



leveling up™

M A S T E R M I N D

Austin, TX

April 25-27

Experience objectives:

maximum relationship building, live transformation /
implementation

MONDAY - April 25

- 5:00pm** Check in + welcome reception
- The W Hotel (Trace Patio), 200 Lavaca St
- 7:00pm** Connection roulette dinner | *Matchmade seating (directed by personal ties commonalities)*
Banger's Beer Garden, 79 Rainey St
- 10:00pm** Bar hopping on historic Rainey Street | *Renovated houses turned into unique bungalow bars*

TUESDAY - April 26

- 8:30am** Sound bath | The absolute power and sound of singing bowls engages the mind which helps to quiet mental chatter, enabling access to areas of the mind which are normally not accessible. Many report an expansion into higher states of awareness/consciousness during the sound bath.
- The W Hotel, Ballroom
- 9:00am** Coffee making class | You'll be taken through a journey of the 3 main processing methods and how they affect flavor
- The W Hotel, Ballroom
- 9:00am** Breakfast + networking
- 11:00am** Ultimate Hot Seat Sessions with Neil + Eric | Answering any and all questions to ensure your most pressing business questions are answered in depth and you walk away with a solution to any problems
- 11:30am** Head to Lady Bird Lake, 74 Trinity St



12:00pm (1 hour) Stand up paddle boarding and kayaking

1:00pm Head back to The W

1:30pm Lunch + networking

3:00pm Falconry | Featuring hawks, owls, falcons, vultures, and other raptors in a free flight program that will leave you thrilled and amazed

4:00pm Break to get ready, have some R&R, lay by the pool, get a massage, whatever you fancy!

6:30pm Meet in the hotel lobby for dinner

7:00pm Connection roulette dinner & entertainment | *Matchmade seating (directed by business ties/commonalities)*
- Punch Bowl Social Domain, 11310 Domain Dr

10:00pm Late night hang out

- *The Roosevelt Room - .3 miles (Inventive craft cocktails are served in an airy, industrial-chic space with a cozy upstairs lounge)*
- *Upstairs at Caroline - .9 miles (Open-air space with full bar including draft cocktails, tacos, TVs & bar games)*
- *Zanzibar - .4 miles (located inside the Marriott, Zanzibar is a lush tropical terrace with stunning views of downtown Austin)*
- *Midnight Cowboy - .7 miles (Intimate reservations-only lounge known for its hip speakeasy vibe & old-school cocktail menu)*
- *Garage - .3 miles (Swanky cocktail bar located in an unassuming parking garage in downtown Austin)*



WEDNESDAY - April 27

9:00am Light breakfast + networking

9:45am Ayman Abdullah | Former CEO of AppSumo and current CEO
Coach to high growth entrepreneurs
Topic: From Founder -> CEO: Graduating from
Player to Coach | **11:00am**, Q&A

10:30am Sam Parr | Founder of The Hustle
Topic: Q+A On Growing An Email List to 2 Million Subscribers

11:15am 30 min break - networking by industry according to the color on your badge

11:45am Nick Shackelford | CEO of Structured
Topic: Clouds and Dirt - A modern Ecommerce Approach to a Post
iOS 14.5 Paid Media World | **12:15pm**, Q&A

12:15pm Eric Jorgenson | Writer and Investor
Topic: TBD | **12:45pm**, Q&A

1:00pm Lunch + networking off site | Meet some friends and walk over to one
of these highly rated Austin eateries:

- True Food Kitchen - .4 miles
- Aba - Austin - 1.0 mile (S. Congress)
- Irene's - .5 miles
- Torchy's Tacos - .2 miles
- Sweetgreen - 500 ft.
- Tacodeli - .3 miles
- Perla's Seafood & Oyster Bar - 1.2 miles (S. Congress)
- Summer House on Music Lane - 1.1 miles (S. Congress)
- Cafe No Se - 1.4 miles (S. Congress)
- Elizabeth Street Cafe - 1.2 miles (same st as hotel)
- Fresca's South First - 1.3 miles (same st as hotel)

2:30pm Noah Kagan | Founder & CEO
Topic: Fireside Chat, AppSumo, YouTube, & Startups | **3:00pm**, Q&A

4:00pm Closing reception | Enjoy appetizers and drinks as the event comes
to a close - The W Hotel, Social Room

