

# SURVIVE AND THRIVE

**TODAY.COM**

**PURPOSE    PASSION    FREEDOM**

**OCTOBER 26-28 , 2018**

**MALIBU**

**FOUNDED IN 2017**

For mission-driven entrepreneurs who want to move their companies from surviving to thriving.

**Non-conference:** entrepreneurs replace their sports jackets and shoes with a fleece and sneakers for a weekend of work, integration, inspiration, connections, and adventure.

**E. Pacific Coast Highway  
Malibu, CA 90265**

[www.surviveandthrive.today.com](http://www.surviveandthrive.today.com)

# CORE VALUES

## TENACITY, TIMING & TRAILERS

While "Genius is 1% inspiration and 99% perspiration" (Edison), don't forget the importance of riding megatrends and being the star of your awesome video pitch!

## REAL

Being authentic, honest and true to ourselves and others is at the heart of being a THRIVE entrepreneur. There's no other way to build your brand, discover your purpose and live with passion (and com-passion)

## VALUE BASED

If you don't lead with value and solve game-changing problems in your niche with your products and services, how else do you Thrive?



## HUMILITY & HUMOR

We're in this together, learning from mentors and finding the right partners while having fun on this journey we call Life and Entrepreneurship.

## INNOVATION WITH INTEGRITY

Along with being inventors, explorers and cultural creatives, we believe in constant and never-ending improvement and the commitment to excellence

## EMPOWER & ENLIGHTEN

If Humanity is to Thrive, as leaders we need to empower not just our teams but share our wisdom and serve a higher purpose.

