



VALUE VAIL – Echo in the Valley

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*H*AZELTON *C*APITAL *P*ARTNERS

Where Creative Ideas
& Investors Collide

The Fine Print



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Were Harmed in
Making This
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Rock Music's Big Bang Moment



September 9, 1956 – Ed Sullivan Show

Elvis Presley

- Credited w/Starting Rock 'n Roll*
- Right Musician, Right Place, Right Time*

Key Factors for Elvis Success



Arthur Crudup
"That's All Right"



Sam Phillips - 1954



Sam Phillips repackage songs by black musicians not getting airtime

Elvis – Grew up in Tupelo, MS

Elvis's "Rock 'n Roll" = cross pollination of country, gospel, rhythm & blues

Folk Goes Electric – Transforming the California Sound



1960's Musicians Congregated in Laurel Canyon

- 1.5-mile radius: Crosby, Mitchel, Byrds, Papas, Wilson, Morrison, & Zappa
- Tight community → Interaction → Challenge Boundaries → ↑ Creativity
- CA Folk → Rock - ↑ Complex & Reflecting Political Culture & Values



Brian Wilson



December 3, 1965



The Beatles



May 16, 1966



May 26, 1967



May 17, 1969



Laurel Canyon Not Unique



Writers/Artists – Paris 1920s



Classical Music – Vienna 1800s



Microchips – Silicone Valley 1960s



Beatnik – Greenwich Village 1950s

2 Key Elements that Promote Creativity

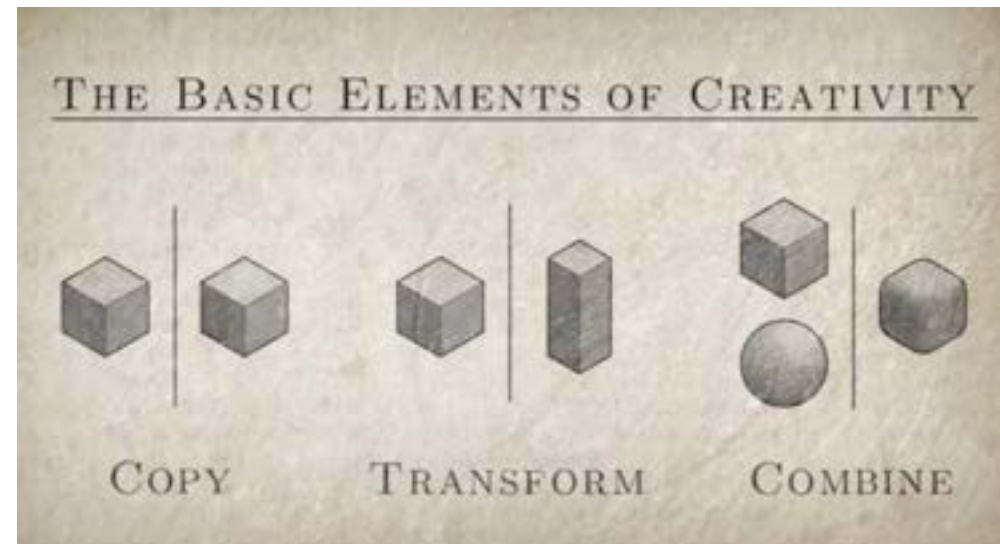
Environment

Pixar's Atrium = Promote
Unplanned Interactions



- Café, Fitness, Theatre, & Bathroom
- Jobs Criticized – Wasted Space
- Building Big Part Creative Process

