

**THE NY**  
**SUPPLY**  
**CHAIN**  
**MEETUP**

*POWERED BY PARTICLE VENTURES*

The world is a supply chain.™

DRAFT V5 / #TNYSCM / @TNYSCM

# What is a Supply Chain?

**A network of connected and interdependent organisations mutually and cooperatively working together to control, manage and improve the flow of materials and information from suppliers to end users.**

# What We Believe

## A Golden Age in Supply Chain Innovation

**We believe the world is a supply chain.** Global supply chains enable the movement of goods, information, capital, and people, driving global production and consumption. In the past supply chains have remained an afterthought. That is changing.

We believe that inefficiencies in global supply chains impose additional annual overhead costs of between 15% and 20% of global GDP. These hidden costs severely dampen corporate profits, and reduce societal well-being.

We believe that global supply chain networks are entering a golden age of innovation, driven by increasing demand and consumption of goods and services by people all over the world.

We believe that several technological developments of the recent past now make it possible to solve some of the world's most entrenched supply chain problems in ways not possible before.

Some economists say the additional overhead costs imposed by hidden supply chain inefficiencies can go as high as 70% in the developing world.

## Starting from the Ground Up

**That's why we're building an open, global, multidisciplinary community of people devoted to building the supply chain networks of the future.**

Our community will curate, and organize a series of events that seek, find, encourage, and include a wide range of views and ideas on the most significant problems related to global supply chain networks, as well as the innovations and technologies that may be deployed to solve them. We are building a decentralized platform to help ideas about supply chain innovation flourish.

**We are starting in New York City. Our ambition is to create a global movement; the largest community on the planet of people who like supply chain technology, and are trying to build new products and companies, while learning from each other.**

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To nurture and grow the world's foremost open, global, multidisciplinary community of people devoted to building the supply chain networks of the future  
— *starting in NYC.*

**To create a global movement; the largest community on the planet of people obsessed with supply chain technology, who are trying to develop new products and build new companies - while learning from each other, and supporting one another.**



## Community, Events, Workshops & Training

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# Monthly Events



- Once monthly, date varies
- Startup Showcases
- Entrepreneurship Workshops
- Keynote Presentations
- Panel Discussions

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# Our Vision At Scale



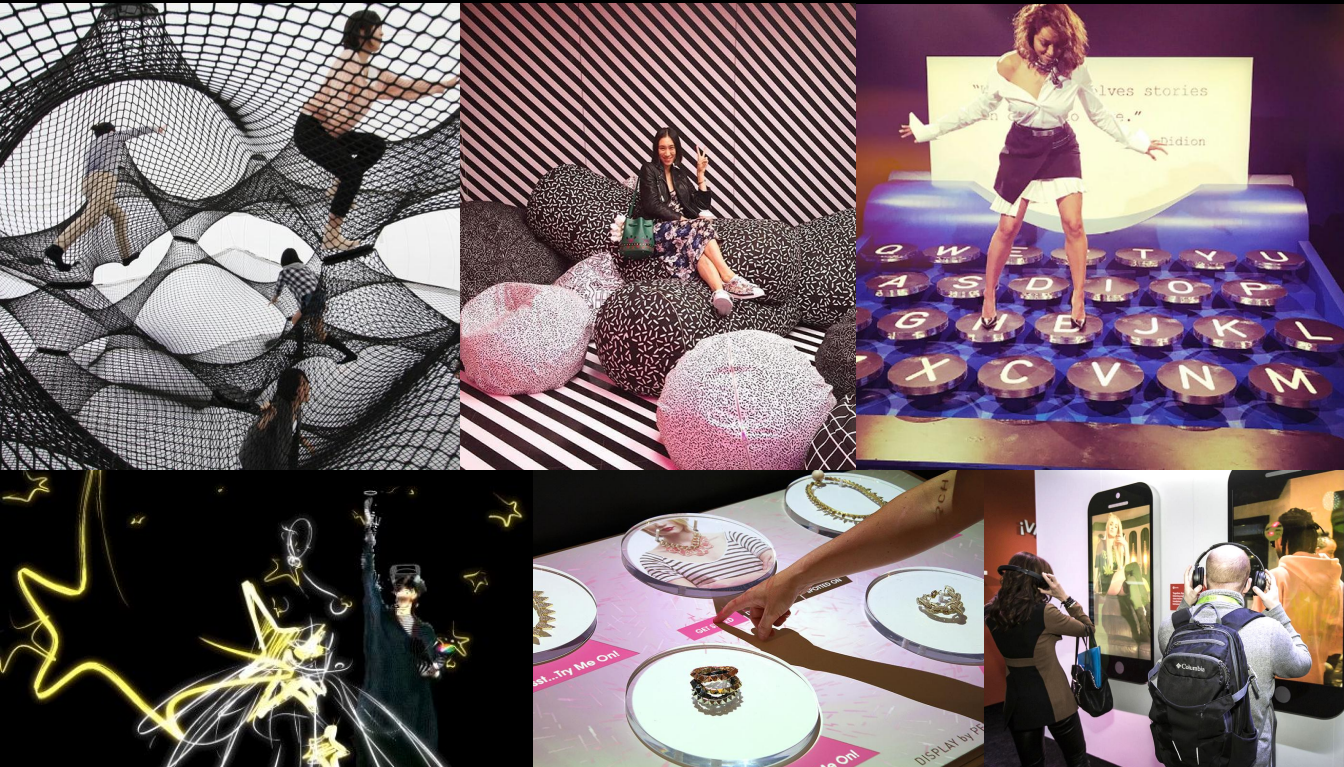
**SaaStr + Dreamforce + INBOUND**  
**FOR THE SUPPLY CHAIN SET**

