THE 2018
REAL ESTATE INNOVATION, OPPORTUNITY & INVESTMENT SUMMIT

August 29 and 30 | San Francisco, CA
Welcome to the inaugural Real Estate Innovation, Opportunity & Investment (iOi) Summit, hosted by the National Association of REALTORS®. We are excited to provide this rare opportunity to bring together the investment, tech and real estate communities to collaborate on, and define, the future of real estate.

**Share your iOi experience**

When sharing social media content, please use the hashtag #iOi2018.

View and share photos of the event at photos.realtor.

**WiFi information**

SSID: @bespokesf (all lower-case)

Password: #bespokesf (all lower-case)

**Dining options**

Westfield San Francisco Centre is home to more than a dozen dining options including M.Y. China, Tap 45, and Cafe Bellini. Visit www.westfield.com/sanfrancisco for more information.
Bespoke SF is a trifecta of coworking, demo, and event spaces strategically located at Westfield San Francisco in the epicenter of downtown, where tech and retail marketplaces converge.

iOi attendee access to Westfield Mall before 10:00am

835 Market Street
Between Timberland and Walgreens, 835 Market Street is open and staffed at 7 am. Take elevators to Level 4 and walk across the dome. Bespoke Events is located on the right.

846 Mission Street
Bloomindale’s entrance. 846 Mission Street is open and staffed at 7am. Take elevators to Level 5 and walk across movie theater lobby. Elevators to Level 4 will take you to Bespoke Events on the left.
CRT Labs Hackathon

On August 28th and 29th, teams from around the country compete at the CRT Labs Ai Hackathon to determine how artificial intelligence and machine learning impact the future of real estate. Teams started building their ideas virtually on August 1, and will present them to a panel of judges on the 29th. Winners will be announced on the main stage on August 30th. Teams will be judged based on five (5) different criteria: use of the provided APIs, creativity, functionality, practicality, and user experience. Each criterion is weighed equally.

Hackathon Participants

**Bicameral Intelligence:** Ami Berger, Rob Kautzmann, Haitham Al-Beik, Tomas McCandless

**The Cluster Funktions:** Greg Fischer, Seth Siegler

**KW Labs:** Kevin Johson Leila Ling, Nathan Robinson

**Smart Zippers:** Julien DeFrance, Jason Tondu, Puneeta Nail, Tony Walls, Wesley Gauntt

**Iconcells:** Kenneth Ng

Arpit Mathur, Arshiya Pathan, Nikhilesh Chaudry, Phani Kantamneni

Ivan Afonichkin, Nikita Kutc

Parth Jain, Fawaz Arain, Lily Li, Paul Mou

Preyansh Kotecha, Tri Ninh, Yusheng Zhu, Ratu B

Sreejumon Purayil, Paul Lee, Charles Tung
Hackathon Participants (continued)

Abhinav Katkam
Avid Farhood
Bennett Fonacier
Chuck Huie
David Wong
Dmytro Malashenko
Francis Hineman
Gilles de Bordeaux
Henry Kendall
Henry Yu
Himanshu Singh
Huy Nguyen
Jaime Kornick
James Vliet
James Wofford
John Murayama
Ken Wong
Kenneth Fujimoto
Luis Robles
Michael Schoendorf
Mike Andrews
Mike Aquino
Neil Hedge
Quan Nguyen
R Marie Barlow
Sherwin Lee
Stacy Alme
Timothy Choi
Tingting Wang
Yosun Chang

Hackathon Judges

Ashish Antal: Director of Architecture, MLSListings
Erin Pangilinan: Principal, SourceSkye, Co-Founder AR/VR Academy
Arup Ray: VP Data Engineering, realtor.com®
Gustavo Rodriguez: COO, BridgeMLS
Liz Sturrock: Vice President of IT, National Association of REALTORS®
Martina Sourada: Senior Director of SWQA & Test/Tools Development, NVIDIA
Aleks Velkoski: Data Scientist, National Association of REALTORS®
Hackathon Data Set Providers

The following companies provided data APIs for Hackathon contestants.

We possess the most diverse and complete sets of data currently available to the Real Estate Industry including: Property Data, Life Event Data, and Financial Data.

California Regional MLS is the nation’s largest and most recognized subscriber-based MLS, dedicated to servicing over 93,500 real estate professionals across the state of California.