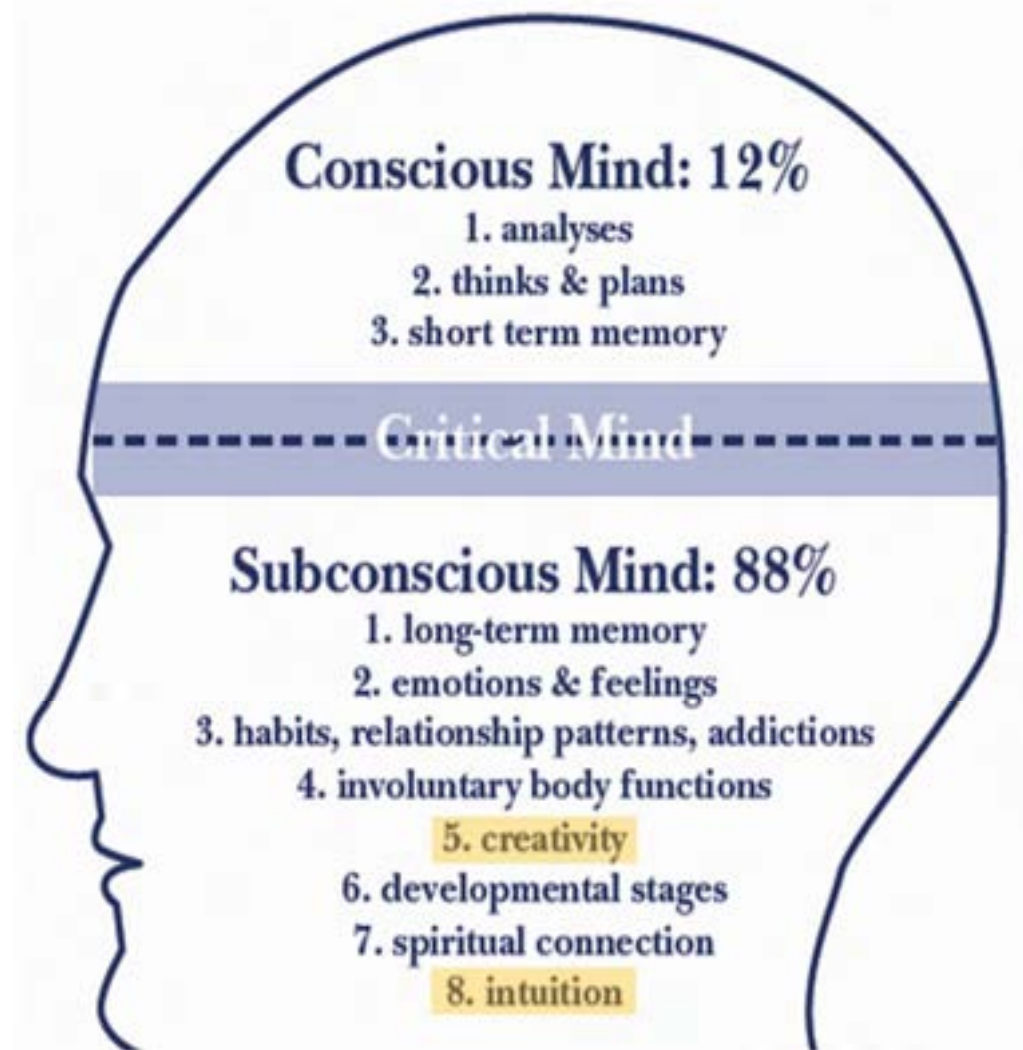
Process



--Kirby Ferguson
“Everything is a Remix”

