

IMPACT 22

THE MOUNTAINS ARE CALLING

Montage

Park City, UT

OCTOBER 7-9, 2022



A Forecast into 2023 Marketing and Strategic Priorities



IMPACT 22 full conference



IMPACT 22 recap video



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Introduction

Welcome to Impact 22!



So much has happened over the past year. Change remains constant, even as the pace of change continues to accelerate. In the days of ancient Greece, the philosopher Heraclitus illustrated the constant nature of change by saying “no one ever steps in the same river twice.”

What was true in 500 BC is even more true today, with our rivers of change swollen into powerful, white-water rapids. Over the course of this report, we will scale six content peaks, guided by some of the world’s most insightful thought leaders.

We will start with Journalistic Integrity by discussing who we can trust for reliable news and information and what can be done to limit the impact of misinformation.

Our second content peak is Generational IMPACT. We will talk about the growing influence and spending power of younger age cohorts—including Gen Z.

Our third focus area is Emerging Technology for Global Good. Leading technology companies are using data, machine learning, AI and other emerging tools to address some of the world’s most pressing and daunting challenges from supply chain weaknesses to public health threats and beyond.

For our fourth content peak, we will discuss Defense, Security and Proactive Solutions. Global security, national security and personal security are all in doubt and under siege. We will be talking with some of the businesses that are leading the way in security and related innovation helping us build safer spaces, communities and countries.

Our fifth focus area is all about Digital Economies, Web3 and Blockchain. Leaders will be discussing ways of working, doing business and connecting that are moving even more power into the hands of the people.

For our sixth content peak, we’ll cover Marketing Evolutions. On the web today, video is king, queen and most of the royal court. We’ll talk about what it takes to break through the noise and hear about the latest technologies powering video and seamless shopping while working with limited customer data.

On behalf of all of us at IMA and all our speakers and sponsors thank you again for joining us. Let’s make IMPACT and continue spreading love to the world.

Best regards,
Sinan Kanatsiz, Chairman, IMA | Host, IMPACT 22

A handwritten signature in black ink, appearing to be 'Sinan Kanatsiz'.



Internet Marketing Association: (left to right) Sinan Kanatsiz, Justin Kuttler, Shaye McClory, Nepal Arslan, Caroline Comer, Jessie Sands, Tiaan Wienand, Hall Roosevelt, JP Vergara



Thank you to our incredible speakers and dedicated sponsors!

Our Nonprofit Benefactors



An organization that addresses illiteracy at its earliest stage by teaching at-risk second-graders how to read.



An organization that is dedicated to supporting a volunteer emergency response force protecting California and its citizens from wildfires, earthquakes, floods, pandemics, civil unrest, and other disasters, both natural and man-made.



A nonprofit organization involved in the rescue of human trafficking and sex trafficking victims, with a special focus on children, and a wider goal of eliminating sex trafficking world-wide.



The Kicking Into College Program, established and funded through the creation of an endowed Kanatsiz Scholars Fund, is envisioned as one of the largest and one-of-a-kind funds at Santa Ana College. The Kanatsiz Scholars Fund will provide critical scholarship and program support to annually create educational pathways and improve academic achievement for current and future generations of at-risk youth and young adults.



Operation Underground Railroad



Sue Grant, Literacy Project



Thank you to our incredible speakers and dedicated sponsors!

Peak 1

Journalistic Integrity



Frank Luntz

American Political and
Communications
Consultant and Pollster



Mick Mulvaney

Former White House
Chief of Staff

With the advent of digital media, the Internet, and everything that goes on in between it, be it publications, social media, and the different ways that information has been contorted, the root of Journalistic Integrity can never go away from information. IMA Chairman Sinan Kanatsiz chatted with two prominent leaders in media on the changes and challenges with Journalistic Integrity in the last couple of decades. Frank Luntz is an author, focus group guru, political and communications consultant, pollster and pundit, best known for developing talking points and other messaging for numerous causes. Mick Mulvaney, is an American politician who served as director of the Office of Management and Budget from February 2017 until March 2020. And as acting White House Chief of staff from January 2019 until March 2020, he also served as Special Envoy for Northern Ireland.

Media as participants, rather than vehicles.

According to Frank, when they become participants, they can't help but allow their own biases and attitudes to filter into their news. You must communicate to your customer, as you're communicating to your community, and attempt to see things from their perspective.

Peak 1

“One-Upmanship”

Everybody wants to do a breaking story right now on social media, and Frank remarked how media must address stories from the perspective of the user rather than the perspective of the provider.

“When we make the mistake of looking at a topic like the media, from our perspective, we really are out of touch. And we are also out of touch with the people that you wish to serve.”

- Frank

Most Media Are “Entertainment” Businesses

Mick noted how most media are no longer “news” people, but are in the “entertainment” business. Most media are biased one way or the other and there are a number of pre-written stories developed where media are simply looking for something to drop into a preconceived narrative.

Content Saturation

For Frank, the perfect definition of the news America wants is simply - the information you want, the facts you need, and the truth you deserve delivered by the people you trust. Content saturation is destroying humanity, and creating more and more divisions when it really should be what heals us. It is a fact that the media has a lower level of trust and confidence in it than at any time in modern times.

Compensation

Issues arise when we’re compensating people, whether it’s cable news, talk radio, or online coverage, on how many clicks or impressions they receive. Significant changes can be made if we pay and demand quality, not just interest. To Frank, as long as the incentive is to touch as many people as often as you can, then we are going to continue having a problem. Mick added how some of the foreign coverage of U.S. politics is slightly more balanced than our own, and how in the US, there’s more money to be made from disinformation than there is from information.

Polarization

The political landscape is the most polarized it’s ever been, and Frank sees how it is destroying our country. Wherever there is a public reaction that drives media to be more extreme in their coverage, the inverse appears to be the same - extremism in coverage that drives people to be more extreme. People are desperate to stop it and want to cooperate, but the political class right now doesn’t seem to care.



The English Beat private concert



Surprise dessert room drop for all guests



Safa Movassaghi and Sinan Kanatsiz



Co-hosts Jay Symonds and Jeannie Walden

Peak 1

No Clear Indicator of Journalistic Integrity

Mick looked towards market-oriented solutions. For example, Section 230 protections allow social media companies protections that are not afforded to other media outlets. An aggressive approach would be to not allow anonymous commentary online, since anonymity causes a breakdown in civil discourse. For Frank, the Constitution provides general protection for the minority and for journalists.

It is a privilege to bring the news to the American people. These attributes - accountability, personal responsibility, transparency - aren't just generic descriptors, but things that we need in that profession to guarantee us so that, even if we disagree with the conclusions, we can agree on the facts.

For individuals entering an elected life and overcoming adversity...

Frank:

“Tell the truth, the whole truth, and nothing but the truth. Your children are watching, your best friends are watching, and your neighbors are watching. There is no excuse for lies. Tell the truth.”

Mick:

“Government still works. It just doesn't work in Washington, D.C. State government still works. Local government still works.”

Let the states and the localities function, as they do a little better and can do more. (For example, State governments have to balance budgets, which forces compromise. Washington, D.C. solves all of that by simply printing money.)



Peak 2

Generational IMPACT

Times are changing, and if you aren't changing with it, you may be left behind. It's a critical time to get serious about Gen Z and learn about them inside and out. How can we as businesses make greater strides towards accessibility, DEI (diversity, equity, inclusion), and become better stewards of nature? It has become incredibly clear to our IMA advisors and community at large that THIS is where real IMPACT is made.

Gen Z Panel



Maxine Marcus

AmbassCo



Nick Vandennieuwenhof

Lincoln Institute of California



Nepal Arslan

NYU student

Maxine Marcus, Founder, and CEO of AmbassCo, a Gen Z Insights marketplace with access to thousands of young consumers in the United States, moderated this year's Gen Z discussion alongside Nick Vandennieuwenhof, Executive Director of the Lincoln Institute of California and Co-Founder of The New Way Out, and Nepal Arslan, NYU student, writer, and Production Director at the IMA.

