

**Atlanta's  
Technology Executives Roundtable  
August 17, 2021**

**Ransomware Prevention: Best Practices for  
Reducing Your Technology Exposure and Legal  
Liability (And Saving Your Job!).**

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*Please hold until  
the session begins*

**TEER** | Technology  
Executives  
Roundtable



Rob Pinataro

President, Technology  
Executives Roundtable

CEO, Payspan, Inc.

Your Forum

Candid discussion

CEOs, CFOs & Investors

Subject Matter Experts

Complex leadership issues

Share, challenge & test ideas

Technology  
Executives  
Roundtable

# TERR

# Thank you to our generous ATL sponsors

**Arketi Group:** Digital Marketing for B2B tech companies

**Frazier & Deeter:** Accounting & Advisory

**Morris, Manning & Martin:** Full-service law firm

**Sterling Seacrest Pritchard:** Insurance and risk mgmt services

**Truist Bank:** Full service corporate/ investment banking

**Wm Leonard & Company:** Real estate specialists for high growth companies

# Zoom Etiquette

- "Pin" the TER video box on your Zoom feed
- Please mute audio/video during presentations.
- Chat if you want to ask a question.
- We are recording for educational purposes; this is not specific legal, accounting or tax advice; consult your advisor

EXPA

# Working with Expa

By builders for builders

We're a global network of founders supporting entrepreneurs through expertise, access & funding



expa

We formed Expa to systematically identify the best entrepreneurs and help them build their companies



Started by Uber co-founder **Garrett Camp**, our community of builders has helped create startups serving hundreds of millions of people and created **\$100B+** in enterprise value.

expo

# The Partners at Expa



Garrett Camp  
FOUNDING PARTNER

Co-founder of Uber and founder of StumbleUpon



Roberto Sanabria  
MANAGING PARTNER

15+ years of finance, revenue, and analytics



David Clark  
PARTNER

15+ years of strategy, business development



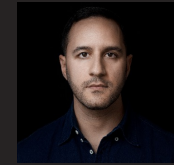
Milun Tesovic  
PARTNER

Founder of Cmd, Gitalytics (acq by Github), and MetroLyrics (acq by CBS)



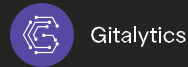
Vitor Lourenço  
DESIGN PARTNER

Co-founder of Envoy and Twitter's first designer



Hooman Radfar  
VENTURE PARTNER

CEO of Collective and founder of AddThis (acq by Oracle)





# Meet the rest of the **Expa** team



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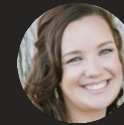
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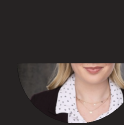
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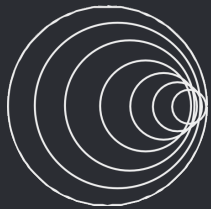


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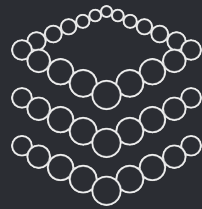


# We work with founders to **develop & launch** products



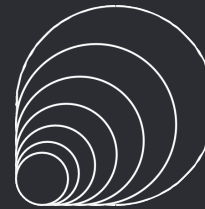
## We bring a builders mentality

As active & experienced builders we are uniquely positioned to support like-minded founders. Great builders want to work with other builders.



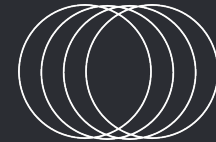
## We roll up our sleeves

We actively help founders with key early-stage needs across hiring, product strategy, branding, user experience, go-to-market, rapid expansion and fundraising.



## We support follow-ons

Having raised over \$1B, our partnership knows how to find the right strategic investors for funding in future rounds.



## We have empathy for the journey ahead

All start-ups hit rocky times. We've been through many ourselves and we'll help you navigate the ups and downs to make it through to the other side.

