WARSHAW BURSTEIN

555 Fifth Avenue, New York, NY 10017 | (212) 984-7700 | www.wbny.com | @warshawburstein | Warshaw Burstein

Warshaw Burstein, LLP proudly sponsors in conjunction with Columbia Business School AT THE VERY CENTER OF BUSINESS™ | Alumni Club of New York

ALTERNATIVE LENDING: HOW THIS FINTECH INDUSTRY IS CHANGING ACCESS TO CAPITAL

The program will cover trends and developments in alternative lending in today's cyberculture, and opportunities and challenges for investors, lenders and consumer and small business borrowers.

Tuesday, February 27, 6-8pm at The Conference Center, 130 E. 59th St. Register Here:

- **Robert Lawsky**, senior executive at **ShopKeep**. ShopKeep provides point of sale, payments and cash advance solutions to 25,000 SMBs. He is a member of its Capital Committee, which runs the Merchant Cash Advance program. Prior to ShopKeep Robert was a senior executive at Greenbacker Renewable Energy, Macquarie Bank's Private Equity Funds Group and AT&T.

- **Einat Steklov**, Columbia MBA04, co-founder and senior executive at **Kashable**, an online platform for employer-sponsored benefit programs providing low cost credit with automatic repayment through payroll. Kashable changes applicants' credit profiles by incorporating employer attributes and employment data into the underwriting with the individual's credit data. By going through the employer Kashable transforms how consumers access credit.

- **Jay Levy**, co-founder **Zelkova Ventures**. Zelkova has invested in over 60 early stage companies such as LendKey Technologies. LendKey is a provider of "Lending-as-a-Service" (LAAS) solutions for financial institutions through white label platforms for loan origination, underwriting and digital servicing. Jay was named one of Crain's top 5 Entrepreneurs to Watch in NY and received the Westchester County 40 under 40 Award.

- **Michael Moretti**, Managing Director at **Silicon Valley Bank** and Head of Corporate Finance for SVB's tri-state NY region, leads a team of tech bankers providing debt, investment management, treasury and payment solutions. SVB has invested in alternative lenders such as BlueVine (SMB invoice factoring and credit) and many other fintech companies. Prior to joining SVB in 2003, Michael founded fintech startup LConnect Inc. and was in the international, corporate and investment banking markets since 1982.

- **Ben Walsh**, Moderator and Barron's reporter. Ben covers banking and fintech. Previously he was the chief business reporter at HuffPost, and before that an online editor and business writer at Reuters. Ben began his journalism career at Business Insider after working for five years at Goldman Sachs.

SHOPKEEP Est. SMARTER BUSINESS 2008 | kashable | ZELKOVA VENTURES | svb Silicon Valley Bank | BARRON'S

For additional information or questions contact the following or your regular Warshaw Burstein attorney:

****

- **Lori Anne Czepiel, panelist and** Partner at Warshaw Burstein, advises companies, startups, investors and entrepreneurs in FinTech, financial services and asset management on finance, investment, corporate, securities, IPOs, risk management, regulatory, dispute resolution, IP, executive compensation and international matters.

- **Marilyn Selby Okoshi**, Partner at Warshaw Burstein, works with lenders and borrowers in bank loans, private placements and structured transactions, and investment advisers and funds in regulatory and transactional matters.

- **Steve Semian**, Partner at Warshaw Burstein, advises clients on secured and unsecured financing transactions and corporate matters, including structuring, formation and corporate governance.

Warshaw Burstein, LLP ***(www.wbny.com) and its attorneys are experienced business lawyers, advising companies, owners, investors and entrepreneurs about business law, corporate and personal matters. With roots dating back to 1927, Warshaw Burstein is a full-service boutique firm with the following practices: corporate/securities, M&A, PE and venture capital, finance, financial services, private investment funds, real estate/construction, tax, intellectual property, litigation, matrimonial/family law, estate planning and nonprofits. Warshaw Burstein has comprehensive experience representing a wide range of international, national and local businesses of all sizes, as well as many prominent families and individuals, in an extensive array of business and transactional matters.***