Gen Z relationships with social media and brands...

Nepal mentioned how Gen Z is heavily influenced by social media and is often misguided in their direction. Nick works primarily with young leaders, and shared three takeaways he learned from their relationship with brands:

Peak 2

- **Most are very passionate**
- **Most want to make a difference**
- **For brands to interact with GenZ, they must be driven by similar emotions, passion, and values.**

Building a Gen Z community through social media...

Nepal noted how in a saturated content environment, it's important to find common ground to help answer questions that Gen Z might have. Platforms like Instagram and TikTok provide content based on the way you work your own algorithm. It knows how to manipulate, make you think things, and give you knowledge that may not be true (Make sure you know what you're learning about and who you're learning about from).

For Nick, in every community, there are a lot of content creators for those communities already, so the question to ask yourself is - how do you create content that's challenging? Maxine commented how authenticity with Gen Z is even more important and relevant today, calling it "the biggest buzzword in the insights marketing world".

Personas and brand personalities...

Peer-to-Peer Marketing

#1 form of marketing for Gen Z. Growing up in the era of social media, the way they view relationships with one another is drastically different than any generation before, which has shaped how they view brands.

Personified Brands

Gen Z loves brands that have a person behind the brand that they connect with, or the brand itself has a voice or a message that feels very distinct and clear.

Relatable Purpose

For brands, it's important to know what your voice and tone are, and share what you want to do with your purpose across your channels.

Largest Market Reach

Gen Z does everything through social media - make purchases, learn about products, and do daily activities - although the negative impacts of social media affect them the most.

"In all marketing, perception is reality...and what perception you're creating really does matter."

- Nick"

Peak 2

Entering the workforce...

Passion

Nick addressed an important question leaders must consider for new Gen Z professionals - how do you place passion for Gen Z and drive that in the right direction, in a productive way?

Productive Skills

To Nepal, Gen Z has plenty of tools at their disposal, so if they have something they want to do, or a skill they want to learn, they must find the best way to utilize these tools and take advantage of them.

Evolution of Video...

User Generated Content to Scale

With TikTok being a larger search engine used by Gen Z than Google, Maxine backed how the best marketing to scale is user-generated content (or word-of-mouth) on TikTok.

Virality for Followings

Nepal was worried about how short-form videos on social media may impact the future of film, but remarked on his success in growing a following through this medium, with a few of his videos becoming viral.

Fall of Legacy Media

Nick highlighted how the landscape for legacy media is dying, and platforms like YouTube have taken over typical content seen in TV and movies.



Paul Smith

Tangram Interiors

“The office today needs to be a place that empowers collaboration, needs to be a place that empowers creativity and experimentation and community”

Paul Smith, Chief Marketing Officer at Tangram Interiors, gave an in depth tour of Tangram's downtown L.A. office, where he chatted with Mitchell Dellinger, EVP of Business Development. Today, thinking about work and the office, and how we treat the workplace is fundamentally different, and Tangram's downtown office is built from natural evolution, not so much on business deals, but on employee and personal needs.

Peak 2



Roland Hess - **Google**

Victor Cho - **IMA**

Victor Cho, Board Member at Evite, sat down with Roland Hess, Lead for TI/GCP SRE BizOps and Infrastructure SRE Intelligence at Google, where he runs the business operations team for site reliability engineering, tasked with making sure everything runs smoothly within Google.

Generating Insights For Leadership

Roland noted how as leaders, it can be really easy to get disconnected from different groups that you're working with. One simple method they deployed was a status report every two weeks (up the entire chain of command), although they recognized generational differences between younger workers and seniors. A power imbalance occurs, mainly when younger workers feel confronted or disappointed if they failed to deliver after the two-week period due to prioritizing something else.

Roland and his team had to retool the system to empower their junior workers who at least appear for those updates, making the experience more friendly and aware of the power imbalances.

“One of the fundamentally hardest things for every human being to do is to keep in the front of their mind, ‘everyone else isn’t like me, people don’t think like me, they don’t feel like me’. We can’t predict the thoughts and feelings of others, and it’s hard to keep that in your head, especially when you’re in a leadership group.”

- Roland

Societal Impact

Victor noted how most CEOs require a better framework for thinking about how to drive and balance the societal stakeholder in their business (“the fourth stakeholder”), and mentioned a few gaps in current businesses that affect this.

Enforce positive good

Although it seems very simple, most companies don't think deeply enough about their inherent business model and how can they attach social benefits.

Peak 2

Second-order impacts

Few companies deal with this, and social media companies are the best examples). A second-order impact is an instance where you designed your business to go do something and it has a spillover effect that you are responsible for, even if it's just partial.

Poor Prioritization

business leaders are doing lots of little things as opposed to taking the big swings.

Societal Input

This is a radical input into what your business is doing, where society needs to funnel back into the businesses.

“You’re not just here to make money for your shareholders. You’re also here to provide a great employee experience.”

- Victor



Chris Norton - Marriott

Dr. Melissa Batchelor - Center for Aging

Chris Norton, SVP of Marketing Channels and Optimization at Marriott International, sat down with Dr. Melissa Batchelor, Associate Professor at George Washington University, and the Director of the Center for Aging, to discuss some key findings related to marketing to older generations.

Marketing Statistics For Older Demographics

- Roughly 10,000 boomers a day turn 65 (will continue next seven years. Historically they've been the largest generation)
- In 2020, Millennials took over as the largest gen (For the first time in human history, there are more adults on the planet over the age of 40 than we have children under the age of 18.)
- By 2030, they're going to spend like 84 billion just in tech products.
- By 2050, they'll contribute over 26 trillion to the US economy.
- 70% of older adults are on social media, with 45% of them are streaming television.
- Over 50% of them are listening to audio programming on a regular basis
- Older adults spend about 10 hours a week on social media, and they spend 10% more time on gaming.
- 80% of people actually experience ageism in their everyday life. And 67% of that is messaging.
- 80% of grandparents support that their grandchildren are the most important thing in their life, spending about \$189 billion a year.spending about \$189 billion a year.

Peak 2

Age-less Marketing

Dr. Batchelor highlighted a new term “gramping” (a play on the term glamping), where the bigger term for it is the “grandparent economy”. It’s important to create ageless marketing campaigns, be age inclusive and focus on core values and what are some things generations share. An AARP study highlighted the fact that only 15% of images in marketing contain older adults.

“Ageism tends to be a form of implicit bias. So if your marketing team has either positive or negative views about aging themselves, that could come out in the campaign, either with the wording or the language “

- Dr Batchelor



Victor Cho (Evite), Roland Hess (Google)



Chris Norton (Marriott International), Melissa Batchelor, PhD (Duke University)

Peak 3

Emerging Technology for Global Good

With global stress comes global good. These leading brands are utilizing data, AI, Machine Learning, and other innovations to solve some of our most pressing issues around health, education, security, privacy, defense, and supply chain.



Justin Li

Helio Genomics

Leveraging artificial intelligence to detect cancer.

Dr. Robert Gish, a well-known geneticist and professor at UC San Diego, was working on a process called methylation for human aging. CEO of Helio Genomics Justin Li got in touch with Dr. Gish and had the idea to apply the process to cancer detection. Helio now makes products to make cancer testing simpler and more accurate. They envision a world where you can get a blood test, saliva test, or a urine test and accurately tell if you have cancer. However, they've experienced that some people only want to be healthy when it's convenient for them to make the decision to get cancer screening. Their goal is to make this test prolific and accessible to the people who need it, ultimately getting the test to become a few hundred dollars.

“We want to make our product as one-click as possible like Amazon, and we want it to be just part of regular life. You get a cancer test as part of your annual screening. In the future, we even want to bring that screening to you, so that you don’t even need to leave your house.”