# We specialize in helping founders get from 0 to 1



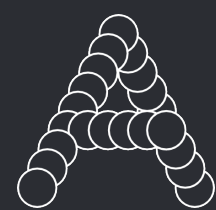
Find product market fit



Create the growth curve



Avoid the pitfalls & remove roadblocks



Get the company to series A

0

1

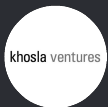
# We help founders **raise** future rounds



**Sequoia** followed-on  
Mos



**NEA** followed-on  
Metabase



**Khosla** followed-on  
Statespace



**A16Z** followed-on  
Current, Sleeper, Shift



**Accel** followed-on  
Radar



**Spark** followed-on  
Clyde



**GV** followed-on  
CMD



**General Catalyst**  
followed-on Collective,  
Sleeper



**Tiger Global** followed-on  
Current



**8VC** followed-on  
Beacon



**First Round** followed-on  
Reserve



**Norwest** followed-on  
CMD



**Greylock** followed-on  
Convoy



**QED** followed-on  
Current, Collective



**Lux** followed-on  
Mos



# We're there for our **founders**

## STATESPACE.GG



“One thing I love about Expa is that it’s like having de-facto fellow co-founders and advisors who you can check-in with anytime. There’s always people to lean on and talk to.”

— Wayne Mackey, Founder & CEO

## CURRENT.COM



“Partnering with Expa allowed us to take Current from a concept and infrastructure to a fully-fledged challenger bank and brand now able to improve the financial outcomes for millions of Americans.”

— Stuart Sopp, Founder & CEO

## HAUS.COM



“Being part of this community and surrounded by other teams taking big swings forces you to ask the question: how can we push our product further and make our impact larger?”

— Jonathan McNulty, CEO

## AERO.COM



“It’s a very supportive and progressive environment. And if you have wild and crazy ideas, it’s a great place to get things done.”

— Uma Subramanian, CEO

## SPATIAL.IS



“It was awesome incubating Spatial at Expa. It gave us booster juice having a NY and SF office filled with world-class founders and teams to bounce ideas off of.”

— Anand Agarawala, Co-founder & CEO

## CMD.COM



“One of the things I find most refreshing is that the blend of the partners’ skillsets has been really efficient for us to learn as a company how to succeed.”

— Jake King, Co-founder & CEO

# bluetruck.io

Final mile logistics network



***Large item delivery sucks***

*... for businesses and consumers*



# Delivering via pickups doesn't scale



Won't fit



Only one item per vehicle/trip

# Technology to let retailers focus on growing their business, not managing deliveries

*Every delivery is a customer whose money I already have - and distracts me from actual revenue generating activities.*

- Felipe, Owner, Direct Furniture Modern Home

**Blue Truck Logistics**

Blue Truck Services  
Home Delivery — Base fee  
**\$129**

Contact Us:  
(470) 290-3775

Sign Out

Phone  
(123) 456-7890

Customer and delivery address  
Name  
Address

Tuesday Aug 17	Wednesday Aug 18	Thursday Aug 19
Friday Aug 20	Saturday Aug 21	Tuesday Aug 24