Enodo is an automated underwriting platform for multifamily real estate. Utilizing predictive analytics and machine learning, Enodo’s core features allow users to achieve optimal rent, identify statistically relevant comps, and test value-add strategies.

Foursquare, the leading local search and discovery app, is providing access to their Places API for the duration of the hackathon.

Lyrebird is a vocal avatar creation platform, which allows users to create realistic versions of their own voices after recording some simple phrases. Create a digital voice that sounds like you with only one minute of audio. Simply sign up, record yourself for at least one minute and you will be able to generate any sentence you like with your own digital voice.

Midwest Real Estate Data provides the MLS data for the greater Chicagoland area. The data for the hackathon includes archived listing information.

Restb.ai is a computer vision company that specializes in image recognition for real estate. Its proprietary Deep Learning technology has been packaged into simple, fast, and super accurate plug-and-play solutions.
Discover the True Lifestyle Cost™ of any property with TLCengine. A True Lifestyle Cost™ is aggregated from all the possible lifestyle expenses for your location, such as transportation costs, insurance prices, mortgage rates, tax data, and more.

Hackathon Sponsor

The Hackathon is sponsored by the Center for REALTOR® Technology (CRT) Labs, a research group operated by the National Association of REALTORS®.
Second Century Ventures, NAR's strategic investment arm, will host a start-up pitch battle where a select group of tech startups focused on real estate compete with live demos in front of venture capitalists, CTOs, CIOs, technology innovators, brokers and real estate professionals to help define the future of real estate. All iOi registrants are welcome to attend.

Start-Up Battle Emcee
Chris Smith, Co-Founder, Curaytor

Start-Up Battle Judges

Jeff Krupp
SVP Technology, Enterprise Digital Strategy Initiatives, Realogy Holdings Corp

Alex Lange
President and CEO, UpstreamRE

Wendy Forsythe
COO, HomeSmart International

Bill Ness
CEO, neighborhoods.com

Adi Pavlovic
Director, Innovation Labs, Keller Williams Realty International

Alex Pelin
Founder, Xspaced, TechEstate Today

Mike Ryan
Executive Vice President, RE/MAX LLC

Winner Take-All Prize Package

$15K Cash

Booth at 2018 REALTORS® Conference & Expo in Boston, and pitch from the theater in the NAR Booth

Article provided by RIS Media
Start-Up Battle Contestants

ACTIVEPIPE®

BOX BROWNIE.COM

BoxMLS™

Cloud CMA

curbcall®

DocuSketch

first

FLOW LABS
Start-Up Battle Contestants, continued

- gabbi.ai
- GLIDE
- kleard
- Quigler
- RealKey
- RealSavvy
- studeo
- zavvie
Leah Busque

For nearly 20 years, Leah Busque has devoted her career to building and scaling technology products that have improved the lives of millions of people around the globe. Leah is a General Partner at FUEL Capital, where she invests in early-stage startups across a variety of sectors including consumer technology, hardware, education, marketplaces, and retail. She’s passionate about finding founders and teams who are taking on world-changing ideas, and providing the support they need to maximize their potential.

Leah relates so well to founders because she is one herself. She created one of the most widely-recognized new consumer technology brands of the past decade with TaskRabbit, the pioneering on-demand marketplace company she founded in 2008. As TaskRabbit’s CEO for eight years, Leah scaled the company into an international business with operations in 44 cities and more than $50 million in venture capital funding. In 2016, Leah transitioned into the role of executive chairwoman, and in 2017 oversaw TaskRabbit’s successful sale to IKEA, the multinational home décor corporation.

Prior to founding TaskRabbit, Leah began her career as a software engineer at IBM, where she worked for seven years on products including Lotus Notes and Domino. She earned a B.S. in Mathematics and Computer Science from Sweet Briar College, where she currently serves on the Board of Directors. Proud of her Latina heritage, Leah is devoted to increasing diversity in technology and business. She has been a frequent speaker on topics such as entrepreneurship, the future of work, and women in technology at events such as the World Economic Forum in Davos, Switzerland and Tina Brown’s Women in the World Summit. Leah’s achievements have been featured in publications including the Wall Street Journal, Wired, and Time, and Fast Company named her one of the “100 Most Creative People in Business.”

