



**Wharton *San Francisco* Seminar
The Scaling, Valuing & Investing of Emerging Growth Firms
with Wharton Profs Gad Allon and David Wessels
March 8, 2018**

Wharton Media Relations is pleased to hold a free, one-day edition of the Wharton Seminars for Business Journalists on March 8 at Wharton *San Francisco* featuring Wharton Prof. of Operations, Information and Decisions Gad Allon and Wharton Adjunct Prof. of Finance David Wessels. Prof. Allon will present on scaling firm operations and on how firms use social media to leverage their best customers. Prof. Wessels will present on venture capital and firm valuation.

Through faculty lectures and dynamic discussion this Seminar will help business journalists improve their reporting skills and gain valuable insights into entrepreneurship, financial strategies and operations.

AGENDA

Wharton | *San Francisco*
2 Harrison Street (6th Floor), San Francisco, CA 94105

Start	End	Activity
8:30 a.m.	9:00 a.m.	Registration & Continental Breakfast
9:00 a.m.	9:15 a.m.	Introductory Remarks
9:15 a.m.	10:15 a.m.	“Scaling Operations” – Wharton Prof. of Operations, Information and Decisions <u>Gad Allon</u>
10:15 a.m.	10:30 a.m.	Break
10:30 a.m.	11:45 a.m.	“Using Social Media To Leverage the Best Customers” – Wharton Prof. of Operations, Information and Decisions <u>Gad Allon</u>
11:45 a.m.	1:00 p.m.	Lunch
1:00 p.m.	2:15 p.m.	“Venture Capital & Valuation” – Wharton Adjunct Prof. of Finance <u>David Wessels</u>
2:15 p.m.	2:30 p.m.	Break
2:30 p.m.	3:15 p.m.	“Venture Capital & Valuation” cont. – Wharton Adjunct Prof. of Finance <u>David Wessels</u>
3:15 p.m.	3:30 p.m.	Certificate Ceremony & Closing Remarks

For more Wharton Seminars for Business Journalists information:

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