On AI in Healthcare

AI and machine learning, are critical for analyzing cancer detection, due to the amount of data need-

Peak 3

- Differences in how the disease can look in different people
- Differences in the timing of the disease
- Position and organization of the DNA and genome (a multi-dimensional analysis of trillions of data points)

“The culture in America is a “break-fix” culture - people want to save their health once they get really sick and they’re dying. And we would like to change that and make people more preventative.”



David Latona Tompkins Solutions

David Latona, President and CEO of Tompkins Solutions, a 47-year-old consulting and systems integration company that handles supply chain issues.

Automation and the Supply Chain

For David, automation is the next logical step in the evolution of moving things through a building, and the advent of robotics will help out even further. In the last, three or four years, not only is there a big advent in the software technology and the ability to not just do a repetitive single-line motion, but there are scanners and optics that will actually identify dimensions and sizes and weights in a single container of multiple items, and be able to pick those repetitively without missing into a separate container. The end results are lower distribution and handling prices, and reduced labor components (or the required number of human beings at the distribution center)

“There’s been a big paradigm shift from picking one order for a thousand pieces versus picking a thousand orders for one piece. So that’s where robotics helps drastically.”

Existing and Future Operations

For current warehouse spaces (which David called “brownfields”), they spend more time mitigating risk, and more phased installation and demolitions to work those into existing facilities. Ultimately, utilizing and maximizing cube usage in any facility is paramount to success. In the future, due to the advent of optics and the software, we can expect forklifts that will automatically unload/load a trailer with minimal people. Automated skill sets will be the developing standard for all future distribution centers.

Peak 3



Lauren Peters

Salesforce

Lauren Peters experience with Salesforce has been a ten-year journey, channeling three different careers while at the organization. As Senior Director of Creative Strategy, she works with the leadership team for Salesforce Design to help share what's happening in design at Salesforce, in user experience design and strategy design and several other concepts such as...

Design Debt

There is a prevalent understanding of “tech debt”, if you mess things up, you have to actually fix them. But there isn't necessarily the same understanding that there is “design debt”. A designer's job, regardless of what role they have, is to help people figure out what we should do versus what we can do.

Relationship Design

You can use design tools and design skills to build a relationship that you want, and that could be a relationship with...

- **Customers** - (example) Instead of a transaction with them, you are building a long term loyal relationship with retention
- **Employee and employers** - Rather than thinking somebody comes in every day for their job, you're thinking about what's their career path and what they want for a thriving career
- **Partnerships** - You can have a vendor or build out a network of people that are going to help your innovation scale.
- **Communities** - We have to think about our communities we live in, the environment we live and work in, and the complex nature behind the two.

“You can use the tools of strategy design and user experience design to to help plan out your product that people love, to help create an experience people love.”

What's Different at Salesforce?

Salesforce deploys many emergent tools to encourage the different mindsets that designers inherently have such as...

Peak 3

- **Stakeholder mapping** - In designing for global, there are new tools to figure out what's the best, what is the most collaborative, most strategic way that I can work with all of these different departments, all of these different people.
 - **Consequence scanning** - Tool to help you think about the decisions that I make today and the impact it may have in the future.
 - **Relationship design tool kit** - Salesforce design blog is a great medium to highlight great stories of how people are approaching design differently and free design education on sustainability or inclusion
 - **Voicing Relationships podcast** - An in house series which features the Salesforce design
-



Jeff Volpe

ViewSonic Corporation

Jeff Volpe, President of ViewSonic Americas, highlighted how, in light of the COVID pandemic, many of last years industry trends are still relevant today, as seen in...

Hybrid Work

Portable monitors for professionals who work on the go. They aim to help democratize people so whether they're remote or in-person, they feel like they're equal in the workspace.

Education

ViewSonic's myViewBoard™ software suite, allow people to engage and connect and collaborate quickly. This software is useful for teachers, who would need to quickly adapt and bring in content for unique student experiences. Thinking ahead in the Metaverse, ViewSonic is also invested towards students who wish to participate through avatars virtually, so every student has similar opportunities for learning.

Gaming

E-sports continues to be a fast growing industry, and ViewSonic gaming monitors make up a large portfolio of their inventory, where Gen Z is also the largest market for purchasing monitors.

Peak 3



Doug Frederick

HealthCues

CEO of Healthcues Doug Frederick shared the three pillars behind their healthcare philosophy and programs - prevention, treatment, and diagnosis - which will save their patients money down the road, and place people in a better position long term.

“Statistics show that it’s no longer about how much am I getting paid, it’s about what benefits can I get...Does my employer value employees? Do they value giving me time off?”

Benefits of Healthcues’ Programs

- **Access to Certain data**

Employers can better utilize data to make better company wide decisions (things like ‘how many people are using telemedicine’, ‘how many of employees have back issues, etc.)

- **Recruitment/Retention**

Employers aren’t going next door now for an extra dollar an hour because they don’t have benefits over there.

- **Minimum essential coverage**

Keeps employers ACA-compliant. In California, ACA compliance helps build aoyalty with their employees, and there’s about a \$600 per employee payroll tax savings per year

Peak 3



Tom Peck

Sysco

Tom Peck, Executive Vice President, Chief Information and Digital Officer at Sysco, was interviewed by Jim Steele, President of Global Strategic Consumers at Salesforce, on the latest with the company. Sysco is a \$68 billion food distribution company, and a market leader in “food away from home” (think restaurants, cafeterias, sporting events, nursing homes...). They have roughly 71,000 employees, warehouse workers, drivers or associates, and service 700,000 customers in 90 countries around the globe.

COVID & The Rise of E-Commerce

During the early period of COVID, there were 16,000 restaurants in the United States alone that turned to a grocery outlet pickup, and Sysco helped turn their customers into “go and pick up” facilities, and reinvented the whole experience. Sysco also provided e-commerce channels, where their customers would traditionally call or reorder, but were also provided with a “self-service, empowered, on demand, anytime, anywhere” device to do frictionless business.

Change Management

Most of Sysco’s customers initially thought that “if you build it and they will come”. They are used to not shopping online, but they “transact” (hit the reorder button). However, change management is a huge undertaking. Sysco encouraged a true shopping experience, so when you go online, you can upsell, cross-sell a product, and see recommendations and things like that. Tools such as Salesforce.com helped Sysco sales personnel have more time to nurture the relationships and work with additional prospects, due to embedded AI on the next best actions on what to do on an account.

Peak 3

Innovative Programs

For Tom, even if you have great people, fulfillment, supply chain, and products, you'll need to bundle those into programs (think of B2B Marketing). A few examples at Sysco include

- **Perks Program**

A version of a traditional loyalty program for our customers (with no minimum order quantities, multiple deliveries per day, preferential pricing and/or help with curating your own menus)

- **Sysco Your Way**

Built on this concept where neighborhoods had dense locations of lots of restaurants. In the Sysco Cisco Your Way program, if they're already in your neighborhood, there are no minimum order quantities, with multiple stops per day.

The Supply Chain

Sysco's core involves supply chain logistics and getting the right product at the right time. Many of their audience think only of retail omnichannel (where you can order via any channel), but Sysco also operates omnichannels for their distribution (so called the "endless aisle", where your products are fulfilled from anywhere).

Courageous Leadership

For Tom, business leaders must be agile and fast, and learn from their field, partner and vendor relationships. When making decisions, should consider the questions such as

- **What's working/what's not working**
- **What do you want to scale?**
- **What do you want to grow?**
- **What do you want to stop?**
- **What do you want to learn?**
- **How do you share best practices in the chain of command on engagement and development?**

Future Trends

Tom saw applications in AI, machine learning, and how you learn from the data and understand what your customers need, will help stakeholders do better in the fulfillment of the product. Examples include:

- **AR to help with packing shipments warehouses**
- **Blockchain for food and traceability**
- **Robotics and automation of material handling equipment (smart forklifts to exoskeletons to take care of the physical posture employees).**

Peak 3



Nam Nguyen

Nom Nom Data

Nom Nom Data provides managed data engineering services to companies. Architect and Founder Nam Nguyen shared how due to the market landscape, there is a compelling need to service companies, as they are inundated with technologies, resources are becoming increasingly scarce and there is a larger consumption of data. Nam mentioned how every single company has a data problem surrounding three main issues...