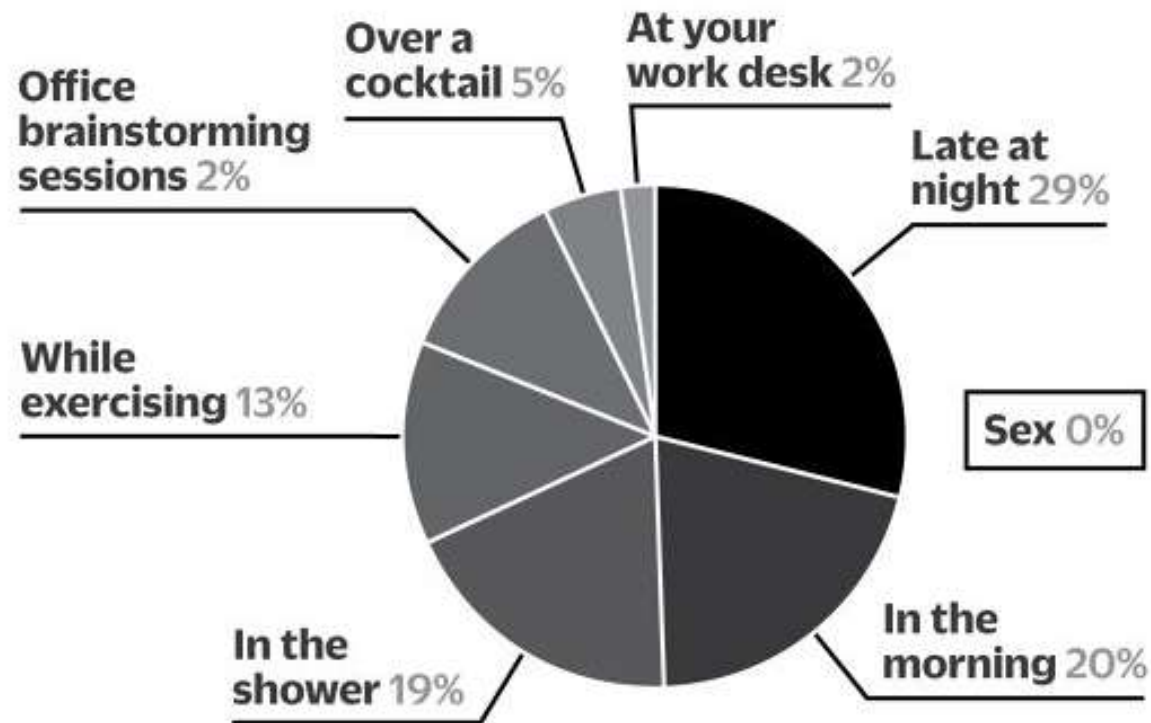
- Copy – Elvis
- Transform – Brian Wilson
- Combine – Sam Phillips

Your Mind is Like an Iceberg



Where Do Creative Ideas Come From?

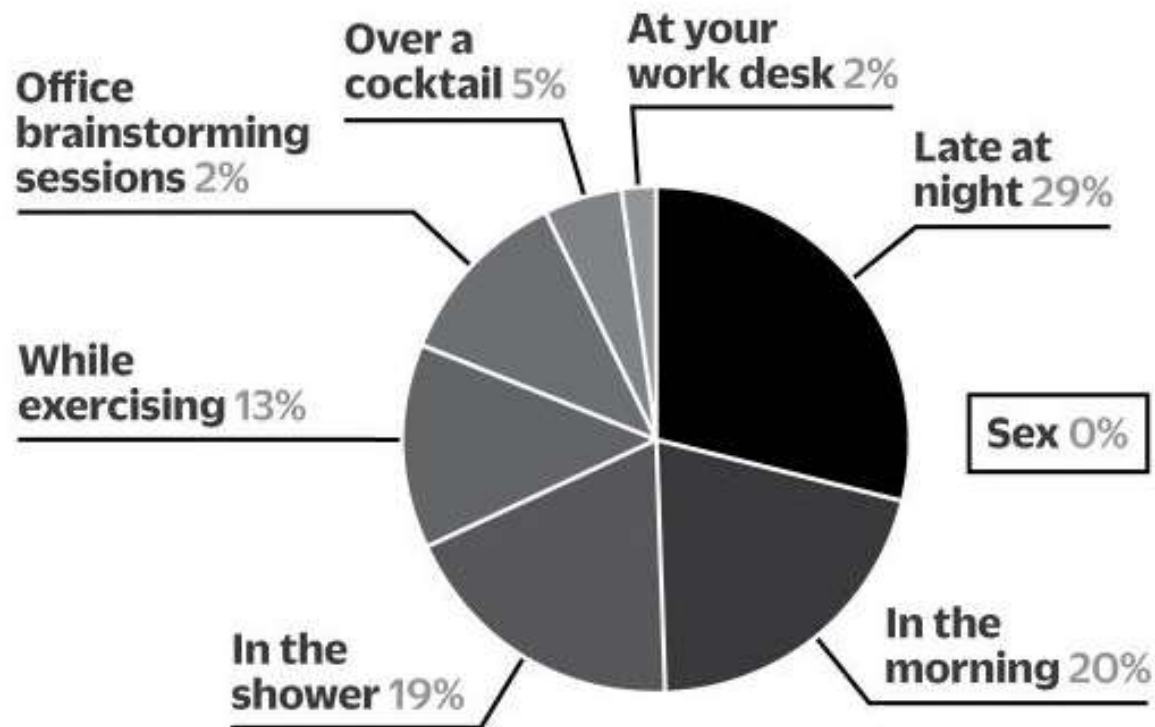
Where do you have your creative breakthroughs?