Leah resides in the San Francisco Bay Area with her husband, two young children, and highly energetic black Labrador retriever.
On January 24, 2017, Xavier Becerra was sworn in as the 33rd Attorney General of the State of California, and is the first Latino to hold the office in the history of the state. The State’s chief law enforcement officer, Attorney General Becerra has decades of experience serving the people of California through appointed and elected office, where he has fought for working families, the vitality of the Social Security and Medicare programs and issues to combat poverty among the working poor. He has also championed the state’s economy by promoting and addressing issues impacting job generating industries such as health care, clean energy, technology, and entertainment.

Attorney General Becerra previously served 12 terms in Congress as a member of the U.S. House of Representatives. While in Congress, Attorney General Becerra was the first Latino to serve as a member of the powerful Committee on Ways and Means, served as Chairman of the House Democratic Caucus, and was Ranking Member of the Ways and Means Subcommittee on Social Security.

Prior to serving in Congress, Attorney General Becerra served one term in the California Legislature as the representative of the 59th Assembly District in Los Angeles County. He is a former Deputy Attorney General with the California Department of Justice. The Attorney General began his legal career in 1984 working in a legal services office representing the mentally ill.

Born in Sacramento, California, Attorney General Becerra is the son of working-class parents and was the first in his family to receive a four-year degree, earning his Bachelor of Arts in Economics from Stanford University. He earned his Juris Doctorate from Stanford Law School. His mother was born in Jalisco, Mexico and immigrated to the United States after marrying his father. He is married to Dr. Carolina Reyes, and they are the proud parents of three daughters: Clarisa, Olivia and Natalia.
Attorney General Karl Racine

Karl A. Racine was sworn in as the District of Columbia’s first elected Attorney General on January 2, 2015. Since taking office, Attorney General Racine has built an independent office, implemented data-driven reforms to the juvenile justice system, cracked down on slumlords, and returned millions of dollars to consumers harmed by scams and abusive business practices.

As the District’s top lawyer, Attorney General Racine works to keep residents safe from crime and fraud and uses the law to advance the public interest. He also protects taxpayers by providing legal advice and representation to the Mayor and District government agencies. Through his work as vice president of the bi-partisan National Association of Attorneys General and as co-chair of the Democratic Attorneys General Association, Racine speaks out for D.C. autonomy at the national level and pushes back against federal government policies that harm District residents.

Attorney General Racine draws on over 25 years of legal and leadership experience in his work on behalf of District residents. Over the course of his career, he worked at the D.C. Public Defender Service, where he represented District residents who could not afford a lawyer, served as Associate White House Counsel to President Bill Clinton, and worked on criminal cases and complex civil litigation at private firms. While in private practice, he was elected managing partner of his firm, Venable LLP, and became the first African-American managing partner of a top-100 American law firm.

Born in Haiti, Attorney General Racine came to the District at the age of three. He attended D.C. public schools, including Murch Elementary, Deal Junior High, and Wilson High, and graduated from St. John’s College High School. He earned a B.A. from the University of Pennsylvania, where he was captain of the basketball team, and a J.D. from the University of Virginia School of Law, where he volunteered in legal a clinic supporting the rights of migrant farm workers. His commitment to equal justice was inspired by his parents, who fled authoritarian rule in Haiti to start a better life in the United States, and by the lawyers of the Civil Rights Movement, who used the law to make positive social change. Outside of his official role, Attorney General Racine remains involved with a variety of causes, including youth literacy and mentoring. He lives in Ward 1.
Ryan O’Hara

Ryan is Chief Executive Officer of Move, Inc., a leading provider of online real estate products and services and the operator of the realtor.com® website and mobile experiences. He assumed the role in January 2015, shortly after News Corp's acquisition of the company. Prior to joining Move, Ryan served as President of Content, Distribution & Sales at The Madison Square Garden Company, the sports and entertainment firm for which he led media assets MSG and Fuse network, as well as technology and marketing partnerships. Previously, Ryan was President and CEO of The Topps Company, Inc., a leading entertainment trading card and consumer products business. Move represents Ryan’s return to News Corp following a series of roles with affiliated companies, including Gemstar-TV Guide International, where he led TV Guide Network and TVG. He also held senior roles at Fox Cable Networks in Los Angeles and at BSkyB in London. Earlier, Ryan served in consulting and brand management roles at PwC and Nestlé USA.

