



Peter Burgess <peterbnyc@gmail.com>

Billion-Dollar UX: How UX Has Become Key to Massive Product Valuations & Exits (9/30)

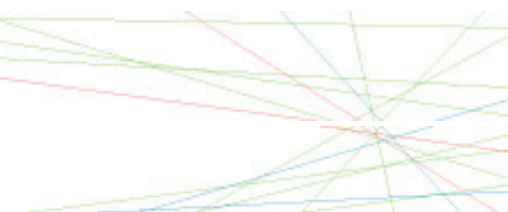
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MIT Enterprise Forum of NYC <mefny@memberclicks-mail.net>

Tue, Sep 16, 2014 at 11:29 AM

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PANEL EVENT

TUESDAY, SEPTEMBER 30TH,
2014
5:30PM – 8:30PM

MIT Enterprise Forum of NYC Presents: Billion-Dollar UX: How UX Has Become Key to Massive Product Valuations & Exits

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Imagine you're a 23 year-old Stanford undergrad. You've created a mobile app that has no revenue model and is free. 17 months after your first seed round of under \$500K, your app is enjoying 400 million customer transactions a day with a team of under 30 employees, and you smugly decline a \$3 billion acquisition offer from Facebook. Of course, this actually happened in 2013 with Snapchat.

What made Snapchat worth \$3 billion? Was it unique technology under the hood? No; this is a standard mobile-only app with no particularly unique technology. Was it non-replicable, protected IP? No; anyone can create a mobile app to share photos with friends. Was it huge revenue? No; it's free. Was it a growing market or targeting a lucrative audience? No; this is used by mainly teens and young adults. What separated Snapchat was simply its UX, with an experience that combined sharing photos with a selected audience with a simple time-limitation to enforce urgency and confidentiality.

Snapchat isn't the only product in this club. There's Uber at an estimated \$16 billion valuation; AirBNB at \$10 billion; Nest; Instagram; Tumblr; Tinder; Pinterest. A select few of these actually make real money; the rest are valued because their UX and product concept was so compelling that they were able to gain swift market share and show game-changing engagement quickly. In today's technologically evolved and competitive market, great UX is an absolute essential for creating game-changing products and reaching eye-popping valuations.

How do you create great game-changing UX that can be worth billions? This event will begin with an overview of the basics of what UX is, why and how it's essential. We'll learn from the expertise of the International User Experience Awards, now in its fourth year, in a forum that discusses today's game-changing companies that are prioritizing outstanding UX, focusing on the impact of UX on top technology company valuations.

Panel Moderator:

- [Beverly May](#), Executive Director, UX Awards

Panel Speakers:

- [Tomer Sharon](#), Sr. UX Researcher, Google (Past UX Awards judge; Google has also won)

- [Alex Wright](#), UX Director, Etsy.com (Current UX Awards judge)

- [Scott McDonald](#), CEO, Modus Associates (Past UX Awards winner)

- [Turi McKinley](#), Design Director, Frog Design (Current UX Awards judge)

Thanks to [Chadbourne & Parke LLP](#) for hosting this event!

DATE: Tuesday, September 30th, 2014

AGENDA: 5:30pm - 6:00pm: Reception

6:00pm - 6:30pm: Overview Talk on UX with Examples

6:30pm - 6:50pm: Panel Positions

6:50pm - 7:30pm: Panel Discussions

7:30pm - 8:30pm: QA & Networking

PLACE: Chadbourne & Parke LLP - Directions

1301 Avenue of the Americas

New York, NY 10019

REGISTRATION: Free to members of MIT Enterprise Forum

\$50 non-members, \$10 extra at door

All members and guests are welcome.

Panel Moderator Biography



Beverly May
Executive Director
UX Awards

Beverly has over 17 years' experience in tech, product development and user experience. She is the Principal of Oxford Tech + UX, a boutique UX and product strategy agency in NY and San Francisco that focuses on data-driven UX approaches. She is also the acting President of NYC-CHI, NYC's largest and longest-running UX group, and the founder and Executive Director of the User Experience Awards. She has held leadership technology, product and UX roles at digital agencies, incubators, startups, publishing and the UN as well as helped launch hundreds of new technology and web initiatives.