Fast Company Poll - 2014

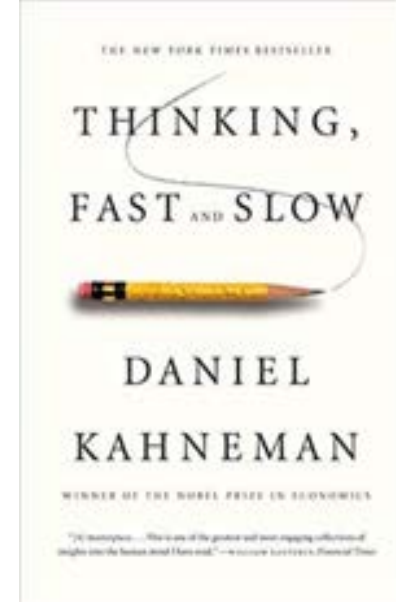
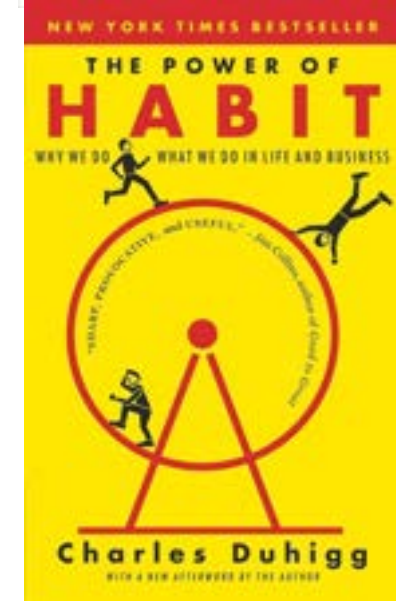
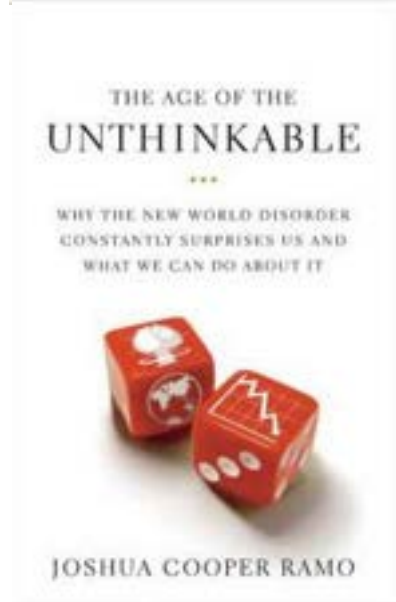
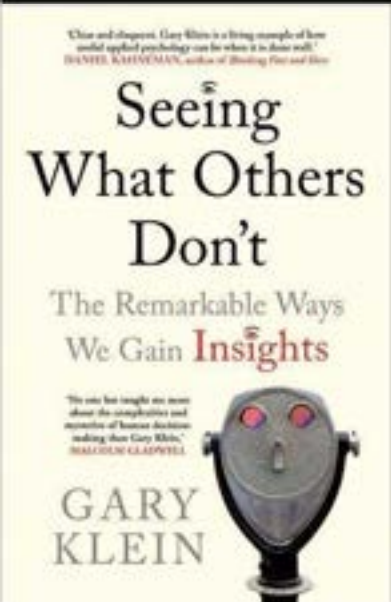
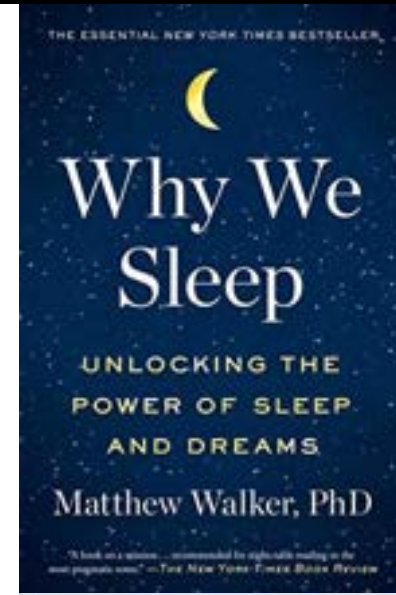
