



ACCELERATOR PARTNERS

\\ KICK OFF RETREAT

09.14.2017 @ Columbus Idea Foundry
421 W. State St., Columbus, OH 43215

AGENDA

7:45 - 8:00 AM | ARRIVAL

8:05 - 8:30 AM | WELCOME & INTRODUCTIONS

8:30 - 9:15 AM | FUTURE OF MOBILITY [Keynote]
[Greg Lindsay](#), Author and Journalist

9:30 - 10:45 AM | SMART COLUMBUS & ACCELERATION
PARTNER PROGRAM OVERVIEW

[Mark Patton](#), Smart Columbus
[Jordan Davis](#), Smart Columbus

10:45 - 11:45 AM | DRIVING BEHAVIOR CHANGE

[Drive Electric] [Ben Prochazka](#), Securing America's Future
Energy/Electrification Coalition

[Drive Less] [Sohier Hall](#), Luum

12:00 - 1:00 PM | LUNCH w/ Singularity University Accelerator

1:15 - 2:00 PM | NEXT STEPS



SPEAKERS



Greg Lindsay, Author and Journalist

Greg Lindsay is a journalist, urbanist, futurist, and speaker. He is a senior fellow of the New Cities Foundation — where he leads the Connected Mobility Initiative — and the director of strategy for LACoMotion, a new mobility festival coming to the Arts District of Los Angeles in November 2017.

He is also a non-resident senior fellow of the Atlantic Council's Foresight, Strategy, and Risks Initiative, a visiting scholar at New York University's Rudin Center for Transportation Policy & Management, a contributing writer for Fast Company, and co-author of *Aerotropolis: The Way We'll Live Next*.

His writing has appeared in *The New York Times*, *The Wall Street Journal*, *Bloomberg BusinessWeek*, *Harvard Business Review*, *The Financial Times*, *McKinsey Quarterly, Inc.*, *The Atlantic*, *Quartz*, *The New Republic*, *Politico*, *The Economist Group*, *The World Economic Forum*, *The Nikkei Asian Review*, *European Management Journal*, *World Policy Journal*, *Next City*, *Time*, *Wired*, *New York*, *Slate*, *Marie Claire Italia*, *Travel + Leisure*, *Condé Nast Traveler*, and *Departures*. He was previously a contributing writer for *Fortune* and an editor-at-large for *Advertising Age*.

Greg speaks frequently about globalization, innovation, and the future of cities, most recently at the U.S. Department of Energy, the OECD, Harvard Business School, the MIT Media Lab, Deloitte, and McKinsey. His work with Studio Gang Architects on the future of suburbia was displayed at New York's Museum of Modern Art (MoMA) in 2012. His work has also been displayed at the 15th Venice Architecture Biennale, the International Architecture Biennale Rotterdam, and Habitat III. He is also (slowly) writing his second book, *Engineering Serendipity*, with the generous support of the Knight Foundation.

He's been cited as an expert on the future of travel, technology and urbanism by *The New York Times*, *The Washington Post*, *The Wall Street Journal*, *The Guardian*, *USA Today*, *CNN*, *NPR*, and the *BBC*. He has advised Intel, Ericsson, Samsung, Audi, Chrysler, Tishman Speyer, André Balazs Properties, Emaar, and Expo 2020, among many other organizations, and is currently Urbanist-in-Residence at Urban-X — BMW Mini's urban tech accelerator.

He graduated from the University of Illinois with a degree in journalism. Greg is a two-time *Jeopardy!* champion (and the only human to go undefeated against IBM's Watson).

Ben Prochazka, Director of Strategic Initiatives, Securing America's Future Energy

Ben joined the SAFE in October 2012 as the Director of Strategic Initiatives to help lead the Outside the Beltway Initiatives.

Ben has spent more than a decade working on environmental, human rights, and voter engagements efforts. His experience includes leadership roles as the Campaign Director for the Save Darfur Coalition, the Legislative Director for the Colorado Environmental Coalition, the Colorado State Director for the New Voters Project, and numerous public interest campaign efforts as the Western States Field Organizer for U.S.PIRG.



Prior to his experience at SAFE and the Electrification Coalition, Ben served in the role of Vice President at FieldWorks, a national political consulting firm. While at FieldWorks he led projects for a diverse group of corporate, non-profit, academic, and political clients. This included programs with SolarCity, the Environmental Defense Action Fund, and a recent joint pilot with the Massachusetts Institute of Technology and University of California at Berkeley - Hass School of Business - to test encouragement models for federally funded low income weatherization.

Before joining FieldWorks, Ben served as the lobbyist for the Colorado Environmental Coalition (CEC) a statewide group representing more than 100 environmental, public health, and religious organizations. As lobbyist Ben was responsible for coordinating the development and implementation of the conservation community agenda at the legislature. During Ben's two years with CEC, the conservation community passed over 100 "pro-conservation" bills including several first-in-the-nation efforts.

Ben also directed successful field and fundraising programs for national campaigns on behalf of The Save Darfur Coalition, The Genocide Prevention Project, the Human Rights Campaign, Dream for Darfur and many other national organizations. Ben also led numerous large scale rallies, grassroots advocacy campaigns, volunteer activities, and visibility events involving as many as 100,000 people.

Sohier Hall, CEO, Luum

Sohier co-founded Luum in 2012 and serves as the Company's President & CEO. He leads Luum in its mission to provide the most comprehensive and effective commute business solution for employers. Sohier's expertise is in digital business and product strategy, global strategic partnerships, complex systems thinking, corporate performance management, and putting disruptive business models into practice. In its short history, Luum is already widely cited as a case study for changing employee's behavior towards sustainable commute, reducing millions of lbs of carbon emissions, and improving the bottom line. This spring, Sohier co-founded the Employer Sustainability Council in Seattle, WA to galvanize C-suite leaders around their responsibility as advocates and influencers of the sustainable commute.

Prior to Luum, Sohier was an executive at Microsoft Corp. where he was responsible for On-line Service Division's Global business and product strategy, and emerging consumer services. He developed the first on-line engagement platform and launched the Company's first on-line loyalty rewards program.

Sohier holds a BA from Dartmouth College, and a Master's in Finance from Boston College. He is on the Board of several technology companies; co-founder/Board member of openeffect.ca, a Canadian NGO that is leading efforts to deliver personal data economy user-control standards and tools. He is an avid rower, and serves on the Board of USRowing. You'll never find him commuting to work the same way. Biking and carpooling are two of his favorite modes.

A complete shift is underway in how people move around their communities everyday. With cities and the enterprises that call these cities home growing like crazy, there's never been greater demand for a limited, shrinking supply of transportation alternatives. \$billions are lost every year in every major city each year because of traffic. Luum is our response to this problem.

A transportation technology company, Luum is helping cities, hospitals, universities, companies,



property owners, parking operators - understand and optimize the supply-demand, by incenting commuter behavior change, and giving them convenient options, and giving transportation managers the intelligence they need to prioritize the supply-side investments. This couldn't be a more exiting industry to be serving. <http://www.luum.com>