20k+ attendees; enterprises, every prominent investor, customers, startups, partners, journalists, experts, etc.

**INBOUND**



# Annual Conference



- Day and time TBD
- Invite-Only Corporate  
“Supply Chain Masterminds” /  
event to discuss relevant topics related to  
business and corporate strategy for an audience  
of corporate executives
- Brand Activation Shoppes /  
experiential & shoppable installations integrating  
future ready products, POS, materials, design,  
on-demand manufacturing, customization,  
displays, and services — think CES meets 29  
Rooms — with paid public & private sessions

\* Conferences, workshops, & brand activations will require additional sponsorship beyond what #TNYSCM raises in Annual Sponsorships. Sponsorship of these events to be shared as developed.

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# Selected Supply Chain Stats

By 2023, the Global Supply Chain Market to Reach

# \$15.5 TRILLION



AGRICULTURE

**\$2.4**

TRILLION

Global Economy



MANUFACTURING

**\$2.8**

TRILLION

US Economy



TRANSPORTATION

**\$4.7**

TRILLION

Global Economy



FASHION

**\$2.4**

TRILLION

Global Economy

By 2023, the Global Supply Chain Market to Reach

# \$15.5 TRILLION

Artificial Intelligence

Blockchain & DLT

Industrial IoT & Security

Data & Analytics

Lab Grown Materials

Ubiquitous Computing

Automation & Robotics

Quantum Computing

Digital Manufacturing

# Why Start in NYC?

## 2016 NYC EXPORTS

**\$74.5**  
 BILLION

## 2016 NYC IMPORTS

**\$130.2**  
 BILLION

### Top 10 Export Countries

Country	Export USD\$
China	\$20,716,277,540
Canada	\$17,667,225,594
India	\$11,851,312,828
Switzerland	\$8,339,640,914
Israel	\$7,675,148,837
France	\$7,325,700,029
Italy	\$5,784,370,898
United Kingdom	\$4,853,184,658
Germany	\$4,228,978,989
Belgium	\$4,227,725,914

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~40k NYC BUSINESSES exporting goods  
 94% = SMBs accounting for 53% of export volume



The largest & fastest growing monthly Supply Chain event in

# THE UNITED STATES

FOUNDED

**Aug 23**  
2017

LAUNCH EVENT

**Nov 16**  
2017

LAUNCH ATTENDEES

**150**  
approximately

MEMBERSHIP

**1175**  
as of June 18, 2018

1ST GLOBAL LAUNCH

**SINGAPORE**  
May 3, 2018

[www.tnyscm.com](http://www.tnyscm.com)

