

Join ITC at Boise Entrepreneur Week for the CYBER TRACK sessions!

Tuesday, October 1 in the Loft at JUMP

9 am: “In the Fight: The Cybersecurity Entrepreneur’s Combat Handbook”

Speakers: James McCarter, Founder/CEO Shadowscape.io

Session Overview:

Interested in starting a cybersecurity company? This session will present a tactical guide for cybersecurity entrepreneurs grappling with the day-to-day battles of building a business in a high-pressure industry. Featuring stories from seasoned founders who are navigating constant market volatility, funding challenges, and evolving threats—as well as firsthand insights from James McCarter, CEO of Shadowscape—this field manual delves deep into the reality of staying afloat in the cybersecurity sector. It focuses on practical strategies for those entrenched in the fight, covering how to position your company against relentless competition, pivot under pressure, and manage risks in real time. Designed for entrepreneurs in the thick of it, this guide offers grounded advice for surviving and pushing forward in the ever-changing cybersecurity landscape.

It includes real-life case studies from successful founders who have overcome obstacles such as market skepticism, funding difficulties, and technical hurdles. The "playbook" format breaks down key lessons into distinct sections, like developing sales strategies, market positioning, customer education and product development, providing a roadmap to innovate effectively while facing adversity. It provides a mix of theoretical perspectives, practical methodologies, and tools that cybersecurity entrepreneurs can use to anticipate market needs, manage risks, and stay ahead of emerging threats.

10 am: “The Emerging Dangers of Executive and Technical Debt: Overcoming Inhibitors to Revenue and Value Growth”

Speaker: Mark Dallmeier, Chief Revenue Office, Overwatch by High Wire Networks

Session Overview:

In this session we will work with audience members to explore the impact that Executive and Technical debt has on the growth and future success of an organization. Technical debt is typically defined as previous investments made in technology systems or applications that are outdated, difficult and costly to maintain, and no longer creating value for the organization, are at risk of being hacked and compromised, or preventing the organization from growing and capturing the market opportunity.

As a comparison, Executive Debt is a new emerging term that can be defined as outdated (or legacy) leadership strategies, philosophies, biases, behaviors, and decision-making that are inhibiting corporate innovation, growth, and value creation. The presenter will share real world experiences in identifying and overcoming these challenges.

11 am: “Do I have what it takes?”

Speakers: Dan DeCloss, Founder/CTO, PlexTrac

Session Overview:

How do you start a software startup? How do I start a software startup in Cybersecurity? Should I raise money? Should I bootstrap? How do you do all of this when you have a wife, kids, and a mortgage?

If you’ve found yourself asking any variation of these questions, come listen to Dan’s story. He’ll share his journey and lessons learned on starting a startup, raising capital, hiring employees, and give his perspective on the market and things founders should know when setting out on this quest.

Tuesday, October 1 on The Deck at JUMP

4 pm to 6:30 pm: ConnecTech Networking Happy Hour

Presented by: Health Tech Idaho, the Idaho Technology Council, In Time Tech, and Vynyl

Session Overview:

Join us for an exciting evening of networking at the ConnecTech Networking Happy Hour, a unique event that connects professionals, innovators, and entrepreneurs across the Cyber, Health Tech, and Tech industries. Presented by Health Tec Idaho, the Idaho Technology Council, In Time Tech, and Vynyl, this networking event is the perfect opportunity to make new connections, explore cross-industry collaborations, and discuss the latest trends in technology.

Whether you’re reflecting on the day’s sessions, sharing your ideas, or simply looking to meet like-minded technologists, this event offers the perfect setting. Enjoy drinks, hors d’oeuvres, and vibrant conversation as you connect with those who are shaping the future of technology.

Activities:

Networking: Engage with professionals from the Cyber, Health Tech, and Tech industries. Build relationships, explore potential partnerships, and expand your professional network.

Food + Drinks: Enjoy a full bar and complementary food, enhancing the experience as you mingle and connect with peers.

Thursday, October 3rd in the Jump Room

3-4:30 pm: FIFTY TO THE A SHOWCASE

Speakers: Dillon Woods, Founder, Tackle.io, Rachel Wilson, CEO & Co-Founder, BoldHue, Jonathan Tilley, CEO & Co-Founder, ZonGuru

Session Overview:

As part of Boise Entrepreneur Week, ITC's 50 to the A initiative is excited to showcase three innovative companies at various stages of capital formation, and a Venture Capital firm playing a vital role in the Boise start-up ecosystem.

Join us for entertaining and insightful presentations and fireside chats. After the Showcase we invite you to join the Women to Power Happy Hour preceding the exciting Boise Entrepreneur Week Pitch Contest!