# OUR MISSION WE BRING TOGETHER THE TEAM



To elevate  
Entrepreneurs  
game for peak  
success &  
to make a  
difference

# S&T CORE TEAM



**SACHIN NARODE**  
CTO



**MARVA ALLEN**  
CEO



**SWATICK MAJUMDAR**  
CMO



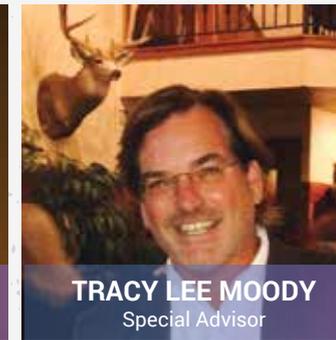
**EMILY WEBB**  
West Coast USA Partner



**MARINA NICHOLAS**  
European Partner



**ESTHER ELKOSS**  
VP Sales



**TRACY LEE MOODY**  
Special Advisor

## SURVIVE AND THRIVE TEAM



**STEPHEN SMITH**

Director, Business Development  
Drone Pilot and Visual Designer



**SUNIL JOSHI**

President TRANSWORLD Business  
Advisors of Loudoun County VA



**NEHA BELWALKAR**

Product Manager at Xenapp  
Designer at Survive and Thrive



**PATRICE SAMARA**

Co-Founder & COO of Wordeee  
Entrepreneur/Strategic  
Communications Advisor



**JENNIFER JACQUES**

Managing Partner at  
Jacques & Associates



**NISHANT MANCHANDA**

Co-Founder, India Network



**SOUNIYA KHURANA**

Head - Community Development



**CRYSTAL WARNER**

Founder, Dream Maker Travel



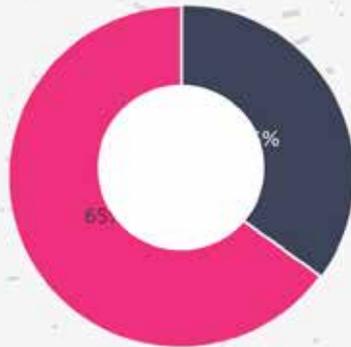
**CARI GELBER**

Director of Sales & Strategy

# 2018 TARGET

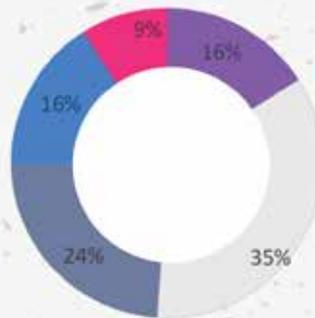
## DEMOGRAPHICS

### GENDER



■ Male ■ Female

### AGE



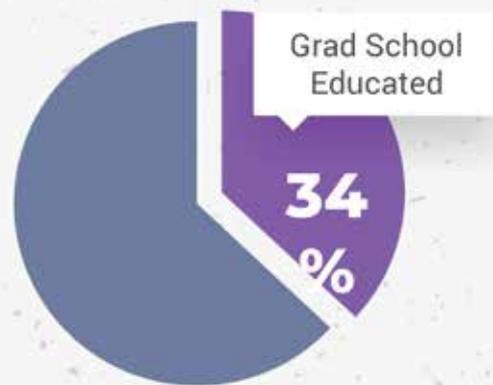
■ 18 till 24  
■ 25 till 34  
■ 35 till 44  
■ 45 till 54  
■ 55 above

### INCOME



Affluent - HHI \$150k+  
3.03x internet average

### EDUCATION



Highly educated - Grad  
School 2.36x internet  
average

### TOP GLOBAL MARKETS

- US
- UK
- France
- Canada
- Germany
- China
- India
- Indonesia
- Singapore
- Australia
- UAE