- 1. Multiple data entry done manually that could be done 10x / 100x faster.**
- 2. Getting information to report on your business, whether it's marketing metrics or other kind of components.**
- 3. Using or processing data to feed it back into the business and provide a better product (things like recognition algorithms)**

To Build or Buy?

Nom Nom Data is a horizontally scaling business across medical, e-commerce, manufacturing, Internet businesses, mobile gaming, and financial institutions. They all have very similar problems, and every company engages in paying premiums to find people that are building custom things for them, when most of the time they're not doing anything custom.

Nam mentioned how they see how many companies haven't gone through that many transformations. In the old days there was relational technologies (Oracle, SQL Server, etc.) that created certain types of structures. Fast forward in the last ten years, there's a realm of cloud technologies, so no single technologies that create other types of problems.

Advice for CEOs and CTOs

Most of the the algorithms that people use, and the data processing or the data sources that people are interacting with, are actually consolidating. Nam noted how business leaders should consider if it is worth hiring a team of specialists, because it's so much more expensive to do what someone else has probably already done.

Themes and Regulations Around Data

Almost all startups are SAAS services where you have to put your data into their cloud systems, and non-Windows architecture is designed so that all companies own all of their data. Nom Nom Data typically have to go through security audits and use a VPN into our client's networks to even do their

Peak 3

typically have to go through security audits and use a VPN into our client's networks to even do their services. Their clients are full control of all of their information, and across all of these industries.

The commonality is that they're all looking for these cloud architects to build custom things for them, but operate under Google, Amazon, or XR. If you consolidate it down to these technologies, you're not the first person to do it. The domain knowledge around the information is becoming so much more critical as companies are looking to hire and bring on board people to tackle this problem for them.

“You don't want to make all of the different mistakes because at Big Data scale, if you make one mistake, you get a couple of hundred thousand dollars a month bill by accident.”



Vince Walden

Kona AI

Founder and CEO of Kona AI Vince Walden shared how he has taken many of the lessons learned from his experience with the Big Four accounting firms - from building out compliance programs, building out anti-fraud programs, and conducting white collar investigations - to build a software package that saves companies hundreds of thousands (if not millions of dollars) in finding improper payments and demonstrating an effective compliance program to the regulators.

Department of Justice (DOJ) enforcement on anticorruption

Vince highlighted how the DOJ knows that data driven compliance is a key factor, especially around analytics. DOJ will ask how effective is your compliance program, and how are you using data analytics? For Vince, they called this the “compliance surge”, where right now for the regulators, the expectations now are higher for companies to fulfill this.

Working with MIT & Fortune 500 companies

Kona AI is currently working with MIT and multiple midsize to large global companies, to build the algorithms for what is an improper or corrupt type of payment. They've analyzed over \$75 billion of corporate payment transactional data across around a dozen companies, and are still adding more. Using AI and machine learning, they are able to identify what are the risk triggers collectively among “what is an improper or corrupt payment”, and feed that back into the models to give that to the companies and help them proactively address risks, all without sharing any company data.

Peak 3

Company Growth and Risk Mitigation

One of the biggest frustrations they hear a lot with the highly regulated industries is “compliance fatigue” (where you can over comply or put too many restrictions on the business). For marketing, sales, legal and compliance communities, it is critical to take a look at data analytics. It's not just a whole bunch of policies and procedures that you're trying to manually enforce. There's huge opportunities to automate and improve your compliance program through data analytics.



Tim Shank

Partner - Swarts, Manning & Associates

Tim Shank, an insurance and risk management professional with Schwartz, Manning and Associates, sat down with Brian Alva, VP of Cyber Underwriting at Corvus Insurance, to chat about the growing threat of cyber criminals for businesses.

Cyber Underwriting

“The average cost of a data breach in the United States is now \$9.4 million. The Harvard Review stated that in 2020, the average amount that companies are paying hackers rose by 300%.”

- Tim Shank

The earlier buyers of cyber insurance were primarily banks and hospitals, due to the sensitivity of the personal information they acquire. According to Brian, the evolution of the hacking community worldwide throughout the last few years, in particular, the last couple of years, has seen a shift. Ransomware has changed dramatically, and hackers all over the world are looking for vulnerabilities regardless of size and financial resources, which has impacted businesses on Main Street. When these hackers do obtain access, they insert a malware to lock certain access to servers and software, unless a ransom be made for the decryption key.

“It's not just about personal health information anymore. It's about being able to operate your business using technology.”

- Brian Alva

Government related exposures

Data privacy is still more important than ever, where regulations such as GDPR for European markets and DPA in California, have influenced how companies manage their data. We are now seeing

Peak 3

the federal government and state legislatures introduce bills around data privacy. Brian noted how many companies don't have a grasp on where all their data lies, what data is governed by certain regulations, and what data isn't.

Cyber Liability

Brian shared how technology companies are buying liability policies for everything from IT support companies to data analytics companies, software developers, application developers.

If you make a mistake working with a client that causes them a financial loss, you're probably going to get sued, and a tech policy is going to provide defense and settlement in response to that. Some areas that would be applicable for cyber liability include :

- **Direct costs of a forensics team for lost income from paying a ransom**
- **Losing customers data, and the consequential defense and settlements required**
- **Phishing attempts (primarily through email)**



Matt Collins

MedLab2020

Matt Collins helped co-found COVID Clinic, which is one of the largest rapid testing service providers, and last year purchased MedLab2020. As CEO and Founder of MedLab2020, he grew that to address the huge demands for COVID testing. Between those two organizations, they have done over 8 million tests.

One of the biggest failures Matt recalled in the last year is a failure of public messaging, where we've come to be accustomed to judging the severity of a wave or infections by hospitalizations and deaths. However, there is a real problem with long COVID, and tens of millions of Americans (about 10%) are suffering from it.

Through the partnerships they got from COVID (many of which are a part of K-12 districts they served then), MedLab2020 now has programs for flu RSV, and Matt is starting to look at STI and testing accessibility to that. They are also supporting physicians to be able to come on campus and provide care and wellness visits.

Throughout 2022, MedLab2022 prioritized case management solutions. What they've seen during this pandemic is healthcare has become self-directed with people seeking out COVID testing. They're now extending their services through a platform that allows patients to choose their own journey while being supported by telehealth and care through the app.

Peak 3



Torrey Ward

HK3

Torrey Ward's latest startup project, Las Vegas Surf Lake, will be a premiere wellness resort and casino in Las Vegas, that will feature one of the largest man-made wave installations. Torrey highlighted the main benefits of the project - Vegas is a tax-free, pro-business location, and "bringing the ocean" to the city has never been done before.

[Learn More About HK3](#)



Don Yahn

Cushman & Wakefield

"Volatility Equals Opportunity"

Don Yahn, Executive Director at Cushman & Wakefield (a global commercial real estate services firm), highlighted forecasting strategies they use in the past year, based on four categories:

1. Soft landings

- 30% probability
- Businesses are having a much softer landing and maybe 5 to 10% range of values.
- Could be anywhere from 15 to 20% drop. People are asking me how much my building be worth in a couple of years. It's all all related. Real estate is very hyper location sensitive, right? So wherever you are, whatever market you're in, will will vary depending on what your rates of of dropping. And then we are seeing a soft landing coming up in about 2024.

2. Emerging growth

There's a flight to quality. People go to the better located, even more expensive higher end buildings and the lower class buildings will become more opportunities for repositioning or redevelopment.

Peak 3

- e-commerce we've seen actually, you know, more of the opportunities are called experiential retail, which we call necessity based retail and grocery and food anchored retail are always going to thrive and do well.
- Interest rates may play a factor because it'll mean more pressure on some of the capital required to build the infrastructure that is being currently going on at about 40 million square feet a year.
- Home construction is under pacing population growth. So that means multifamily is going to capture all of the renters and all the people are going to rent homes and not buy homes.