Ryan currently serves as board member of REA Group (ASX: REA), a multinational digital advertising company that operates leading residential and commercial property websites throughout Asia.

He earned a Bachelor of Arts degree in Economics from Stanford University and a Masters of Business Administration from Harvard Business School.
Elizabeth Mendenhall

2018 National Association of REALTORS® President; CEO, RE/MAX Boone Realty

Elizabeth has been a REALTOR® for 20 years. RE/MAX named her the Mid-States Missouri Broker-Owner of the Year in 2009 and the International Broker Manager of the Year in 2006. In 2010, the Missouri Association of REALTORS® elected Elizabeth president. She also served as president of the Missouri WCR in 2004. The Missouri WCR named her “Business Woman of the Year” and “Member of the Year,” in 2007. She is a sixth-generation REALTOR®.

Ron Hirson

As the Chief Product Officer at DocuSign, Ron leads the product and customer experience teams. Ron has more than 20 years of product management experience in large and entrepreneurial ventures. He was most recently an Entrepreneur in Residence at Khosla Ventures and Mayfield Fund, prior to serving as President at Boku, Inc. (LON:BOKU). Before Boku, Ron was VP, Product Management at AT&T Interactive, where he was responsible for new and existing advertising products. Ron served as VP, Product Management for Ingenio (Acquired: AT&T), and prior to that was Co-Founder and CEO of The Digs Interactive (Acquired: iDrive). Ron began his career as a management consultant with Price Waterhouse. Ron is an inventor on 67 issued patents and has over 100 filings.
Bill Brown

2018 National Association of REALTORS®
Immediate Past President; Founder,
Investment Properties

Bill is a second-generation REALTOR®, who has been active in organized real estate for more than 35 years. Bill has served in numerous positions at the local, state, and national levels. He currently serves on NAR's Executive Committee, Board of Directors, and Leadership Team. He is a Golden R, member of the President's Circle and in 2010 was inducted into the RPAC Hall of Fame. In 2013, Bill served as an NAR Vice President.

John Smaby

2018 National Association of REALTORS®
President-Elect; Broker, Edina Realty

John, a second-generation REALTOR®, has been in the industry for nearly 40 years. He is a broker at Edina Realty, where he specializes in residential real estate. John is a member of the Minnesota Association of REALTORS® (MNAR), and has held numerous leadership positions there. John was the RPAC chair from 2013 to 2015 as well as the RPAC Trustees chair in 2014. In 2013, John received the Ed Anderson Political Achievement Award and in 2014, MNAR named him their REALTOR® of the Year.
Bob Goldberg

Chief Executive Officer, National Association of REALTORS®

Bob is the chief executive officer of the National Association of REALTORS®, America’s largest trade association, representing nearly 1.3 million members involved in all aspects of residential and commercial real estate.

Since becoming CEO in August 2017, Bob has engineered a corporate realignment aimed at transforming NAR into a member-centric organization focused on delivering member value. As part of the realignment, he created a Strategic Business, Innovation and Technology Group to bring innovation and cost savings to REALTORS® through strategic partnerships, including through NAR’s REALTOR® Benefits Program, REach® technology accelerator, Second Century Ventures strategic investment firm, and the 2018 Innovation Opportunity and Investment Summit.

The concept for the iOi Summit was cornerstone to Goldberg’s vision to transform the organization for the next century of opportunity.
Featured Speakers

Cynthia Adams
CEO, Pearl National Home Certification

Ethan Beute
VP of Marketing, BombBomb

Elliott Burris
Founder & CEO, Dynasty.com

Todd Carpenter
Director, Strategic Investments,
National Association of REALTORS®

Mark Choey
Co-Founder & CTO, Climb Real Estate

Krista Clark
Commercial Real Estate Broker,
Century 21 Signature Real Estate

Jeff Corbett
Chief Revenue Officer, Better Home Services

Nina Dosanjh
REALTOR®, Vanguard Properties

F. Matthew Embrescia
President, Second Generation, Ltd.

Michael Feller
Chief Revenue Officer, ActivePipe

Scott Fisher
CEO, SentriLock

Andrew Gowasack
Co-Founder, Trust Stamp

Ralf von Grafensteirn
CEO & Founder, immoviewer

Avi Gupta
President & CEO,
SmartZip Analytics, Inc.

