

EXHIBIT 10



Hurry to get Ultra-Early Bird ticket pricing!

Schedule

OCTOBER 8, 2018

Registration

8:00

MORNING SESSIONS

Track: The Smart Kitchen Opportunity

8:50-9:00

Welcome: The Future Kitchen Opportunity

[Michael Wolf](#), *The Spoon*

9:00-9:25

The Disrupted Meal Journey (Panel)

[Michael Wolf](#), Moderator; [Jon Jenkins](#),
Hestan Smart Cooking; [Dana Cowin](#)

9:25-9:40

How the Connected Kitchen Will Save Lives (and Maybe the Planet Too) (Solo)



**Defining Strategies For Investing In Food
Tech (Panel)**

[Ashley Daigneault](#); [Tom Mastrobouni](#), Tyson
Ventures; [Brian Frank](#), FTW; [Carman Palafox](#),
Make in LA

10:05-10:20

**From Home Appliances to Home
Experiences**

[Christofer von Nagel](#), BSH Appliances

10:20-10:40

Startup Showcase Pitch Session #1

MORNING BREAK

10:40-11:20

***Sponsor Workshop by TE Connectivity -
The Connectivity Behind the Smart
Kitchen***

**Track: Fostering Innovation
For The Future of Food and
Cooking**

11:20-11:45

**Out of the Garage: Bringing The
Inventor's Mindset To The Kitchen
(Panel)**

[Ashlee Clark Thompson](#), CNET; [Clay
Alexander](#), Ember; [Scott Heimendinger](#),
Modernist Cuisine; [Melissa Verzwyvelt](#),
Heatworks;

11:45-12:00



[Pablos Holman](#), *Intellectual Ventures*

12:00-12:25

Beyond The Dial: Exploring Voice and AI-Powered Interfaces For The Kitchen (Panel)

[Stacey Higginbotham](#), *IoT Podcast*; [Shelby Bonnie](#), *Pylon AI*; [Adnan "Boat" Agboatwalla](#), *Samsung*

12:25-12:45

The Kitchen As Innovation Engine (Fireside Chat)

[Richard Blais](#), *Chef*; [Chris Albrecht](#), *The Spoon*

12:45-1:10

Startup Showcase Pitch Session #2

LUNCH

1:10-2:10

Startup News Announcements: 1:20-2:00; Founder's Room

CONCURRENT SESSIONS

Two tracks will run concurrently during the first afternoon block

Recital Hall: Kitchen Sessions

2:10-2:35

Implementing & Executing Smart Kitchen Platforms (Panel)



[Michael Wolf](#), *The Spoon*; [Kevin Brown](#), *Innit*;
[Kevin Yu](#), *SideChef*; [Geoff Barnes](#), *Google*

2:35-2:50

**Innovating The Hard Way: How Tech
Companies Can Solve Real Problems in
Cooking (Solo)**

[Arvind de Menezes Pereira](#), *Markov*

2:50-3:15

**Shoppable, AI-Powered & Guided:
Reinventing The Recipe (Panel)**

[Ashlee Clarke Thompson](#), *CNET*; [Cliff
Sharples](#), *Fexy*; [Jason Cohen](#), *Analytical
Flavor Systems*; [Yuni Sameshima](#), *Chicory*

3:15-3:30

Building A Printed Food Ecosystem (Solo)

[Hironao Kato](#), *Open Meals*

**NORCLIFFE FOUNDER'S ROOM:
Reinventing Food Systems**

2:10-2:35

**Leave The Lunch Box Behind: How Tech Is
Changing How We Eat At Work (Panel)**

[Brita Rosenheim](#), *Better Food Ventures*;
[Michele Smart](#), *EZCater*; [Bill Billenstein](#),
Guckenheimer; [Luke Saunders](#), *Farmer's
Fridge*

2:35-2:50

**Democratized Platforms Are Enabling
New Creators to Enter The Food Space
(Solo)**

[Ashley Colpaart](#), *The Food Corridor*



Battling Waste: Using IoT, AI & Data to Make Kitchens Better for the World (Panel)

[Chiara Cecchini](#), *Future Food Institute*; [Dana Gunders](#), *The Waste Free Kitchen*; [Jasmine Crowe](#), *Goodr*

3:15-3:30

From Soil To Sip: Disruptions In The Coffee Value Chain (Solo)

[Nathan Gilliland](#), *Bellwether Coffee*

3:30-4:15 Afternoon Break

Sponsor Workshop by Hestan Smart Cooking

Beyond Voice: Rethinking User Interfaces in the Kitchen

AFTERNOON SESSIONS

Track: Tides of Change

4:15-4:40

The Food Robot Evolution (Panel)

[Chris Albrecht](#), *The Spoon*; [Cynthia Yeung](#), *Cafe X*; [Deepak Sekar](#), *Chowbotics*; [Rishi Israni](#), *Zimplistic*

4:40-5:05

Restaurants 2030: Exploring The Future of Restaurants (Panel)

[Joe Ray](#), *Wired*; [Eric Rivera](#), *addo*
Incubator; [Tim Collins](#), *Kitchen United*; [John](#)



5:05-5:35

**Is This Thing On? The Art of the Review In
the Smart Kitchen Era (Panel)**

[Michael Wolf](#), *The Spoon*; [Wilson Rothman](#),
Wall Street Journal; [Ashlee Clark Thompson](#),
CNET; [Joe Ray](#), *Wired*; [Lisa McManus](#),
America's Test Kitchen