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# 2018 Events / Jan-Jun

JAN  
25

5:30pm-8:30pm  
**Decentralized  
Systems & Supply  
Chains**  
Keynote  
Panel  
Showcase

FEB  
22

5:30pm-8:30pm  
**Zero to One:  
Tactical Sales for  
The Non-Sales B2B  
Founder**  
Workshop  
Panel

MAR  
15

5:30pm-8:30pm  
**AI in Supply Chain -  
Co-hosted with  
AI Meetup**  
Showcase

APR  
26

5:30pm-8:30pm  
**Bringing the  
Blockchain from  
the Lab into Real  
Life**  
Panel  
Keynote

MAY  
24

5:30pm-8:30pm  
**Convergence Across  
the New Apparel  
Supply Chain**  
Showcase  
Panel

JUN  
21

5:30pm-8:30pm  
**Sourcing for  
Hardware/CPG  
Focused Startups**  
Workshop  
Showcase

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# 2018 Events / Jul-Dec

JUL  
25

5:30pm-8:30pm  
**Fundraising When  
Early Stage VCs  
Don't Understand  
Your Industry**  
Workshop  
Panel

AUG  
22

5:30pm-8:30pm  
TBD  
Showcase

SEPT  
15

5:30pm-8:30pm  
**Supply Chain  
Finance**  
Keynote  
Panel

OCT  
11

5:30pm-8:30pm  
**Supply Chain in  
FoodTech, AGTech,  
& Pharma**  
Showcase



NOV  
15

5:30pm-8:30pm  
**Anniversary Party**

DEC  
--

Conclude Leadership  
Team Annual  
Strategic Planning for  
#TNYSCM 2019

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# Our Target Audience



DATA



DELIVERY



INVENTORY



MANUFACTURING



PAYMENT



PRODUCT



SHIPPING



SOURCING

Academics

Researchers

Lawyers

Business Executives