Jason Johnson
Founder & CEO, August Home

Nobu Hata
Director of Member Engagement,
National Association of REALTORS®

Julian Hebron
Founder, The Basis Point

Heather Sittig Jackson
CEO, Relola

Alex Lange
President and CEO, UpstreamRE
Alec Page
Associate, Real Estate Technology Ventures

James Sheppard
Co-Founder & CEO, Centriq Technology, Inc.

Dan Siegler
Head of Industry, Automotive & Real Estate, Google

Chris Smith
Co-Founder, Curaytor

Jeff Turner
CEO, immoviewer

Paul Wehrley
COO, HouseCanary

Ginger Wilcox
Senior Vice President Marketing, Capsilon

Paul Levine
Partner, Sapphire Ventures; former President, Trulia

Joel MacIntosh
CEO, WolfNet Technologies

Jimmy Mackin
Co-Founder, Curaytor

Mel Myers
Director, BoxBrownie.com

Grant Moon
CEO & Founder, Home Captain

Matthew Murphy
Partner, Montage Ventures

Nicole Nicolay
Partner/Associate, The Engel Group

Scott Olsen
CEO, ReferralExchange

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Tuesday, August 28

10:00am–5:00pm  CRT Labs Hackathon

Wednesday, August 29

9:00am–2:00pm  CRT Labs Hackathon

9:00am–11:30am  Start-Up Battle

Host:
Chris Smith

Second Century Ventures, NAR’s strategic investment arm, hosts a start-up pitch battle where a select group of tech startups focused on real estate will compete with live demos in front of venture capitalists, CTOs, CIOs, technology investors, real estate practitioners, and technologists.

12:30pm–1:00pm  Conference Kick-Off: The Real Estate Revolution

Speakers:
Bill Brown
Nicole Nicolay

The real estate industry is changing. The key forces that will shape the future of real estate include new technologies, innovative business models and powerful organizations investing in the space.

1:00pm–1:30pm  Consumer Protection & the Real Estate Professional

Speaker:
Attorney General Xavier Becerra

California Attorney General Xavier Becerra will discuss pressing consumer protection issues in real estate.
1:30pm–2:00pm  Marketing to the Real Estate Industry
Speaker: Jimmy Mackin
Chris Smith
Real estate is the ultimate relationship business. Marketing in real estate is all about who you know and how to connect with the right people. Learn how to connect with influencers, decision makers and clients who will advocate your company for you.

2:00pm–2:15pm  Using Data Mining & Predictive Analytics to Make Better Business Decisions
Speaker: Avi Gupta
The data is out there. The science is out there. But putting it all together takes a plan. Find out how to use predictive analytics to effectively market to your prospects and clients.

2:15pm–2:30pm  The Global Impact of FinTech
Speaker: Ginger Wilcox
Innovation in the financial industry is burgeoning. Find out how the next wave of mortgage technology can help us avoid the next big short.

2:30pm–2:45pm  The Future of Digital Identity
Speaker: Andrew Gowasack
Biometrics and machine learning are the new fingerprints for establishing identity. Learn how companies are fighting cybercrime and protecting their clients with these tools.

2:45pm–3:00pm  Break
3:00pm–3:15pm  
**Using Traction in Real Estate to Enter New Verticals**

**Speaker:**
Scott Fisher

Real estate is a great market to start in, but some companies have goods and services that can apply to other industries as well. Learn how SentriLock founder Scott Fisher is taking what he learned in real estate, and applying it to the healthcare industry.

3:15pm–3:45pm  
**REach® Accelerator Companies: Life After Acceleration**

**Speakers:**
Cynthia Adams, Grant Moon, James Sheppard, Alex Lange, Heather Sittig Jackson

Past and present REach® Accelerator companies present brief updates to talk about where they are now.

3:45pm–4:00pm  
**Rehumanizing Communications**

**Speaker:**
Ethan Beute

As artificial intelligence powered chat bots assume more and more of the interactions between consumers and agents, the human touch will become even more valued. Learn how brokerages can rehumanize their communications with consumers.