3. Mild recession

- 50% probability
- Based on four product types - office buildings, retail, industrial/office, and multifamily. Office buildings are probably going to be hit the hardest, anywhere from 20 to 30% decrease in values to something more like the logistics and warehouse.
- While recession is the Russian invasion will last longer, we'll have deeper cuts on oil supply, the oil supply. Oil pricing will remain higher for probably several more quarters as that happens. We'll see more impact on inflationary pressures. With inflationary pressures, obviously, comes cuts in discretionary income, which has an impact on spending.

4. Stagflation

- A combination of high inflation and economic stagnation, where inflation drives prices up but purchasing power down.



Sue Grant

The Literacy Project

Sue Grant, Founder of The Literacy Project, realized the immediate need to address the growing illiteracy problem that the California regions of the University of California recognized.

Peak 3

Sue Grant, Founder of The Literacy Project, realized the immediate need to address the growing illiteracy problem that the California regions of the University of California recognized. Across the nation, schools are experiencing worse conditions in literacy deficiency for children, especially in second and third grade (According to Sue, this is called the literacy gap).

The Literacy Project combats this issue through the a collaborative learning experience, which incorporates a game focused on 13 different skills. This game is produced so groups of 6 kids are learning and at the same time they're enjoying fun competition amongst themselves. To further support their initiative, Sue mentioned the need for role models and domain experts to be a part of their experience, to encourage kids to aspire and dream for positions that require an advanced progression in literacy capability.

To learn more about The Literacy Project, visit:

<https://literacyproj.org/>



Todd Brockman

Vet TV

Todd Brockman, Chairman of Vet TV, highlighted the importance of patent monetization. There are many channels involved with this process, such as the inventors, lawyers, and the US Patent and Trademark Office. At Vet TV they have a library (their IP) and they license their library and sell it to subscribers.

“We live in a world of IP, but the process is complex. It’s difficult. It’s hard to know how to do it. And so I’ve attempted to automate as much of it as I can.”

One of the first things Todd looks at in this process is the competitive landscape and identifying who they are and if they will use what you plan to patent (the strengths and weaknesses). A few other IP projects that Todd is involved in include super PACS and food preservation companies (such as their global rebrand for SAVRPack).



Lauren Peters Lague (Salesforce), Jeannie Walden (DailyPay, IMPACT Host)



Jeff Volpe (Viewsonic), David Latona (Tompkins Solutions)



Justin Li (Helio Genomics)



Tom Peck (Sysco), Sinan Kanatsiz (IMA)



Doug Frederick (Healthcues), Jeannie Walden (DailyPay, IMPACT Host)

Peak 4

Security Defense and Proactive Solutions



Joseph Zaki

Loko AI



David Fernandez

DFNKR Armor



Tom Sauer

Miramar Health



Adam Coughran

Marriott



Avi Schiffman

UkraineTakeShelter.com



Shawn Collins

Stradling Law

Small and private businesses alike are the wheels that keep our economy moving, and the pulse of our communities. Our Security, Defense and Proactive Solutions panel share how businesses today are innovating and developing solutions to create safer spaces, communities and nations. Shawn Collins, shareholder at Stradling Law, United States Navy veteran, and Afghanistan combat veteran, moderated the panel of five defense and security leaders:

Peak 4

Joseph Zaki, Founder and CEO Loko AI

Loko AI builds A.I. Autonomous Systems for safety, security, and risk management, transforming IP camera systems or IP surveillance cameras into real-time sensors. Looking at very specific safety risk management, security events and alerting in real-time.

David Fernandez, Founder of DFNDR Armor

A manufacturer of advanced lightweight body armor for the U.S. military office.

Tom Sauer is a Naval Academy graduate

Former career naval officer, and CEO of Miramar Health, which specializes in intensive PTSD, mental health and addiction treatment for America's veterans.

Adam Coughran, President at Safe Kids Inc.

Works primarily in the school safety arena, creating curriculum, training, and development for pre-K to 12 schools to prevent violence.

Avi Schiffman

A developer for relevant Internet campaigns, such as UkraineTakeShelter.com.

On security in schools, emerging companies (such as Loko AI's) have developed new tech that picks up patterns of behavior and weapons on camera, as well as use sensors to listen for gun detection software and sensors in schools.

Adam mentioned how training is an important aspect of the conversion of knowledge to students and teachers, so they not only how to use some of these technologies, but also how to respond to these things. It is critical to acknowledge what environment is being created for the child. Tall walls, armed staff, and security cameras are notable elements of a prison system, whereas a school should be a place of nurturing and development. Finding a medium between the two is the challenge.

Joseph, inspired to build Loko AI in response to the tragedy that happened at the Route 91 Festival in Las Vegas, noted how surveillance had ultimately failed that event, and how analyzing threats requires real-time information (especially when detecting anomalies).

“Do not just leave decision-making to a single person, but have a system or a piece of technology where multiple people would get that information...So you could get a consensus of what to do.”

- Joseph Zaki

Avi, the youngest panelist, highlighted how there are a lot of resources out there for younger teenagers, but they are decentralized and often hard to access in the first place, using like antiquated ID technologies that most teenagers are not familiar with (such as hotlines). Avi noted how advancements are being made for peer-to-peer type solutions (such as an emphasis on “role models” and peer hotlines where you talk to other students around your age), but current tech like social media

Peak 4

can have overwhelming and detrimental effects on the younger generation.

David remarked how the same efforts to protect airports or courthouses should be the same for schools. Protection in the past was heavy and cumbersome. With an increase in civilian demand for body armor and protection, emerging technologies relative to armor, such as advanced composite materials, have been leveraged by companies like DFNDR Armor to make things lighter.

In a separate interview, Sinan Kanatsiz also spoke directly with David about his story, and how his father, a physicist, influenced him in building up DFNDR armor. One of the key differences between some of the older technologies that exist - such as Aramid fabrics (better known as Kevlar) - and DFNDR, is how they leverage UHF WP, an ultra-high molecular weight polyethylene material, which is lightweight and durable. DFNDR offers discreet protection products, for security or staff, that are being brought to the mainstream world.



Blake Resnick

Brinc Drones

Moving into deeper into drone technology, Blake Resnick, Founder of BRINC Drones, shared how his background working up from McClaren Automotive, Tesla Motors, DJI, and other personal projects, influenced his engineering and technology prowess.

He decided to dropout of Northwestern University to start BRINC, initially to work on large scale perimeter security technologies, but then Route 91 shooting in Las Vegas occurred.

In the aftermath of that crisis, Blake had spoken with members of the Las Vegas police and SWAT teams, and realized that if they had a tool to get eyes and ears places to dangerous, send someone and get widespread situational awareness of that kind of event, they would have been able to to save more lives. Blake's broad ambition at BRINC is to make the police helicopter obsolete, and bring all emergency response (no matter what their response time is) to less than a minute. Through a drone nest holding an aircraft, it can be integrated with ShotSpotter technology for gunshot detection, Amber Alert systems, and emergency medical fire, to become a fundamental piece of emergency response infrastructure. As these products are sold as a service to the city, BRINC is able to use this type of technology for all the emergencies that might occur.

[Click to Watch Blake's Interview](#)



Sinan Kanatsiz (IMA), Joseph Zaki (Loko AI)



David Fernandez (DFNDR), Jay Symonds (Amazon)



(Left to right) Tom Sauer (Miramar Health), Joseph Zaki (Loko AI), Adam Coughran (Safe Kids, Inc),
Avi Schiffman (UkraineTakeShelter), David Fernandez (DFNDR), Shawn Collins (IMA Board)

Peak 5

Digital Economies, Web3, Blockchain



Johnney Zhang

USPC



Joshua Johnson

Beyond Meta



Robert Grant

Ceyeber



Keith Laska

High Alpha



Maika Isogawa

Webacy



Liam Grant

Integral



Kevin Maloney

iTrust Capital

Peak 5

We are amidst a great paradigm shift where people are starting to have power over platforms. Cryptocurrencies are becoming mainstream, decentralized platforms that are popping up every day, and people around the globe are wondering what is to come of Web3. A marketing revolution is near. Our future will soon bring great changes in the way people operate their daily lives and the way businesses build meaningful relationships with customers.