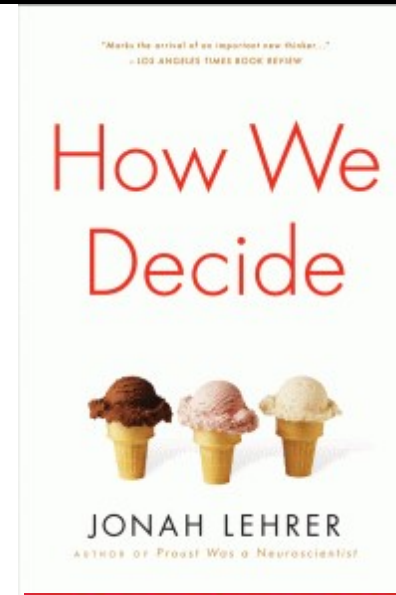
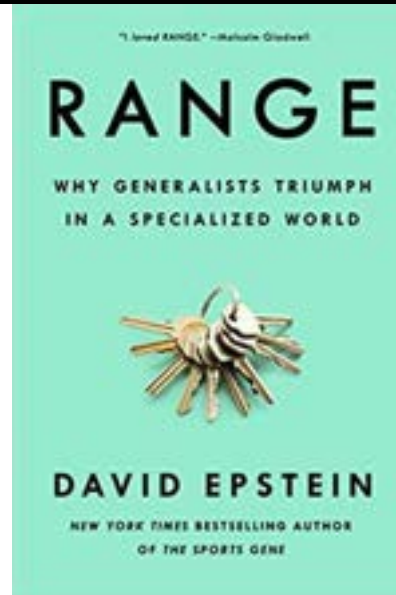
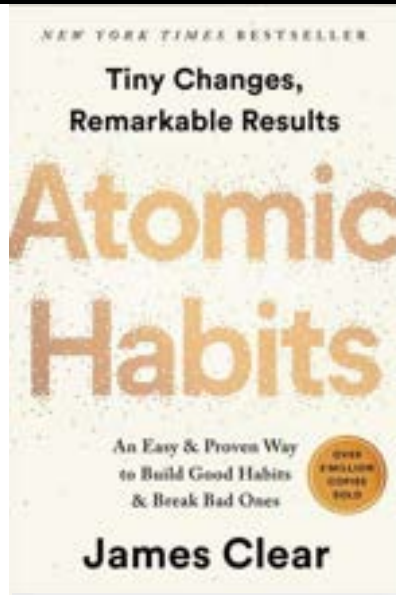
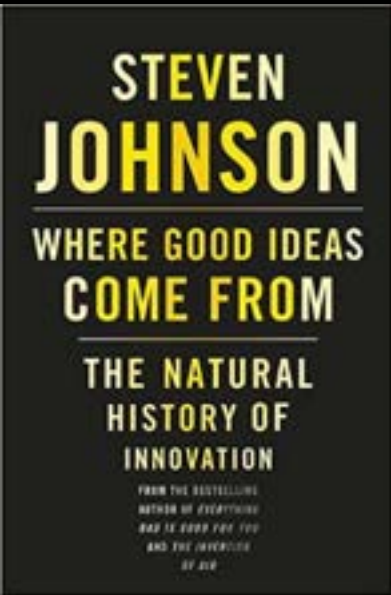
Where Do Creative Ideas Come From?