Purchasing and Operations  
Professionals

Supply Chain Management  
Professionals

Regulators

Supply Chain Logistics  
Professionals

Supply Chain Finance  
Professionals

Corporate Compliance  
Professionals

Risk Management Professionals

Technologists

Corporate Transactional Banking  
Professionals and Executives

Corporate Treasury Professionals

Insurance Professionals

Customs and Excise Brokers

Payments Professionals

Systems Engineers

Human Systems Engineers

Cyber Security Systems Engineers

Distributed Systems Engineers

Internet of Things Strategists

Investors

Startup Founders

Journalists

Software Engineers

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# Our Current Sponsors

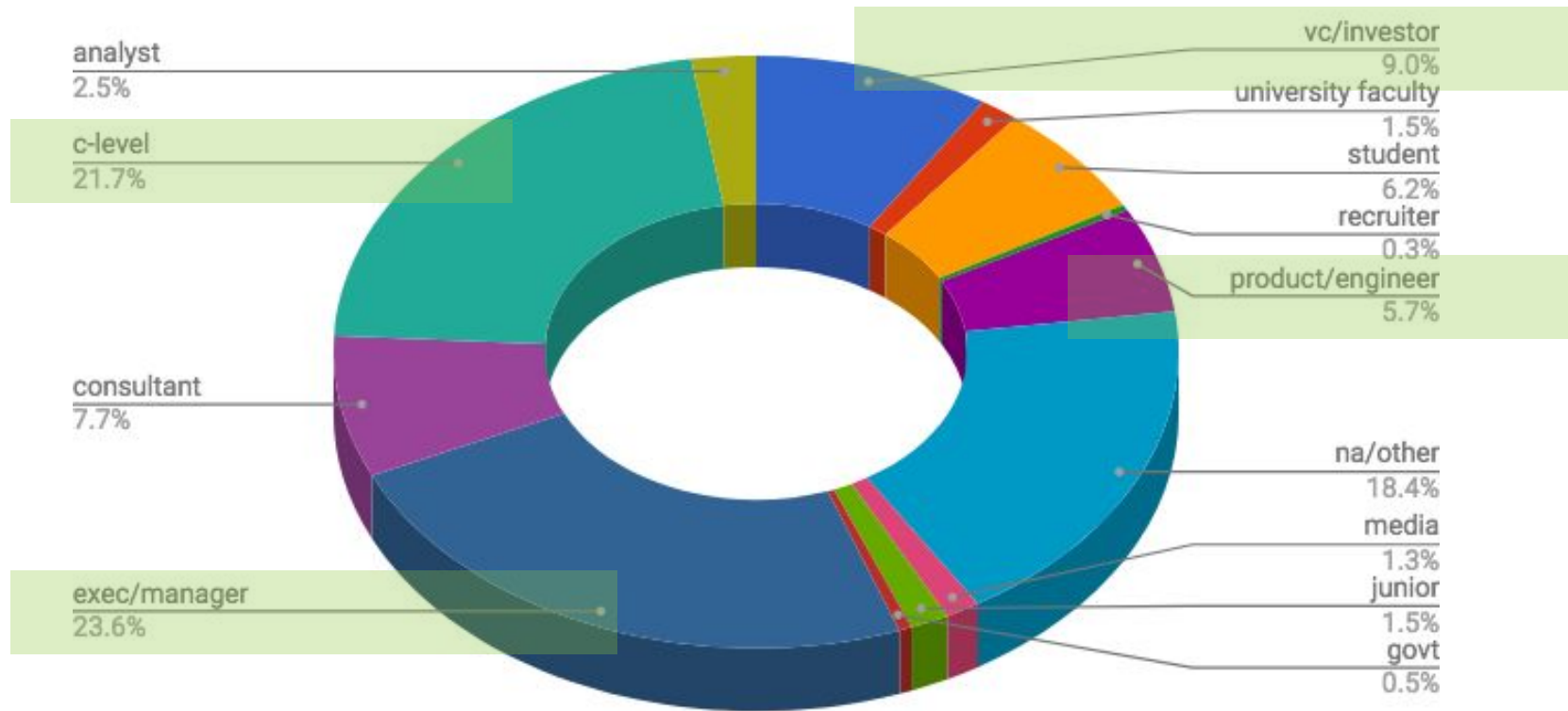


work—bench



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# Our Current Attendees



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# Sampling Of Attendee Companies

ALDO



PHILIPS



Swell®



SEWB 

FLEXPORT

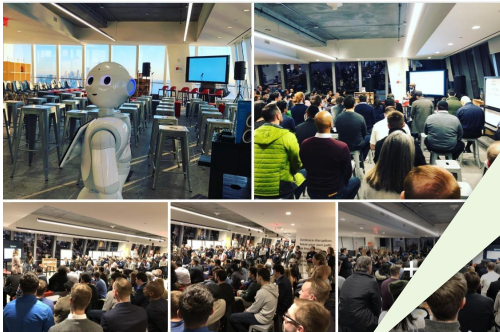


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# Our Current LinkedIn Reach

Our next event will be a workshop; "Going From Zero To One: Sales and Marketing Tactics For The Non-Sales B2B Pre-Seed and Seed-Stage Startup Founder". It will be run by **Victor Adefuye** at Work-Bench on Thursday, February 22nd. An announcement on **#TNYSCM**'s meetup page is forthcoming, so sign up there to get an alert as soon as registration opens.

