blogs, and podcasts.

# The Girls' Lounge

CROSS CULTURE MEMBER HIGHLIGHT: SUZY RYOO

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The Girls' Lounge @ SXSW will feature more than 80 women panelists sharing their thought leadership on everything from how women are transforming the tech industry to how to make men allies in the workplace to how we can all be leaders for change. We hope to see you there!

**Details:**

*Friday, March 9: 3PM – 4PM*

*Palm Door on Sabine, 401 Sabine Street, Austin TX*

<https://www.thefemalequotient.com/event/next-girls-lounge-sx-sw-2018/>



# MVMT50 INNOVATOR OF THE YEAR AWARD PRESENTATION & FIRESIDE CHAT

CROSS CULTURE MEMBER HIGHLIGHT: MARLON NICHOLS

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The annual Welcome Reception features an intimate Fireside Chat with Innovator of the Year and Cross Culture Venture Co-Founder and Managing Partner **MARLON NICHOLS** at the Carver Museum. The reception will be hosted on **Friday March 9 at 6:00pm** at the George Washington Carver Museum.

The evening includes complimentary beverages, bites and beats. The Reception is FREE but an RSVP is required.

<http://mvmt50.com/events/#welcome>

# Female Founders Brunch

CROSS CULTURE MEMBER HIGHLIGHT: SUZY RYOO

In Austin for SXSW? Please join us at the Techstars and Samsung NEXT Lounge for a female founders brunch where we will discuss funding opportunities and challenges with VCs.

## Panelists:

- Maya Baratz, Managing Director at Techstars
- **Suzy Ryoo**, Venture Partner at Atom Factory & Cross Culture Ventures
- Nicole Quinn, Partner at Lightspeed Venture Partners
- Katherine Cheun, Managing Director at Open Road Holdings
- Sutian Dong, Partner at Female Founders Fund
- Lisa Marronet, Principal at August Capital
- Sigi Hindrichs, Principal at Samsung NEXT

## Morning Schedule:

**10:00am - 10:45am** - Brunch, coffee and conversation

**10:45am - 11:30am** - Panel Discussion

**11:30am - 12:00pm** - Further networking

## Details:

**Saturday, March 10th**

Techstars & Samsung NEXT Lounge (behind Yeti)

220 South Congress Avenue #010

Austin, TX 78704

<https://t.co/ljguuDV1uT>

# #THECULTUREHOUSE

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Join us in celebration of technology, creativity, and culture.

## #CULTUREBRUNCH

12-4 PM

We're following the same recipe from last year - Good people, great BBQ, and a Bloody Mary bar. Thanks to SamsungNext, we've added Baron Davis as a speaker.

## #CULTUREDAYPARTY

4-7 PM

Later in the afternoon, we'll be dialing it up with an open bar and sounds brought to you by our guest DJs Mick and Coco & Breezy.

## #CULTURENIGHTCAP

7-9 PM

End the night with rooftop views of the Austin city skyline, complete with an intimate live performance by a special guest.

<https://theculturehouse.splashthat.com/?gz=0123493c8e-94a2589e4a8f54a1cfdff6&pp=1>

# PITCHBLACK512

CROSS CULTURE MEMBER HIGHLIGHT: SIAN MORSON

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PITCH BLACK targets African American individuals, businesses and non-profits in need of start-up funding and mentoring to take their idea to new heights.

The goal is simple - create a launch pad that enables participants to expand their idea. We target early stage projects, whether it is just an idea that exists only in theory or one that is fully operational.

On *Sunday, March 11*, exemplary Black female founders and co-founders will take the stage at *The JW Marriott Austin* to present their business ideas for a chance to win an investment of \$10,000 from Silicon Valley-based VC firm Backstage Capital or \$2,500 cash prize provided courtesy of the HBCU Battle of the Brains.

<http://www.pitchblack512.com/>



# Getting and Making Angel Investments

CROSS CULTURE MEMBER HIGHLIGHT: SUZY RYOO

Are you founding or joining a startup venture? Are you being asked to invest in, or raise money for one? In this session, we will share and discuss a simplified - and easy to remember - framework for both presenting and analyzing early stage venture investment opportunities.

## Panelists:

- Ken Hertz, memBrain
- Wesley Chan, Felicis Ventures
- Bill Gross, idealab
- *Suzy Ryoo*, Atom Factory & Cross Culture Ventures

## Details:

*Monday, March 12, 2018 from 3:30 - 4:30pm*

*Hilton Austin Downtown*

*Salon J*

<https://schedule.sxsw.com/2018/events/PP79938>