

Inaugural Vator Splash Oakland to Highlight Tech Growth, Oakland-Style
Two-Day Tech Startup Competition & Conference May 6-7

OAKLAND, CA, March 26, 2014 — Vator Splash, the international startup competition and educational conference for entrepreneurs and investors, today announced the agenda for its first-ever [Vator Splash Oakland](#) event at Jack London Square. Building on some 25 successful events in London, New York, Los Angeles and San Francisco, founder Bambi Francisco says moving its flagship event from San Francisco to Oakland will showcase the entrepreneurial renaissance underway in the East Bay.

“Oakland has the fastest-selling home market in the nation. It was #5 destination in the world in *The New York Times* ’45 Places to Go’ and is ranked as the 11th best place to start a tech company in the nation. The question isn’t if Oakland’s entrepreneur ecosystem is going to grow, but how.” said Francisco. “Historically, Oakland has been a center of innovation and industry. The relative prosperity it has enjoyed in recent years is due largely to people and businesses getting priced or pushed out of neighboring cities. Some have stayed when they discover the assets Oakland offers, but some leave. Vator Splash Oakland will address how the city can work with enlightened investors and entrepreneurs to break that boom and bust cycle to deliver managed, sustainable and, above all, equitable growth, Oakland-style.”

Vator Splash Oakland convenes investors and entrepreneurs to address a host of topics related to startups and funding, allowing them to absorb and discuss concepts and strategies for development with local organizations such as [2.Oakland](#) and cross-sector luminary Mitch Kapur, founder of Lotus Development Corporation, co-founder of the [Electronic Frontier Foundation](#), and now of the Oakland-based [Kapur Center for Social Impact](#).

The program will include local success stories from [Sungevity](#) Founder Danny Kennedy, [Blue Bottle Coffee](#) Founder & CEO James Freeman and [Lithium Technologies](#) Founder Lyle Fong. Blue-chip venture capitalists will be out in force, including [Khosla Ventures](#)’ Ben Ling; [DFJ](#) founder Tim Draper; [SoftTechVC founder](#) Jeff Clavier; Tony Conrad, founding partner of [True Ventures](#) and Jed Katz, founder of [Javelin Venture Partners](#) and dozens more. The large-scale participation of prominent VCs, corporate investors and angels point to further evidence of Oakland’s growing reputation as a technology and innovation hub.

A robust, “Future of...” series throughout the two-day event focuses on areas such as Health Tech and the Quantified Self, Education Technology, Big Data, and Mobile Monetization. Other presentations, panels and “fireside chats” available to the anticipated 1,000 attendees will tackle city and state-based

accelerator programs, the changing venture funding landscape, and “lessons learned” from founders and funders about how and when startups should scale, the virtues of bootstrapping and crowdfunding, among others. Slated to close the conference is a program co-sponsored by [Kapor Center for Social Impact](#) and [2.Oakland](#) entitled, “Toward a Sustainable Tech Ecosystem for Oakland & The East Bay”.

The event is also attracting the attention and support of a wide range of [sponsors](#), including [KPMG](#), [Braintree](#), [Sungevity](#), [SfunCube](#), [Kapor Center for Social Impact](#), [Comcast Business](#), [Oakland Forward](#), [The Port Workspaces](#), [TubeMogul](#) [OBDC Small Business Finance](#), [Rackspace](#) and [Butterfield Speaks](#). Venture firms [Javelin Venture Partners](#) and [Illuminate Ventures](#) and [Better Ventures](#) are also providing support.

As with every Vator Splash event, a highlight is on-stage presentations by Vator Splash Startup Competition finalists. Splash winners receive \$30k in in-kind prizes, plus sit-down meetings with 10 top VCs: including August Capital, Bullpen Capital, First Round Capital, DFJ, Greylock, Javelin Venture Partners, Khosla Ventures, Mayfield, NEA and True Ventures. Currently more than 100 startups have entered the competition, 20 of which are Oakland-based.

Says Francisco, “Vator Splash works. Competition participants have gone on to receive more than \$150 million in follow-on funding. We see Vator Splash Oakland serving as a catalyst to inform and inspire Oakland’s present and future as not only a viable tech hub but a model for other cities.”

About [Vator Splash](#)

Vator Splash, the international start-up competition and venture capital conference series, brings together entrepreneurs, angel investors, VCs and high-tech influencers to discuss the current state of technology, innovation and investment. For more information about Vator Splash Oakland, please visit the event [website](#) for an up-to-date [agenda](#), [speaker list](#) or to purchase [tickets](#).

Founded in 2007 by award-winning veteran finance and technology journalist Bambi Francisco, the Vator media family includes Vator Splash; VatorNews, a news site boasting over 500 contributors covering the business and trends of high-tech innovation; Vator, one of the largest business networks dedicated to entrepreneurship and investors, with a new crowdfunding capability, and Vator Competitions, an online competition management platform.

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