

Money 2.0

Thursday, September 4, 2008, 2:15PM to 3:00PM [[Add to My Calendar](#)]

Location: [Conservatory](#) (4th Floor)

Moderator: [Ben Kepes](#) (Diversity)

Panelists: [Aaron Forth](#) (Mint.com), Marc Hedlund (Wesabe), [Justin Kitch](#) (Intuit), [Jeff Schultz](#) (Bill.com), Mike McDerment (FreshBooks)

Content: While consumer applications are making the headlines for most Web 2.0 related news, business applications are receiving their fair share of innovation as well. Among them, accounting for individuals and small businesses has seen a flurry of activity over the past 12 months. This panel will show us how bookkeeping can be fun.

Feedback: [Rate this Session](#)

Hidden Text

Video Embedding:

```
<iframe width="370" scrolling="no" height="300" frameborder="0" src="http://prod.veodia.com/jive_recorder/jiveplayer.php?vid=uVV
```