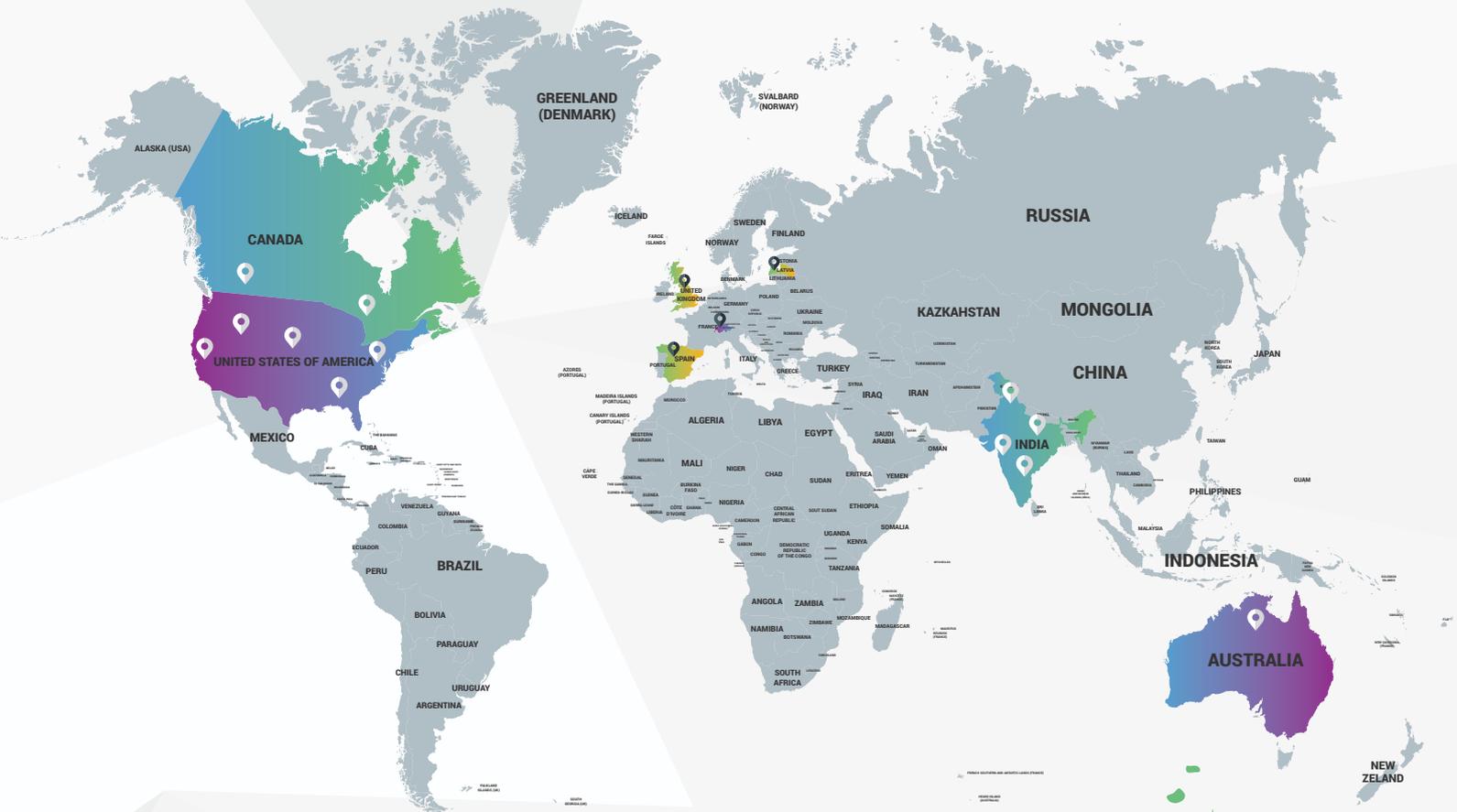
### TOP US MARKETS

- NYC
- San Francisco
- Los Angeles
- Chicago
- Boston
- Philadelphia
- Austin
- Dallas
- Miami
- Las Vegas
- Washington DC

# PARTICIPANTS OF 2017

SURVIVE AND THRIVE

---



AUSTRALIA  
LATVIA  
UK

CANADA  
SPAIN  
USA

INDIA  
SWITZERLAND





# TWITTER

#SURVIVEANDTHRIVE2017

**274**  
Tweets

**138**  
Participants

**26**  
Pictures

**23M**  
Impressions

## BEST PICTURES

@mikeschwede

285K views, 8,756 retweets, 3 likes, 2 replies

@BarbaraFisch44

1,216 views, 492 retweets, 4 likes, 1 reply

@ursularingham

5,941 views, 5,941 retweets, 0 likes, 0 replies

@survivethrive17

17K views, 149 retweets, 2 likes, 2 replies



# INSTAGRAM

#SURVIVEANDTHRIVE2017

**1120**  
Posts

**257**  
Participants

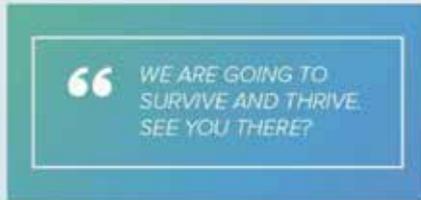
**350**  
Live Telecast

**60M**  
Impressions

## BEST PICTURES



# SPONSORS 2017



# MEDIA & PARTNERS

2017-2018

---

Google

SILICON  
INVESTOR



Bloomberg



BIG SPRING  
HERALD 

Free Press Release <sup>5.0</sup>  
Pursuing customer satisfaction is our ultimate goal

TELEMUNDO  
KXTQ LUBBOCK

Forbes

THE  
HUFFINGTON  
POST



WSJ.  
THE WALL STREET JOURNAL MAGAZINE

Inc.

TECH.CO



SURGO XLR

TC TechCrunch

# S&T 2018

keynote speakers

---

# COMING SOON...

# S&T 2018

Platinum Partners

---



# S&T 2017

keynote speakers

---



**JESSE ITZLER**

Co-founder of Marquis Jet  
Owner of The Atlanta Hawks



**KEVIN HARRINGTON**

\$5 Billion Infomercial King  
Original Shark from Shark Tank



**SUSIE CARDER**

President/COO,  
Motivating The Masses



## POINT OF CONTACT

ESTHER ELKOUSS

+1(917) 588-7420

[esther@surviveandthrivetoday.com](mailto:esther@surviveandthrivetoday.com)

[info@surviveandthrivetoday.com](mailto:info@surviveandthrivetoday.com)



## HEADQUARTERS

157 COLUMBUS AVE, NEW YORK,  
NY 10023