

## Creative Destruction Lab: 1:30 pm - 2:00 pm

### Jesse Rogers (Director)

An introduction to the Creative Destruction Lab at the Rotman School of Business and its value proposition to ECE graduate students with their own start-up ideas. Two CDL affiliated start-ups: Bionym and Thalmic Labs, will join Mr. Rogers to present their unique insights on the start-up experience.

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### Bio ★ Jesse Rogers

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Over the last twelve years, Jesse Rodgers has worked in technology. Prior to co-founding TribeHR, Jesse was Director and pioneer of the VeloCity program at the University of Waterloo. VeloCity is a 70-bed residence, a workspace for startups, and a small venture fund. Jesse knows how to start and scale tech companies, and he has particular expertise in SaaS, user experience (UX), product design, and customer acquisition. Jesse holds a M.Sc. in Internet Computing from the University of Liverpool and a B.A. from the University of Waterloo