4:00pm–4:30pm  
**International Growth**

**Speakers:**
Nobu Hata, Mike Feller, Mel Myers, Ralf von Grafenstein

With success in their own markets, many international companies are now looking to expand to the United States. This panel addresses overcoming the major obstacles when moving to a new market and previews successful international companies that may soon compete in the US.
4:30pm-5:00pm  Defining the Future of Real Estate Tech Together

Speakers:
Bob Goldberg
Ron Hirson

NAR CEO Bob Goldberg sits down with DocuSign Chief Product Officer Ron Hirson to discuss DocuSign’s journey from start-up to IPO, and how partnering with NAR helped shape their product and organizational success.

5:00pm-7:00pm  iOi Networking Reception, sponsored by realtor.com® and ReferralExchange

Hosted on-site.

Thursday, August 30

8:00am–8:15am  Day Two Kick-off

8:15am–8:30am  The 360, 3-D Virtual and Augmented Future of Real Estate Marketing

Speaker:
Jeff Turner

Augmented and virtual reality are changing the concept of showing a home. Learn how these technologies influence showings, appraisals, and home inspections.

8:30am–9:00am  Contest Winners Announced

Hackathon and Start-Up Battle winners are announced.
The Sharing Economy and the Future of Work

Mom always told us not to talk to strangers, but are there really any strangers today? Five years ago, it was unthinkable to flag down a random car and hop in for a ride, but today, with the use of technology, we don’t hesitate in sharing rides with people we don’t know. We are willing to hire a handyman through an app, such as TaskRabbit, and we are renting out rooms in our own houses to people we’ve never met before. How did the sharing economy begin and what will it evolve to next?

Regulatory Forces & the Impact on Innovation In Real Estate

Tech entrepreneurs and state regulators share in the goal of finding solutions to pressing problems. Sometimes these solutions may be at odds with existing statutes and the Rule of Law. Hear how strategic collaboration and awareness of key policy issues can substantially reduce an entrepreneurs’ risk in the real estate ecosystem.

The Future of Real Estate Search

Artificial intelligence and machine learning are impacting the ways consumers surf the web. Move CEO, Ryan O’Hara speaks to how his company is approaching the future of online real estate search. Learn how brokerages and innovators will be impacted by these technologies.
10:30am–11:00am  
**Building an Enterprise: Innovators with Successful Exit Events**

**Speakers:**
Nobu Hata, Joel MacIntosh, Jason Johnson

The goal of most start-ups is to eventually attain fully funded status. Be it M&A, or IPO this panel talks about taking a company from start-up to enterprise.

11:00am–12:00pm  
**Lunch Break**

Explore the dining locations at Westfield SF.

12:00pm–12:15pm  
**The Evolution of the Internet and Domain Names**

**Speaker:**
F. Matthew Embrescia

Domain names or web addresses are critically important in order for your web site to be found online. Everyone knows .com, but many do not know that there are thousands of other extensions to choose from that might help you or your business stand out from the crowd. Come hear how the internet and domain name space has expanded over the years and learn tips on how to choose the right web addresses to maximize your online presence.

12:00pm–12:15pm  
**The Age of Assistance...**

**Speaker:**
Dan Siegler

Google's head of Automotive and Real Estate discusses how artificial intelligence will affect the consumer experience.

12:30pm–12:45pm  
**Creating Digital Employees**

**Speaker:**
Elliott Burris

Dozens of start-ups are now creating Artificial Intelligence driven chatbots for the real estate industry that are designed to minimize the need for support staff and freeing up agents to focus on sales. Learn how AI will affect the future hiring practices of brokerages and teams.
Disruptor or Innovator?

Innovation doesn’t have to mean disintermediation. Learn how these companies are redefining terms like brokerage, appraisal and MLS to meet the needs of the future.

Speakers:
Mark Choey, Paul Wehrley, Scott Olsen, Jeff Corbett

The Future of Real Estate: An Investor’s View

A look into the future of real estate from capital investor perspectives.

Speakers:
Julian Hebron, Paul Levine, Matt Murphy, Alec Page

Leadership Live: Conference Wrap

Join 2018 NAR President Elizabeth Mendenhall and guests while she wraps up the iOi Summit live on Facebook.

Speaker:
Elizabeth Mendenhall

Digital Privacy for You and Your Clients

High profile data breaches at Equifax, Yahoo and Facebook have created a new reality for how we must act online. Learn how to protect your firm and your clients.

Speaker:
Todd Carpenter
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CRT LABS

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