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197 Likes • 34 Comments • 30,006 Views

Like Comment Share

30,006 views of your post



197 Likes • 34 Comments • 30,006 Views



UPS	Business	Location																		
89 people from UPS viewed your post	1,455 people who have the title Salesperson viewed your post	Your biggest audience is from Greater New York City Area																		
<p>More views from:</p> <table border="1"> <tr> <td>Goldman Sachs</td> <td>69</td> </tr> <tr> <td>Amazon</td> <td>60</td> </tr> <tr> <td>EY</td> <td>56</td> </tr> </table>	Goldman Sachs	69	Amazon	60	EY	56	<p>More views from:</p> <table border="1"> <tr> <td>Founder</td> <td>1,106</td> </tr> <tr> <td>CEO / Executive Director</td> <td>918</td> </tr> <tr> <td>Business / Corporate Strategist</td> <td>657</td> </tr> </table>	Founder	1,106	CEO / Executive Director	918	Business / Corporate Strategist	657	<p>More views from:</p> <table border="1"> <tr> <td>San Francisco Bay Area</td> <td>1,131</td> </tr> <tr> <td>Greater Boston Area</td> <td>510</td> </tr> <tr> <td>Greater Los Angeles Area</td> <td>431</td> </tr> </table>	San Francisco Bay Area	1,131	Greater Boston Area	510	Greater Los Angeles Area	431
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Greater Los Angeles Area	431																			

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# Our Team

Years of applicable experience, deep industry knowledge, unparalleled networks, strong work ethic, and enthusiasm for the future of supply chain technology makes our team uniquely capable of nurturing and growing this dynamic global community.



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# Our Leadership Team



**Brian Laung Aoaeh, CFA**  
GP, Particle Ventures



[InnovationFootprints.com](http://InnovationFootprints.com)



**"One hundred percent of global GDP is dependent on the interaction between physical supply chains and digital supply chains. Looking at it from that perspective, then one has to conclude that early-stage VCs like me have failed to recognize—and exploit—the opportunity that supply chain presents."**  
**Brian Laung Aoaeh, partner, KEC Ventures**

**Leave the Transportation to US**  
By [Author Name]

**VCs: Logistics tech investment boom still just getting started**  
Over the past few years, investment in supply chain and logistics technology has exploded. It's not just the VC community, but the industry as a whole, that is embracing this emerging sector. What needs to change and where it can be disrupted.

**AMERICAN SHIPPER PROJECT**  
Adam Smith Project

**A friend in the business.**  
HAMBURG SÜD



**Brian Laung Aoaeh, Partner, KEC Ventures @BrianLaungAoaeh**

During our research on shipping, the themes that emerged as opportunities startups are pursuing most were: marketplaces that make it easier for shippers to communicate directly with NVOCCs and ocean carriers, and perhaps transact primarily on a spot-basis; data platforms that increase the end-to-end real-time transparency that shippers, and their customers, have into the location, and condition, of merchandise being shipped, and software that can be used to increase the operating efficiency of ocean carriers. A theme that kept occurring while we researched freight trucking, and shipping, is end-to-end transparency across shipping and trucking. I anticipate that these will be the areas of the shipping industry that experience the most change over the next 5 years or so.

To prepare for these developments, I think shipping industry incumbents should begin spending more time learning how the products startups are building can solve the most pressing problems they face - the industry needs to become less insular, more open to working with outsiders, and more transparent.

**Cargo Drones and Data Swarms: Experts Weigh In on Digital**

Related topics: Crew and Training, Digital Disruption, Innovation, Maritime, Operations, Shipping, Technology

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# Our Leadership Team



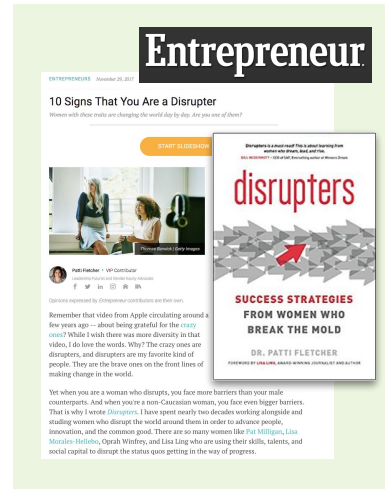
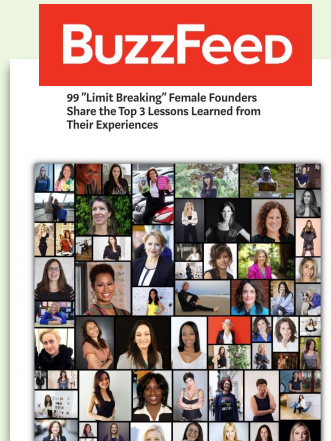
**Lisa Morales-Hellebo**  
GP / Founder, REFASHIOND Capital