Kevin Maloney, Interim CEO of iTrustCapital, moderated this year's panel of cryptocurrency leaders:

Johnney Zhang

Creator and Founder of USPC

Joshua Johnson

Co-Founder of Beyond Meta

Robert Grant

Founder and CEO of Ceyeber

Keith Laska

Operating Partner at High Alpha

Maika Isogawa

Co-Founder and CEO of Webacy

Liam Grant

Head of Growth at Integral Treasury

Education of Web3

Liam shared a simple framework for anyone jumping into Web3.

Web1 = Read

- It is retail, static web pages, users can't interact with them (like a poster on a wall)

Web2 = Read & Write

- Users could start to interact.
- Creation of social networks where content could be exchanged that came with an inherent deal to exchange your data for utility in these social networks

Web3 = Read, Write & Own

- All about understanding and aggregating your own data, understanding the risk associated with your activities to your customer base, as well as to your entity and jurisdiction

“Web3 is moving from a rental economy to a digital ownership economy. Owning your own piece of digital assets, ultimately.” - Keith

Keith noted how we are in the middle of a new, multi-generational paradigm shift. A transformation to a multitrillion-dollar economy. The “risk and reward access curve” is significant in this market right now, on which blockchain is going to be successful and what's not.

Within the gaming community, Robert noted how with their intraocular lens (a third eye product), each time you have an experience in their gaming architecture, all of it can be recorded and captured in the form of an NFT, where certain elements earned or purchased in the journey. All of this experience is backed by a one-time pad, quantum-resistant encryption protocol, an important element as Robert predicts the existence of many metaverses that everyone will move between, where we're going to largely want to keep the same avatar as we move from metaverse to metaverse environment.

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For Maika, this next generation is learning that there is an opportunity to get paid and receive value in rewards for things previous generations do on a daily basis. Cycles are going to be changing for the future, for everything from drive to earn, eat to earn, play to earn, learn to earn, etc.

Example: A new pilot gym that allows you to earn rewards when you work out

Joshua mentioned Web3 makes it possible to see different dialogues and different communities coming underneath groups owning their own world and being able to have interoperability and communities where you can have two ecosystems come together and incentivize loyalty systems in different ways.

Example:

Metamasks, a crypto wallet, would house social tokens to enable you to have an interconnection with different platforms. I.E Taking a sustainability course in Roblox, and taking it in Fortnite, would have the same value in the same earning mechanism.

Johnney shared excitement regarding the app component for cryptocurrencies. Although people use it for art for collectives, it could really be for people gaming. This “play” model empowers gamers to do well in the industry as people can play and earn.

Example:

If you can turn game assets into apps, when you are done playing, you can then sell them to other people or buy them in a trade. They don't have to be a game or don't have to play it, but they have to have a real utility that can be used in the game.

Crypto, securities and regulation...

To Liam, from a regulatory standpoint, any time you have a period where capital is widely available to different groups at very low interest rates, speculative investments will become more and more attractive, because if it's capital is plentiful, risk appetites can naturally increase. Crypto is in an immature space and needs a ton of innovation to happen, so the transparency and the checks and balances are not the same as they are in mature financial markets. Misallocation of capital in all economies, eventually that capital and value will be destroyed. There are huge incentives for regulators to get involved in this space, and the challenges introduced in financial markets, there are frameworks to classify different asset classes, but it is not mature within Web3. It is up to the legislators to step in and facilitate intentional and proactive policy on regulation.

Recent 2022 global reports highlight how overwhelmingly two factors that came to mind on what would it take to get more options on security or crypto - clarity and education. To Maika, it's every company's job to build safety and security into all of their protocols, infrastructure, and all of design decisions. Kevin mentioned how at iTrustCapital, there is an obligation to give more transparency and access to information related to this ecosystem.

Peak 5

For Johnney and ownership of USPC, he highlighted the **difference between security versus utility tokens, how to differentiate themselves, regulation and building a community.**

“USPC coin is offered to people who want to invest crypto looking for real value. They don’t want to speculate. They want something more reliable. They want something that’s backed by asset where they can see and feel.” - Johnney

Johnney notes how with the current technology, you can use the standard to issue a token, send peer to peer, and they can set it. For USPC, they’ve had rewrite their standard, using an in depth understanding of the laws and technology that affect the security, to give them the ability to add different tranches to limit the transfer of USPC, and sell the token to the people who can have access to it.

If you’d like to participate in a short feedback survey on USPC and enter to win potential prizes, visit survey.uspc.io

Johnney expects that Coinbase (or any of the larger current broker dealers) will not add security into their platform in the foreseeable future. There are a few players with merged interfaces where you can trade bitcoin and a security, but on the backend they are separate systems, one for crypto, and another for security token (i.e - Robinhood).

Macroeconomic policy, Differences between Bitcoin and Ethereum, and Market Instability

Robert remarked how it goes back to the origins of Milton Friedman and Keynesian economics, looking at the past 70 years / post-World War Two era, where monetary policy has managed the money supply. Craig Wright’s White Paper puts forth this notion of decentralization as a concept that is the seed of something bigger than decentralized payments or a digital payment structure construct. After the financial crisis in 2008, people started getting wary about this continual “too big to fail” concept of government. In 2020, everything culminated with the COVID pandemic, where printing money reached a range of \$7 trillion (almost a third of the world’s dollar money supply). Government monetary policy has found its end, and we’re seeing the results of it with rapid inflation and drop in productivity.

“The pandemic and systemic problems, along with this notion of a central banking system that says we’re going to decide how much money is in the money supply...has been antithetical to the original creators of the idea of Bitcoin...the notion of proof of work, then became proof of stake...and the next stage is going to be proof of self.” - Robert

Keith added how inflation has gotten the average individual to understand the broken system we currently have. Liam highlights how the motivation for moving from ‘proof of work’ to a ‘proof of

Peak 5

stake' system is to destroy old incentives, and create new incentives for people who participate in allocating the key resources that allow a network like Ethereum to exist.

Example of proof of work

- Miners who perform a service (mainly computation power) to the rest of the network and they're rewarded in the native currency (Ethereum).

Example of proof of stake

- Create financial security by proving that you own and essentially are collateralized to the network (you own a certain amount of Ethereum)

“If you're contributing your resources to the network in order to make transactions happen, you have to prove that you are similarly collateralized.” - Liam

According to Liam, the challenge in a proof of stake system is that it's a lottery system...it's not guaranteed. It's not a linear relationship between value to the network and the reward that you receive. Naturally it may have the opportunity to basically consolidate into market makers, for example.

- **If you have one validator and you use 32 days to do that, you're essentially buying a lottery ticket to be rewarded for that.**
- **If you are at a centralized exchange and have the ability to stake, hundreds of millions, billions, tens of billions, etc., on these networks, then if you have many validators running, you're outside risk is much less than if you had one validator running, which you may be rewarded for.**

Future of Web3

Joshua called the behavior in Web3 “ownerfication” (or “gamified owning”). In your wallet, you have your identity, own your own journey and are able to create value for brands and yourself, as utility becomes reality in transactions you make with brands.

Robert noted how in the last 200 years, business has largely been about an intermediary style economy (investment bankers/service providers are middlemen on transactions). Whereas now, we're moving towards a creator economy based on “content-tainment” - creators, inventors, patent filers, and artists are now getting paid for their activity because we are now valuing the creativity, which is the thing that AI cannot yet do.

Maika mentioned how there are some valid arguments coming from skeptics about blockchain, tech, and what actually needs to be unchained. From an engineering perspective, building things off chain sometimes makes a lot more sense. Building on chain can be laborious, expensive, and difficult to update and change later on. Recovery is hard, and all of these things make it difficult to build on blockchain. As people build and are creating in the space, there's an engineering tradeoff and a value tradeoff of what needs to be on chain.

