

# October 23 Main Track

**08:30 - 10:00 Welcome Coffee**

**10:00 - 10:15 Welcome to GenAI for Business SF'23**

Antonio Pasalic, Jon Radoff

**10:15 - 11:00 Bleeding Edge AI: Cutting Through the Hype**

Jon Radoff, Keith Adams, Prakul Agarwal, Aravind Srinivas, Jeremiah Owyang

**11:00 - 11:40 Your Passport to the Holodeck: GenAI and Gaussian Splats!**

Robert Scoble, Barkley Dai, Malay Kundu, Emmanuel de Maistre, Nicole Lazzaro

**11:40 - 12:20 Level Up!: The Future of GenAI-Enhanced Gaming**

Martin Caplan, Tim Cotten, Sean Kauppinen, Sophia Xing, Burcu Ozcengiz

**12:20 - 13:00 Refreshments Break**

**13:00 - 13:40 3D & Spatial Computing**

Jon Radoff, Jonathan Gagne, Tejas Kulkarni, Marguerite deCourcelle, Nima Zeighami

**13:40 - 14:00 Legal Lenses on GenAI: Rights, Regulations, and Risks**

Kevin Lam  
Partner, Goodwin Procter

**14:00 - 14:40 The Song is Never the Same: GenAI's Impact on Music & Audio**

Ann Greenberg, Evo Heyning, Karen Allen, Tommy Beringer, Zach Johnson

**14:40 - 15:20 LLMs Unleashed: Language Models Drive Mass Adoption**

Alie Jules, Michael Sharpe, Suman Kanuganti, Elizabeth Laraki

**15:20 - 16:10 From Scripts to Screens: How GenAI Revolutionizes Storytelling**

Ann Greenberg, Michael Morgenstern, Peter Hirshberg, Nem Perez, Oscar Sharp

**16:10 - 16:30 Billions Invested: What's Next?**

Jon Radoff, Moritz Baier-Lentz

**16:30 - 17:10 Lightning Pitches**

Kayla Comalli, Tim Morris, Bruce Lewolt, Tim Cotten, Rahul Iyer, Ibrahim Ahmed, Irena Pereira

**17:10 - 17:30 Closing Remarks on the State of AI and its Prospects across Creative Industries**

Jon Radoff  
Managing Director, Metavert LLC

**17:30 - 18:30 Reception & Networking**