P 1 8



[LisaHellebo.com](http://LisaHellebo.com)

“...Now that I am building REFASHIOND Capital to invest in future ready infrastructure for the global apparel industry, my persistence is matching up with the perfect moment in time to build a fund for the industry, by the industry. I've never given up on my vision and understanding of fashion's future, but required the persistence to persevere until the industry caught up.” — *Lisa Morales-Hellebo*



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# Team



**Chris McKenzie**  
Manager,  
Zuckerberg Media



**Leslie Cohen**  
Parsons New School,  
Adjunct Professor



**Brian Lindquist**  
Management Consultant &  
Entrepreneur



**Joy Fan**  
Chief Creative Officer,  
Storefront



**Santosh Sankar**  
Co-founder/Director,  
Dynamo Venture Capital



**Liz Salcedo**  
CEO & Co-founder,  
Everpurse



**Natan Reddy**  
Intelligence Analyst, CB Insights



**Nate Sjolholm**  
General Operations,  
Cynthia Fields



**Tina Kang**  
Robotics Assistant Instructor, Duro  
Workforce



**Paula  
Cadman-Mendoza**  
Executive, Virtusa

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# Our Networks

Partial listing within Supply Chain, Venture Capital, Fashion, Startup Ecosystems, Enterprise Tech



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# What People Are Saying

“Great event by [#TNYSCM](#) team  
[Lisa Morales-Hellebo](#) [Brian Laung](#)  
[Aoaeh, CFA](#) !! **Engaging audience**  
**and super awesome moderation**  
by the one and only [Rob Bailey](#) !”

— *Sharad Malhautra,*  
Senior Manager, EY, Enterprise Blockchain

“I took 2 hours off and went to  
nyc from Princeton, it was worth  
it, even I don't understand that  
deeply about blockchain, still feel  
encouraged. Thanks!”

— *Iris Zhang,*  
Supply Chain Planner/Buyer, Philips

“Great event, very well put  
together. Loved hearing  
from businesses who are  
rethinking supply chain.  
**Can't wait for the next one!**”

— *Cara Luke,*  
Field Channel Analyst, UPS

“Terrific turnout and a great crowd.  
**It was like being at home**  
**with our very own**  
**Supply Chain family!**”

— *Fauad Shariff,*  
CEO & Co-founder, CoLoadX Corporation

# What People Are Saying

“Absolutely great time, great people, great event. 12/10 would do all over again.”

— *Norman Zeng,*

Supply Chain Strategy & Operations, Blue Apron

“Pleasantly surprised by the content and variety of participants.”

— *Anthony De Filippis,*

Group CFO/CISO, CargoTrans, Inc.

“I’ve only been to #04 and #05 events - both excellent. TNYSCM has a fresh vibe and combines education, innovation and networking.

Keep it up and thank you! ”

— *Colin Taylor,*

Founder & Principal, Cleaca Consulting LLC

“Just the sort of stuff to get our juices flowing.

A great night,  
Lisa and Brian. Thanks.”

— *Jim Drogan,*

Senior Lecturer, SUNY Maritime College

“Great diverse group”

— *Bill Schwebel,*

VP/GM, Zebra Technologies

“Brilliant effort by the TNYSCM team again to conduct curated sessions for introducing digital-ready companies that address pressing issues in the logistics industry.”