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Liam also commented that an interesting application for blockchain is to include global accessibility to financial markets for the developing world. The US dollar continues to be the reserve currency of the world, and we take for granted that we can exchange that dollar for resources, commodities, representations of other financial markets and securities as a whole. In the developing world, that's not the case. For example, El Salvador uses blockchain technology since many in the country do not have bank accounts, and they see this as way to provide access to financial markets for their native population and also to cut the cost of sending remittances.

What is Bitcoin?

"Bitcoin is a mechanism to transfer value online. Satoshi Nakamoto is the pseudonymous inventor of Bitcoin, and created a consensus mechanism, which is run off of a 'proof of work' protocol, and solves for the 'Byzantine general's' problem. The proof of work/consensus protocol creates nodes or individual pieces of software code that validate blocks of transactions, thousands at a time. Once it validates those blocks, the 'chain' part of 'blockchain' is attaching the validated block to the previous block. Every 10 minutes or so that process repeats itself on Bitcoin." (As defined by Keith Laska)

Bitcoin and "Mining"

In a separate interview, Sinan Kanatsiz chatted with Jason Les, CEO of Riot Blockchain, and his involvement in the blockchain industry, mining, and Bitcoin in the last decade. In 2020, Riot had invested in more Bitcoin mining hardware, when the market wasn't too great, but then took a turn when the market improved, and their equity had increased alongside it's growth. As Bitcoin is a decentralized financial system where every individual has the ability to audit and verify the entire accounting and ledger on the blockchain for themselves and completely transact on the network without any third parties, Mining seeks to incentivize honest behavior that puts work behind every addition to the blockchain. It is doing proof of work, which makes a decentralized network possible, and put something at stake to those who want to make a change.

Robert Grant - Ceyeber

Robert Grant also sat down with Sinan to chat about Ceyeber, and the development of their intra-ocular lens. Through analyzing recent trends on contact lens technology, and how over 6 million people every year fall off from it, Robert raised the question if it's possible to have everything be on one, painlessly applied lens. Through Crown Sterling, another company he founded, it was possible to completely encrypt all data applied with their lens, with uncrackable encryption that is quantum resistant.

Ceyeber's contact lens itself is smaller, and houses a camera that is 300 microns in diameter, and holds a 160,000 megapixel, 30 frames per second resolution. This lens acts in similar ways to Apple's "Apple Play" function, with a seemingly huge benefit for age related macular degeneration patients to start. They also believe that they would be able to treat patients who are suffering from profound blindness after they've been through around the full two year round of Lucentis treatments. In the future, this could well become a mainstream product where you can get a 5 or 10 min cataract surgery, along with interactive lens implanted in the procedure.

[Click to Watch Robert's Interview](#)



IMPACT22 Chairman's dinner



IMPACT22 Chairman's dinner



IMPACT 22 Welcome Reception



The English Beat private concert



IMPACT22 Chairman's dinner

Peak 6

Marketing Evolutions

While Web3 shines in the distance, Web 2.0 still presents its daily challenges. We now live in a video-first world and commerce is constant. What does it take to break through it all? These marketing leaders share the latest technologies behind video, seamless shopping experiences, and how brands operate with limited consumer data and increased privacy.



Andrea Ward

VidMob

VidMob New York-based technology company that helps its clients use creative to drive marketing performance by helping them make smarter ads. CMO Andrea Ward, highlighted their a recent \$110 million series D investment round, and how investors have geared towards VidMob for three reasons: the market is craving for a new ways to drive marketing performance (i.e - cookie deprecation), great retention (customer success and love drives business success), and real differentiation.

Biggest changes in the past year

Andrea noted how important it was to figure out new ways to use creative data to drive performance (at the brand or revenue level) and understand new ways to drive creative performance in the past year.

“Last year people were still learning how to harness that data. Now we see clients taking those insights and learning more not only about the creative itself, but about their clients understanding on what different types of clients, what types of creative and what types of ads are driving engagement with them.” - Andrea

Their clients are also starting to do drive some of their internal programs like diversity and inclusion. Initially, it was about representation across all of their ads, but now they're also thinking about how can they go after a new customer or a different type of customer, and how can they learn about

Peak 6

what their customers are going to react and engage to. They're seeing an upper level of using creative as a way not only to determine marketing performance, but drive brand strategy.

Example:

Marriot dealt with a "sea of sameness", where a lot of hotels have wonderful shots of properties, hotel rooms, and beautiful drone shots of beaches. To stand out with their customers, they learned if their ads included some form of dancing, it was driving performance. They also had data that validated their intuition based on their experience.

Real time optimizations

Most tools that marketers currently have are for testing, where they'll go out and test many different variations against each other to gain insights into what's working and how it compares against each other. Through VidMob's platform, creative insights surface significantly faster, enabling their clients to quickly put those insights into a creative brief, distribute it to their global creator network, and see changes into their ads in days versus weeks.

Marketing budget decreases...

In a down market, it's more important than ever to use creative as a tool to continue to drive better performance, and take that creative data and package it to your management so that you can demonstrate the impact of creative and how it's driving your business.

Within the next year...

Marketers will develop a repeatable practice on how to use creativity to drive that business.



Josh Kreitzer

Channel Bakers

As Founder and CEO of Channel Bakers, Joshua Kreitzer shared how they "Grow Your Dough" across all your channels, whether they be retail channels or advertisement channels. In today's landscape of the advertising industry shifting due to privacy laws, they help brands leverage the power of retail media as a solution to all the challenges that have been happening with targeting and ad inventory.

In the last 12 months...

Retailers are now leveraging the power of their shopper behavior data to take brands and provide solutions that provide upper funnel strategies for awareness and consideration. Some solutions include - streaming TV ads, search and/or display, programmatic online video ads - where they leverage the

Peak 6

retailers data to define the audience they want to target.

What CMOs should care about...

Leveraging retail media for effective ad spend

Example - Amazon. Many think of the company as channel of conversion and sales when in reality they have a number of solutions that solve big pain points coming from the data privacy challenges that marketers face.

In fact, 83% of marketers relied on third party cookies, and with that, 44% of them said that they expect to spend 25 to 30% more to reach the same audience.

Retail media is the second largest and fastest growing sector of advertising right behind streaming TV, of which in the landscape of retail media, it's now a \$41 billion industry, of which Amazon is 31 of the 41 billion.

Identifying Risk

What's at risk is identifying audiences, reach, location and ad inventory. Example - Amazon. They have audience data, signals, prime video, Freeview, Amazon Music, Alexa devices...and it's all based on a single sign in user.



Claudio Ludovisi

Pepperdine Graziadio

As Head of Marketing and Strategy (CMO/CSO) at Pepperdine Graziadio, Claudio Ludovisi heads research in customer engagement, trust and how organizational purpose impacts trust and the ability to create a direct two-way conversation with your best customers ("fans").

Why should CEOs and CMOs care about fans?

• Lower costs

Your cost of acquisition or your cost of retaining a customer since you don't have to sell a person again if you're continuously having a relationship with them.

• Multiply marketing efforts

Fans of a purpose talk up your product sometimes before they even experience the product (for example, someone who hasn't even bought their Tesla yet talks about their Tesla, and other people are fascinated by the conversation).

Peak 6

• How to improve fan engagement

1. Gather primary data about your customers
 2. Integrate data into your marketing process (How are you keeping tabs and how are you still adding value to that?)
 3. Research what your fans actually care about
-



Daniel Langer

Pepperdine Graziadio

“First and foremost, luxury is if someone makes you feel valued and feel treated as a human.”

Fifteen years ago, Daniel Langer, CEO of the luxury, lifestyle and consumer brand strategy firm Équité, and the Executive Professor of Luxury Strategy, Disruption and Pricing at Pepperdine University, embarked on a journey to learn more about luxury, which he concluded is extreme value creation. On luxury marketing for products and services, to be successful in this field, you have to put the human first and be extremely authentic as a brand.