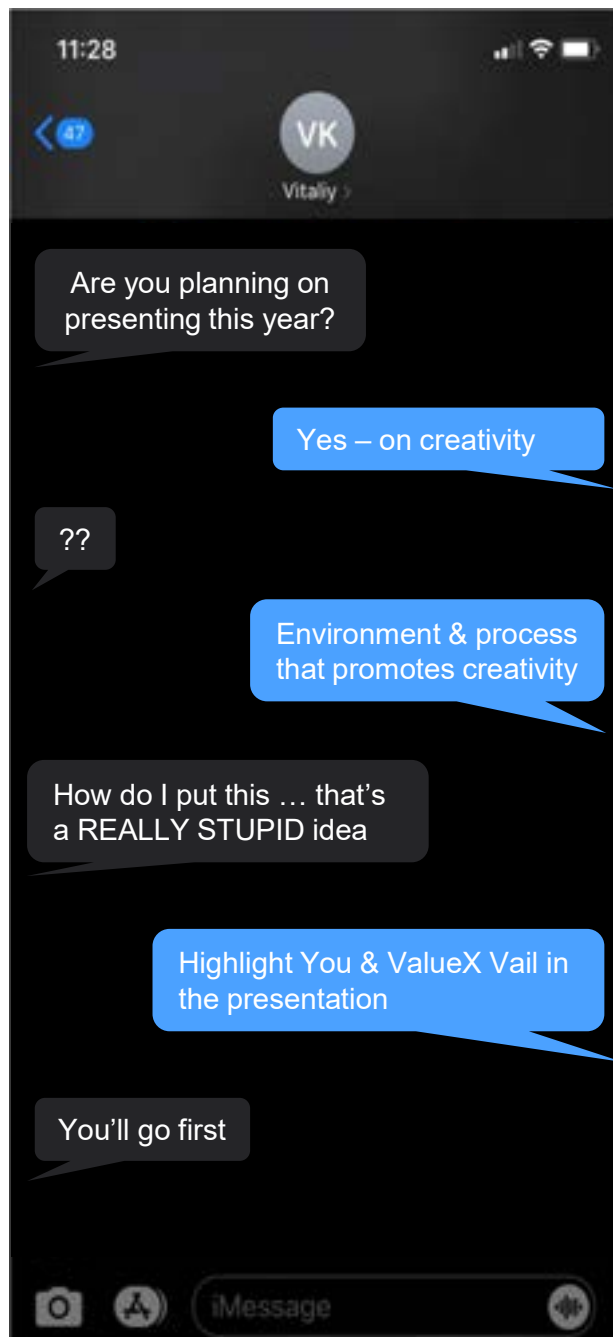
~~When~~
WHEN
Where do you have your creative breakthroughs?



Fast Company Poll - 2014

Where Do Creative Ideas Come From?





VALUEx Vail: Why Make the Pilgrimage

Presentations??



- ~21 Investment Ideas – 15 min Long
- Industry Overviews
- Insights, Metrics, & Management
- Compelling Valuation



VxV: Environment

More Than Presentations



- More Time Away from Presentations
- Daily Activities
- Immersed in Nature/Mountains
- Time Away from Work Routines
- Conscious Mind Gets a Vacation



VxV: Pixar's Atrium

Unplanned Interactions



- 40 Attendees → Concentrated Interactions
- Breakfasts, Lunches, Dinners, & Drinks
- Daily Activities → ↑ Interactions
- ↑ Feed Stock for Subconscious & AI Algo
- **New & Enduring Friendships**