— *Akhilesh*

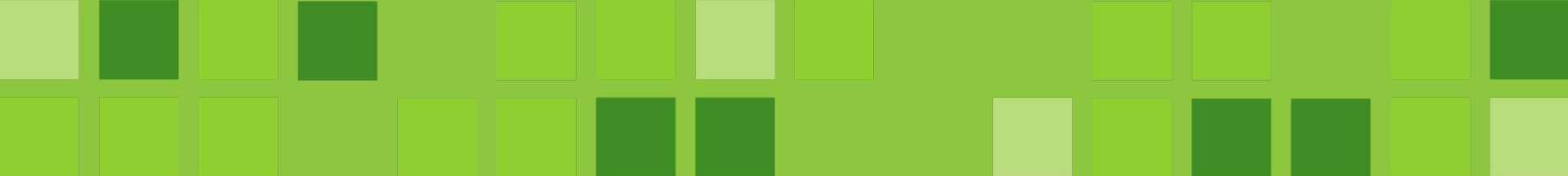
## #TNYSCM

The **past** ran on supply chains.

The **present** runs on supply chains.

The **future** will run on supply chains.

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CONTACT: Brian Laung Aoaeh, CFA / [brian@tnyscm.com](mailto:brian@tnyscm.com) / #TNYSCM

# APPENDIX

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# Leadership Team Bios

## Brian Laung Aoaeh, CFA

Brian is a partner at Particle Ventures, an institutional seed-stage venture fund based in New York City which invests in technology startups developing products for Supply Chain & Industrial Intelligence. The team at Particle believes that the greatest technological shift of our time is happening at the intersection of data and heavy industry. Particle is built by the team that launched KEC Ventures.

He joined KEC Ventures after serving as the statistical research and strategy analyst in Global Diversity and Inclusion at Lehman Brothers in New York, NY. Before his tenure at Lehman, he worked at UBS AG in Stamford, CT as the statistical research analyst in Group Diversity. Prior to UBS, he was a pension actuarial analyst at Watson Wyatt Worldwide (now Willis Towers Watson). He was a junior auditor at Issifu Ali & Co. Chartered Accountants, in Accra, Ghana between completing his secondary school education and commencing undergraduate study in the United States in 1997.

Brian holds a BA with a double major in Mathematics and Physics from Connecticut College in New London, CT. During his undergraduate study he spent three years as a research assistant in the Tunable Diode Laser Spectroscopy Laboratory at the Connecticut College Physics Department - including collaborative investigations at NASA Langley Research Center; He is a co-author of five articles that have been published in refereed journals. He earned an MBA, with a specialization in Financial Instruments and Markets, from the Leonard N. Stern School of Business at New York University in New York, NY. He is also a CFA Institute charterholder, and is profiled in the forthcoming book, Finding Genius.

Brian focuses on startups building software for internet infrastructure, supply chain, and transportation.

Brian was born in Ghana, and raised in Nigeria. He blogs at [www.innovationfootprints.com](http://www.innovationfootprints.com), and is obsessed with cool mechanical pencils, strong coffee, and reggae.

Twitter: [@brianlaungaoaeh](https://twitter.com/brianlaungaoaeh) LinkedIn: [Brian Laung Aoaeh](https://www.linkedin.com/in/brianlaungaoaeh) Instagram: [@brianlaungaoaeh](https://www.instagram.com/brianlaungaoaeh) Facebook: [Innovation Footprints](https://www.facebook.com/InnovationFootprints)

# Leadership Team Bios

## Lisa Morales-Hellebo

Lisa is building REFASHIOND, a venture fund to invest in the future of fashion and retail.

She is a seasoned entrepreneur, product strategist, and creative director whose career spans 23+ years helping startups to Fortune 500 companies maximize conversions via multi-channel product strategy, development, and brand extension.

In 2014, Lisa founded and launched the New York Fashion Tech Lab with Springboard Enterprises and the Partnership Fund for NYC while serving as Executive Director for the first year. Her previous fashion tech contextual search startup, Shopsy, participated in TechStars in 2012 after being selected as one of the Top 10 Women in DC Tech. She has been featured in numerous publications and media outlets, and is profiled in the recently published book; *Disrupters: Success Strategies from Women Who Break the Mold*.

As an alumna of TechStars, Lisa maintains an active role in the startup community; She serves on the Board of Puerto Rican accelerator, Parallel18, and mentors at The Startup Institute, and The Founder Institute. She serves on several fashion tech startup advisory boards while mentoring entrepreneurs around the globe.