Gen Z and luxury brands...

- Gen Z have the highest expectations than any other customer group before
- Gen Z lived their whole lives in the presence of social media.
- Gen Z brand choices are much more intentional
- Gen Z have high self-awareness towards the impact brand selection can have their own self-image and personal brand

On the future of luxury brands...

- Focus on community to community
 - Have awareness about their supply chain
 - Be conscious in whom they are dealing with
-

Peak 6



Joe Megibow

Bright Cellars

Joe Megibow, CEO of Bright Cellars, has been in retail and consumer for many years, working with brands like Expedia, American Eagle Outfitters and Purple. At Bright Cellars, there is a new generation of people who love wine, but don't know anything about wine.

Modern marketing, data, and AI has helped the company come up with a way to find your taste profile. Through simple questions about certain food and drink preferences, they can provide with really high accuracy, a starting place of wines that their customers will love. They add to this profile by the ratings their customers provide for their wine selections. At scale, with millions of consumer reviews, they now have a better match algorithm in finding and producing wines that their consumers will love.

Core consumer journeys and the need to have authentic human engagements to help people are important elements in their business. The mechanisms have changed tactically from how you display something in a store to how you display online to how you communicate through digital interactions. In terms of communications, even at their size and scale, they've invested heavily in a contact center who are wine concierges that have access to your digital profile.

“Our concierge can bring life and story and narrative to help win over the customers, even if it comes down to one on one engagements.” - Joe

On the future of the wine industry, Joe mentioned how some of the innovation is limited to what can be done through policy. Only 5% of a roughly 75 to \$80 billion category in the US, is online. As education increases, there will be new ways of both making wine and distributing wine.

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Greg Schneider

Snap



Jamie Bradley

VidMob

Greg Schneider, Creative Strategy Lead at Snap Inc. joined Jamie Bradley, Head of Creative Enablement at Vidmob, and shared how their work in Snapchat, has led to an increase ad performance, and other actionable creative insights for ad campaigns.

Snapchat at a glance:

- **Over 600 million active users in the world**
- **Reach of more than 75% of 13 - 34 year olds in 20 countries***
*Snap Inc. internal data Q1 2022
- **Built for mobile first from the beginning**

Snapchat was built for mobile-first viewing from the very beginning



Peak 6

Entertainment

VidMob analyzed Entertainment Snapchat Ads from January 1 2019 to June 30, 2021

- **4,179 ad campaigns**
- **7,572 video ads**
- **11 billion impressions**

Key Insights

Be direct with consumers

- Featuring your brand at the very beginning of a video had a 35% increase in swipe rate.
- Videos that had a CTA in the first 2 seconds had a 71% increase in swipe rate.

Make it POP

- Make your brand presence bright and bold.
- Enhanced amounts of visual contrast saw a 40% increase in swipe rate.

Be short, sweet and actionable

- Snap Ads less than 10 seconds long had a 40% increase in swipe rates.

Financial Services

VidMob analyzed Financial Snapchat Ads from January 1, 2019 to July 15, 2021

- **513 ad campaigns**
- **2,882 video ads**
- **10 billion impressions**

Key Insights

Star power is powerful

- Ads that opened with a celebrity spokesperson had view rates a 39% increase in view rates.

Make it POP

- High contrast videos had a 15% increase in swipe rate than videos with low contrast.
- When text takes up less than 5% of the screen, the view rate is 175% higher (19x).

Capture attention

- Snap Ads with zero scene changes in the first 3 seconds saw 17% increase in view rates

CPG

VidMob analyzed CPG Snapchat Ads from January 1, 2019 to June 30, 2021

- **3,846 ad campaigns**
- **86 ad accounts**
- **28 billion impressions**

Key Insights

Hit 'em early, hit 'em hard

- Ads that featured branding in the first two seconds of the video had 64% increase in view time

The great outdoors

- Ads with outdoor settings had 25% increase in view time and 12% increase in swipe rate.

Say it loud

- Videos that have the sound on had 3.5% view time than videos with the sound off



Joe Megibow (Bright Cellars)



Joshua Kreitzer (Channel Bakers)



Sinan Kanatsiz (IMA), Safa Movassaghi (Delarman Technologies)



Andrea Ward (VidMob)

Featured Segment

Palmer Luckey



Sinan Kanatsiz (IMA Chairman), Palmer Luckey (Anduril Industries)

Working With Ukraine

Anduril Industries is a defense technology company that integrates the latest in AI and machine learning for military and defense applications. Founder of Anduril Palmer Luckey, met Ukraine President Volodymyr Zelensky shortly after he was elected, and years before the current conflict started. Zelensky had reached out about Anduril's work on US Border security, and was interested in applying the same A.I. technology to defending their borders. Palmer noted how in the current conflict, the biggest problem Ukraine has right now is that their industrial capacity is much smaller than Russia's. Aside from Russia potentially placing weapons systems on the borders of all of US allies in Europe, they're also going to be able to collect data on stealth platforms, and watch electronic emissions.

“I don't think that we have an option of letting this go. We can't afford to let Russia take over Ukraine, and then get rid of the buffer that exists between all of Europe and Russia.”

Featured Segment

Training on Equipment

For other US-allied countries, they may not have the same technical aptitude, military training, or language proficiency to use certain weapon platforms. The US has designed their weapons systems to make it very easy for people who may be ordinary civilians who can participate in a meaningful way.

“The US has done a great job of building weapons platforms that we can arm our allies with rather than just arm ourselves with”

Psychology of Russia

Palmer highlighted how in Russia it's not just a random conscription of people that they are putting down. What has been happening is people who have been caught protesting in the streets early in the war, they would arrest them, take videos, and do surveillance of them. Whoever those protesters were, they are then conscripted to go straight to the fighting. This means they are more or less killing all of the people that you have very high casualty rates on front line infantry. They are also ensuring that people don't speak out because they will be politically targeted for their speech, which means they appear to have less public resistance than there is.

Evolution of the War in Ukraine

“It's not just a war against Russia. It's war against Russia and all of their allies”

Russia has entered into the SCO, the Shanghai Cooperation Agreement, which includes Iran, China, and Russia. The stakes here is not just about Russia winning and wanting to rebuild the Soviet Union, but about the combined coalition of countries that is universally anti-west and anti-democracy. Tactical nukes are on the table, as it's part of Russian warfighting doctrine, and the United States strategic use for deterrence and retaliation.

Entering Winter of 2022, there will be European nations with hugely depleted petroleum reserves, and we're going to see billions of dollars flowing into Russia to pay for petroleum products. The European Union has left themselves dependent on Russian energy, and will end up having their backs against the wall, and Palmer thinks Putin is betting on that.

On Web3 and The Metaverse

Palmer highlighted how most people saw Web3 and the Metaverse as the next step in technology, but he sees it as the last step, once VR and metaverse are perfected. There's dozens of technology that have to be stacked to make it work at that level. Palmer disagreed with some of the tactical, specific decisions that matter in terms of what they're prioritizing, what products they're building first, and which ones they're going to build later.

Featured Segment

Palmer also indicated how Mark Zuckerberg has not made a “perfect virtual reality”, and doesn’t think he thinks he has either. This generation is filled with people who are investing in incrementalism and tiny iterations on what’s been done, where the last form of media be manifested through billions or tens of billions in R&D.

“Facebook was not interested in buying Oculus because they thought that it would be some small part of their business selling VR games to gamers. It was because they understood that VR is the final platform.”



The Head of the Presidential Office of Ukraine Andriy Yermak with Palmer Luckey

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Startup Pitch Challenge

Additionally, virtual attendees are invited to watch the streamed “Startup Pitch Challenge,” which will feature a Shark-Tank-style competition between 9 startups. A panel of judges will select a single winner, but viewers will also have the option to vote for their favorite brand!



On Oct 27, the winner of this year's challenge by survey vote was:



necotechusa.com



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Fall, 2023

Details Forthcoming


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