5:35-6:00

Startup Pitch Session #3

HAPPY HOUR &
STARTUP
SHOWCASE

6:00-8:00pm
Grand Lobby

OCTOBER 9, 2018

8:00 am

Doors Open

**MORNING
SESSIONS**

8:50-9:00

Welcome

**Track: The Kitchen Commerce
& Service Layer**



Kitchen Counter Point of Sale: Analyzing In-Kitchen Commerce Models (Panel)

[Richard Gunther](#), *Digital Media Zone*; [Iri Zohar](#), *Freshub*; [Benton Richardson](#), *Amazon*;
[Shawn Stover](#), *GE Appliances*

9:25-9:40

The Future of Grocery (Solo)

[Mike Lee](#), *Alpha Labs*

9:40-10:05

Food On Demand: Perspectives On Food Delivery (Panel)

[Brita Rosenheim](#), *Better Food Ventures*;
[Christopher Payne](#), *DoorDash*; [David Rabie](#),
Tovala

Track: Building The Plan

10:05-10:30

Rethinking Business Models In The Era of FoodTech (Panel)

[Michael Wolf](#), *The Spoon*; [Chris Young](#),
ChefSteps; [Stephanie Naegeli](#), *Nestlé*; [Brett
Dibkey](#), *Whirlpool*

10:30-10:45

The Creative Spark of the Smart Kitchen (Solo)

[Jon Jenkins](#), *Hestan Smart Cooking*

10:45-11:05

Finding The Formula: Why Products Succeed or Fail (Fireside)

[Wilson Rothman](#), *Wall Street Journal*



MORNING BREAK

11:05-11:40

Sponsor Workshop by Wireless Power Consortium

How Wireless Power will Transform the Way We Use Our Kitchen

Track: Food & Cooking Content Remixed

11:40-12:00

From Project Runway To Project Foodie (Fireside)

[Eli Holzman](#), *Intellectual Property Corporation*; [Chris Albrecht](#), *The Spoon*

12:00-12:15

Augmented Food Experiences (Solo)

[Dhairya Dand](#), *ODD Industries*

12:15-12:35

The Connected Chef (Fireside)

[Tyler Florence](#), *Food Network*; [Michael Wolf](#), *The Spoon*

12:35-1:00

Fusion Cooking: The Future Recipe For Media, Food & Cooking (Panel)

[Dana Cowin](#); [Tyler Florence](#), *Food Network*; [Eli Holzman](#), *Intellectual Property Corporation*; [Dhairya Dand](#), *ODD Industries*



LUNCH

1:00-2:00

***Lunch Workshop: A Look at the Japan
Smart Kitchen & FoodTech Market***

CONCURRENT SESSIONS

*Two tracks will run concurrently during the
first afternoon block*

RECITAL HALL: KITCHEN SESSIONS

2:00-2:25

Future Fresh: Rethinking Food Storage

[Brita Rosenheim](#), *Better Food Ventures*;
[Gordon Foster](#), *Evertron*; [Tal Lapidot](#), *Silo*;
[Nate Cho](#), *Electolux*

2:25-2:50

**Crowd & Beyond: Building Sustainable
FoodTech Businesses Once The Campaign
Ends**

[Ashley Daigneault](#); [Cheryl Clements](#), *Pieshell*;
[David Rabie](#), *Tovala*

2:50-3:15

**Thinking Out of The Box: Reimagining Our
Cooking Appliances**

[Lisa McManus](#), *America's Test Kitchen*; [Matt
Van Horn](#), *June*; [Robin Liss](#), *Suvie*, [John
Pleasants](#), *Brava*

2:15-2:45



[Adam Justice](#), *ConnectSense*; [Masa Fukata](#),
Panasonic; [Steve Svajian](#), *Anova*; [Erik Wallin](#),
Northfork

NORCLIFFE FOUNDER'S ROOM: Reinventing Food systems

2:00-2:25

Food Data: Standards, Ontologies & Analytics

[Stacey Higginbotham](#), *IoT Podcast*; [Matthew
Lange](#); *IC-Foods*; [Victor Penev](#), *Edamam*;
[Kevin Brown](#), *Innit*

2:25-2:50

Plant-Based, Cellular & Sustainable: Exploring The Future of Meat

[Catherine Lamb](#), *The Spoon*; [Andrew Ive](#), *Big
Idea Ventures*; [Christie Lagally](#), *Seattle Food
Tech*; [Thomas Bowman](#), *JUST*

2:50-3:15

Food Blockchain: Hype Or True Path To Food Transparency?

[Stacey Higginbotham](#), *IoT Podcast*; [Raja
Ramachandran](#), *Ripe.io*; [Tejas Bhatt](#), *Walmart*

3:15-3:45

Edible Cannabis: The New Functional Food?

[Catherine Lamb](#), *The Spoon*; [Merril Gilbert](#),
TraceTrust; [Scott Riefler](#), *Tarukino*; [Linda
Gilbert](#), *BDS Analytics*

AFTERNOON BREAK



***Afternoon Workshop (Founder's Room):
Ghost in the Appliance: How IoT Devices
Join the Criminal Underworld***

Riley Eller

**Track: Final five For
inspiration**

4:30-4:45

**Designing the Kitchen Ecosystem of the
Future**

[Bruce Thompson](#), *Urbaneer*

4:45-5:00

Leveraging Data to Improve Recipes

[Shannon Ren](#), *Hestan Smart Cooking*

5:00-5:15

AI and Personalized Flavor

[Jason Cohen](#), *Gastrograph*

5:15-5:30

**How the Connected Kitchen Transforms
Food Digitization**

[David Kraft](#), *Xinova*

5:30-5:45

No More Bullying The Customer

[Amy Gross](#), *VineSleuth*

5:45-6:00

**Final Thoughts & Startup
Showcase Winner
Announcement**





STARTUP SHOWCASE PAST EVENTS

Brought to you by The Spoon