Beverly has an Executive MBA from the University of Oxford, a technology Master's degree in systems design from New York University, and a BA in English from University of Toronto. She is a triple UK- Canadian- US citizen.

More info: [@OxfordTech](#) [@UXAwards](#) uxawards.org oxfordtech.us [linkedin.com/in/beverlymay](https://www.linkedin.com/in/beverlymay)

Panel Speaker Biographies



Tomer Sharon
Past UX Awards Judge

Tomer Sharon is a Senior User Experience Researcher at Google Search in New York City. He is the author of the book, "[Lean User Research for Product Development](#)" (Rosenfeld Media, 2015) and, "[It's Our Research](#)" (2012). He is a startup mentor at [Google's Campus in Tel Aviv](#), Israel. Tomer founded and led the Israeli chapter of the User Experience Professionals' Association. He holds a master's degree in Human Factors in Information Design from [Bentley University](#) in Waltham, MA.

He is [@tsharon](#) on Twitter.



Alex Wright
Current UX Awards Judge

Alex Wright is the Head of Research at Etsy, where he leads a team of qualitative and quantitative researchers trying to deepen Etsy's understanding of its global marketplace and drive ongoing UX improvements. Previously, he was Director of User Experience at The New York Times, VP of User Experience at Phoenix Pop, and Senior Manager of User Experience at IBM. He has also led high-profile UX projects for Yahoo!, The Long Now Foundation, The California Digital Library, and the Internet Archive, among others.

Alex is also the author of *Cataloging the World: Paul Otlet and the Birth of the Information Age*, published in June 2014 by Oxford University Press.

Twitter: [@alexgrantwright](#)
Website: [Alexwright.org](#)



Scott McDonald
Past UX Awards Winner

Scott is an Internet strategist and entrepreneur with over 16 years in media, technology and professional services.

Prior to founding Modus Associates, Scott was a strategist with the New York office of Scient Corporation and creative supervisor at Young & Rubicam's Brand Dialogue interactive group. He has led high-profile strategic initiatives for Morgan Stanley & Co., SIRIUS Satellite Radio, Sony Electronics, Comcast Corporation, InterActiveCorp, Major League Baseball, MasterCard International, McNeil Consumer



Turi McKinley
Current UX Awards Judge

Turi focuses on developing participatory design and creative collaboration processes and skills within Frog and for Frog clients. She partners closely with companies seeking to develop new skillsets and creative collaboration capabilities to identify strategies and projects where skills can be built through a learn-by-doing approach. Her clients include GE, Honeywell, ETS, Humana, Mars Drinks, UNICEF, Colgate and MTV.

Turi's background is in interaction design, design research, and experience strategy. She holds an MFA

Healthcare, Coldwell Banker Real Estate Corporation, United States Army and Citibank.

in Design and Technology from the Parsons School of Design.

Scott is a member of the Customer Experience Professionals Association, the Digital Analytics Association and the Project Management Institute. He is co-chair of the Digital Analytics Association's New York City chapter and serves on the board of advisors of two Internet start-ups.

She has lived, researched, and worked extensively in the United Kingdom, Australia, India, Nepal, Korea, and China. Her academic background is in Anthropology with emphasis on symbolic anthropology and ethnography. Outside of the office, she blows glass and travels the world.

LinkedIn: [Turi McKinley](#)

Board Member Organizers



Eddie Quiroz
IT Director
MIT Enterprise Forum of NYC



Katja Bartholmess
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Gimme Gorgeous LLC

Event Partner:



NYC-CHI is the largest and oldest UX group in NYC, with 2000 members. We have sporadic events in the NYC area on UX, and an active mailing list that anyone can join. More info: groups.yahoo.com/nycchi/ and meetup.com/nycchi/



The UX Awards are the premier global Awards for exceptional digital experience. The 4th Annual event and talks will be in San Francisco, CA on September 11, 2014. For tickets and more info: uxawards.org.

Event Host:

CHADBOURNE
& PARKE LLP

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