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.

Bio ★ Jesse Rogers

Over the last twelve years, Jesse Rodgers has worked in technology. Prior to cofounding 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.