Lisa shines a spotlight on other Latino founders by highlighting them and their work on LatinoBuilt.com, and through her speaking engagements across the country. The New America Alliance recognized her as one of the top Latinas in Business and invited her to participate in the first American Latina Leadership Caucus in NYC.

Born in the Bronx, New York, Lisa obtained her BFA in Graphic Design, with University Honors, from Carnegie Mellon University. She's a lifelong lover of all things fashion, is addicted to magazines, new media, technology, entrepreneurship and travel.

Twitter: [@lisahellebo](#) LinkedIn: [Lisa Morales-Hellebo](#) Instagram: [@lisahellebo](#) Website: [LisaHellebo.com](#)



# Brian's Media & Events - Sample

## Brian Laung Aoaeh, CFA

[Industry Study: Freight Trucking \(Startups\)](#) / Innovation Footprints / Views: 2,800 / Shares: 124

[VCs: Logistics tech investment boom still just getting started](#) / American Shipper

[Industry Study: Ocean Freight Shipping \(Startups\)](#) / Innovation Footprints / Views: 1,700 / Shares: 279

[Economic Moats - For Early Stage Startups and Early Stage Investors](#) / Slideshare / Views: 11,211 / Downloads: 160

[Notes on Strategy: Where Does Disruption Come From?](#) / Innovation Footprints / Views: 293 / Shares: 375

[Career Spotlight: Brian Laung Aoaeh, CFA](#) / Connecticut College

[#UnderConstruction | Why A Supply Chain Meetup in New York?](#) / Innovation Footprints

[Why Tech Startups Can Gain Competitive Advantage from Operations](#) / Innovation Footprints

[Cargo Drones and Data Swarms: Experts Weigh In on Digital Transformation in Shipping & Maritime](#) / knect365

[Update #01 | Towards A MaritimeTech Innovation Hub in New York City](#) / Innovation Footprints

# Lisa's Media & Events - Sample

## Lisa Morales-Hellebo

[Disrupters: Success Strategies from Women Who Break the Mold](#) / Entrepreneur Press, Author Dr. Patti Fletcher

[10 Signs That You Are a Disrupter](#) / Entrepreneur

[3 Ways to Change the World With Your Wonder Woman Mindset](#) / Entrepreneur

[The Digital Renaissance of Fashion](#) / Tech.co

[What Every Successful Woman Entrepreneur Should Know: Advice From Five Unstoppable Women](#) / Forbes

[J.Crew And Kate Spade To Foster The Next Big Fashion Tech Startups](#) / Fast Company, Co.Design

[This tech founder is way ahead of all of us](#) / Verizon

[Meet Some of the Most Inspiring Latina Women in Tech](#) / Brit + Co

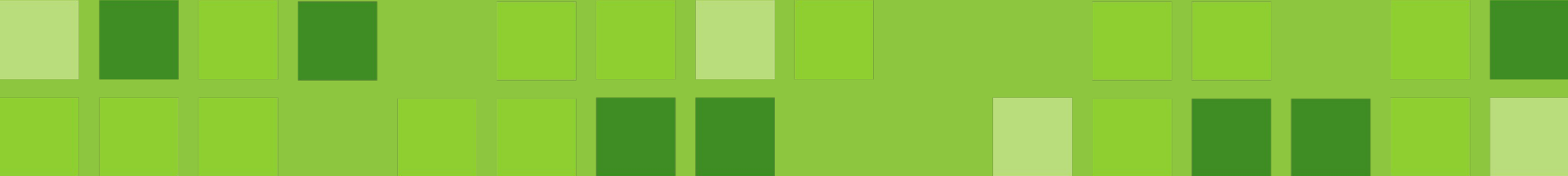
[5 Things You Need to Know About the Future of Fashion Tech](#) / AlleyWatch

[Toward a Tipping Point for Latinas in STEM](#) / Scientific American

[Rewriting the Innovation Code for Latinas in Technology](#) / Huffington Post

[Fashion's Latest Tech Is WAY Beyond 3-D Prints](#) / Refinery29

[New York Fashion Tech Lab Boosts Start-ups](#) / WWD



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