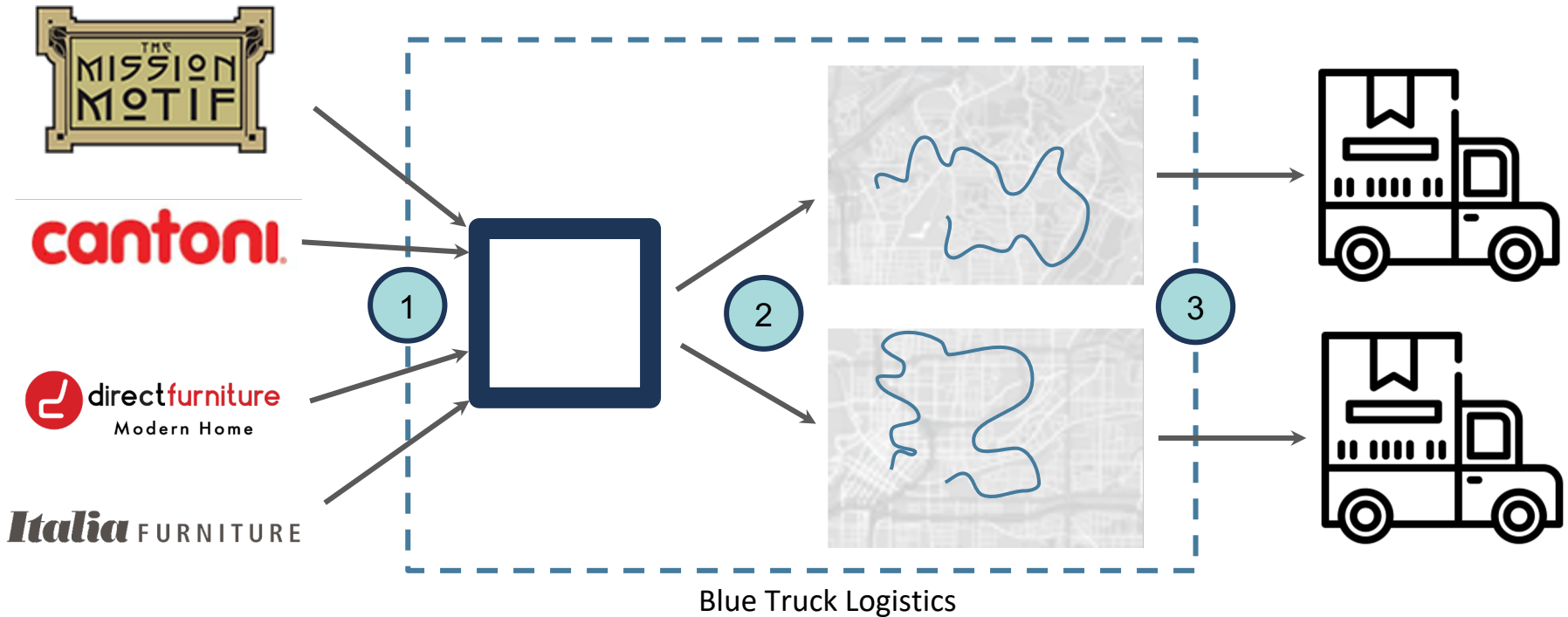
Number of significant items  
A major piece is an item that requires two people to carry or any accessory such as a rug. Up to six dining chairs together count as a major item. Two major items are included in base delivery.

Non-simple assembly  
Includes beds, bookshelves, consoles with complex assembly, dining tables, etc. Single charge added to the job (not per item).

Delivery notes  
Items to be delivered, special requests, etc.



# We combine multiple shipments into a single route to create cross-retailer efficiencies



# *A More Efficient Delivery Experience.*

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A cost advantage that grows with density



Taking the phone calls out of logistics -  
giving retailers time back

# An Atlanta based company uniquely positioned to marry the digital and physical



**Peter**

Business & operations

*Built Uber Eats in Southeast U. S. from \$0 to \$500M GB*



**Jonathan**

Technology

*Experienced python developer*



**Bellhop**

**nanocore**



# Asks

We're expanding our pilot to other interested retailers - referrals welcome.

Hiring for both software and AE roles.



**MODERATOR:**  
**John Yates**  
**Partner**  
**Morris Manning & Martin LLP**



**Allen Lumpkin**  
**Partner**  
**Sterling Secret**  
**Pritchard**



**Shelby Nelson**  
**PRG Partner**  
**Frazier & Deeter**



**Mike Makowka**  
**CISO & Managing**  
**Director**  
**Tracepoint**



**Larry Kunin**  
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**Morris Manning &**  
**Martin LLP**

## Presenters' Contact Information

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Please join our  
**September Meeting**  
(tentatively in-person)

***A Master-Class in Technology  
Marketing:  
C-suite snapshot of best practices in  
marketing today***

September 21, 2021

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Executives  
Roundtable

## UPCOMING TER EVENTS

**Tentatively in person:  
Check [ter-atlanta.com](http://ter-atlanta.com) in late August for final plan**

**September 21, 2021**

***Master-Class in Technology Marketing:  
C-suite snapshot of best practices in marketing today***

**October 12, 2021**

***Diversity & Inclusion for Tech Companies – How to recruit  
and support diverse talent leadership***



Please stay after  
for

Q&A  
with today's Speakers