Make new friends but keep the old, one is silver the other Ethereum

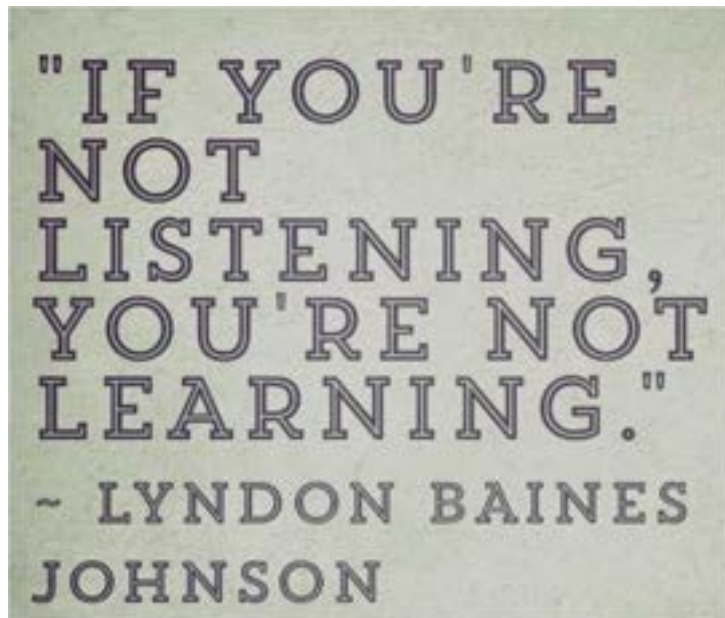
Leveraging VxV: Process - Active Engagement

Listening, Questioning, & Sharing



VxV: Listening → Learning

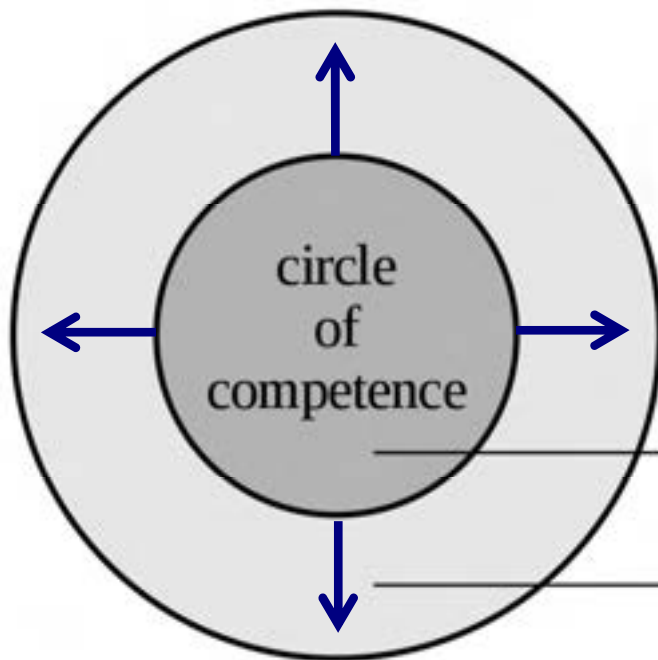
Listening Not a Passive Act



- Not Every Presentation in Your Wheelhouse
- Not Every Conversation Will Be Relatable
- Keep Engaged - Never Know What Will Be Useful

VxV: Listening

Circle of Competence



- Learning → Expand Circle of Competence
 - Horizontal vs. Vertical Networks
- 3 Sentence Narrative of Key Takeaways

What You Know

What You Can
Still Learn

VxV: Questions

Research: Finding the Balance



- Questions Help Mind Analyze & Envision
 - Provide - Insight, Clarity, & Rapport
 - Others Benefit from the Interchange
- Too Many Question → ↓ Benefits
 - Questions Should Have an Objective
 - Limit the Question Period
- 3 Questions Help Investment Decision

VxV: Share Because You Care

Share Your Thoughts: You Won't Be Judged (Probably)

Be Creative, Thoughtful,

& Only Share Ideas That Make \$\$

- More You Give – The More You Get
- Intimidating Environment - Smart & Vocal
- Familiar Environment → Symposium
- Plan to be Challenged
- Prepare to be Both Student & Teacher

“Courage is what it takes to stand up and speak. Courage is also what it takes to sit down and listen.” – Winston Churchill

Question

What Do You Get When:

40 Smart, Vocal, Passionate, Curious, Insightful Investors
Gather in Vail for 3 Days to Push Creativity Forward??

VxV: Where Creative Ideas & Investors Collide



Writers/Musicians – Paris 1920s



Classical Music – Vienna 1800s

VALUE VAIL

2011 - ????



Microchips – Silicone Valley 1960s

September 9 - 11



Beatnik – Greenwich Village 1950s

VALUEX VAIL - ECHO IN THE VALLEY



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