



WING

ACADEMY

Description

The Wing Academy is an exclusive, invitation-only series for startup founders and CEOs to learn on critical, company-building topics. The academy features curriculum—not speeches or panels—and is delivered through a combination of frameworks, templates, war stories, and interactive dialogue. The instructors include seasoned, successful leaders, and the setting is closed-door and under Chatham House Rule. The academy is “HBS Executive Education” meets “B2B Entrepreneur.”

The Wing Academy on What a CFO Does focuses on the role and value of the CFO as a business partner to Founders and CEOs. In our view, the importance of a CFO is not well understood, and the academy will serve to answer the who, why, and when for a CFO and to provide tangible financial frameworks and metrics for startup success.

Logistics

Tuesday, April 23, 2019
1:00pm – 8:00pm
Four Seasons Silicon Valley
2050 University Ave.
East Palo Alto, CA 94303

Instructors

Mark Hawkins, President and CFO, Salesforce
David Wadhvani, former CEO, AppDynamics
Todd Ford, CFO, Coupa, and former CFO, MobileIron and Rackable
David Chen, Managing Director and Global Head of Software, Morgan Stanley

Agenda

- 1:00pm – 1:45pm Session I: Why a CFO for a Startup—and Who, When
- 1:45pm – 2:20pm Guest Speaker: David Wadhvani, former CEO, AppDynamics
Moderator: Gaurav Garg, Founding Partner, Wing
- 2:20pm – 2:35pm Break
- 2:35pm – 3:10pm Session II: Start with the End in Mind—IPO and M&A Metrics
- 3:10pm – 3:45pm Guest Speaker: David Chen, Managing Director and Global Head of
Software, Morgan Stanley
- 3:45pm – 4:00pm Break
- 4:00pm – 4:35pm Session III: Case Studies—Coupa, MobileIron, Rackable
- 4:35pm – 5:10pm Session IV: Common Mistakes
- 5:10pm – 5:15pm Wrap-up
- 5:15pm – 6:00pm Networking
- 6:00pm – 8:00pm Private Dinner with Guest Speaker: Mark Hawkins, President and CFO,
Salesforce
Moderator: Rajeev Chand, Partner and Head of Research, Wing