
SVCE Event Calendar - Fall 2020

When: November 18, 2020

Topic: Six things every entrepreneur should consider in 2021

Speaker: Andrea (Andy) Cunningham, Founder/President, Cunningham Collective, Founder ZERO1, in conversation with Young Han, Head of Operations, Cunningham Collective & SJSU alumni entrepreneur.

Time: 6-7pm

[View Presentation Here](#)

Speakers' bios:



Andy Cunningham is the founder and President of Cunningham Collective, a brand strategy, marketing, and communications firm with an expertise in positioning companies to win. She is also the author of the Amazon best seller, *Get to Aha!: Discover Your Positioning DNA and Dominate Your Competition* (McGraw-Hill), and the host of the popular podcast *Marketing Over Ice*. An entrepreneur at the forefront of marketing, branding, positioning and communicating "The Next Big Thing," Andy has played a key role in the launch of a number of new technology categories and products (including the Apple Macintosh) over the past 35 years. Today she specializes in identifying and leveraging a company's position in order to gain traction. She advises startups on bringing innovation to market and helps publicly traded companies communicate their role and relevance to their constituents. Andy serves on several corporate and nonprofit boards, including ZERO1, an organization she founded with the mission to shape the future at the intersection of art and technology. She is a Henry Crown Fellow and a trustee at the Aspen Institute. She is a graduate of Northwestern University and lives in Sausalito on an old wooden boat with her husband Rand Siegfried.



Young Han is Head of Operations for Cunningham Collective. He runs internal and external operations for Cunningham Collective, leading its recruitment and retention of top talent and its financial operations. He also ensures that all external operations are met in serving client accounts and relationship management. His deep expertise in scaling organizations and change management makes him an invaluable resource during critical inflection points for Cunningham Collective and its clients. Young is a serial entrepreneur, born and raised in Silicon Valley and relocating to Austin, TX in hopes of expanding the firm's reach as well as his own experiences. He has started more than half a dozen businesses with two exits under his belt. He has helped hyper-growth startups like Philz Coffee and Limelight Health scale through three rounds of funding each, and has helped hire more than 1,000 employees in his career. In his personal time, Young is an avid mentor and advisor to startups and accelerators, an angel investor, and a guest lecturer at SJSU. He is also an aspiring "Best Dad in the World" title holder to his two girls and mini doxie.

When: November 4, 2020

Topic: Successfully Navigating the Silicon Valley Business Environment

Speakers: Julian Guthrie, Tech Entrepreneur & Bestselling Author, in conversation with Marcia Daszko, SJSU Alumna & Board Member, Bestselling Author

Time: 6:00-7:00 pm

[View Presentation Here](#)

Speakers' bios:



Julian Guthrie is the founder and CEO of Mindset Alpha, a tech startup enabling companies to better attract, retain and support women and allies. She is the founder of a national nonprofit, The Alpha Girls Institute, which supports and connects high school girls across the U.S. She is the author of five books, including two national best-sellers. Her book, *Alpha Girls*, is described as *Hidden Figures* meets *The Social Network* and is being adapted for television.



Marcia Daszko is a Strategic Leadership, Transformation, & Innovation Advisor who helps leaders pivot and navigate through crises, challenges, and significant growth. She is the bestselling author of *Pivot, Disrupt, Transform* and co-author of *Turning Ideas Into Impact*. Marcia graduated with an MS in Mass Communication from SJSU. She is on the SJSU Alumni Association Board and was on the SJSU Strategic Planning Committee. She has also taught MBA Leadership classes.

When: October 19, 2020

Topic: Entrepreneurial Opportunities in BLM and COVID-19 times

Speaker: Charles Hudson, Managing Partner & Founder, Precursor Ventures

Time: 5:00-6:00 pm

[View Presentation Here](#)

**Speaker's bio:**

Charles Hudson is the Managing Partner and Founder of Precursor Ventures, an early stage venture capital firm focused on investing in the first institutional round of investment for the most promising software and hardware companies. Prior to founding Precursor Ventures, Charles was a Partner at SoftTech VC. In this role, he focused on identifying investment opportunities in mobile infrastructure, mobile applications, and marketplaces. In addition to his investment activities, he supports SoftTech portfolio companies on business and corporate development matters. He was also the CoFounder and CEO of Bionic Panda Games, an Android focused mobile games startup based in San Francisco, CA.

Prior to joining SoftTech VC and co-founding Bionic Panda Games, Charles Hudson was the VP of Business Development for Serious Business until the company was acquired by Zynga in February 2010. Prior to Serious Business, he was the Sr. Director for Business Development at Gaia Interactive, an online hangout and virtual world for teens. Prior to Gaia, Charles worked in New Business Development at Google and focused on new partnership opportunities for early stage products in the advertising, mobile, and ecommerce markets. Prior to joining Google, he was a Product Manager for IronPort Systems, a leading provider of antispam hardware appliances that was acquired by Cisco Systems for \$830 million in 2007. Mr. Hudson earned a BA degree in Economics, Spanish & Portuguese from Stanford University and a MBA from Stanford GSB.

When: September 21, 2020

Topic: Customer Discovery in COVID-19 times

Speaker: Steve Blank, Entrepreneur, Author, Adjunct Professor, Stanford & UC Berkeley

Time: 4:30-5:30 pm

[View Presentation Here](#)



A fireside chat with Steve Blank, widely known for his customer development methodology, to discuss how our student entrepreneurs can “get out of the building” to speak with customers to do Customer Discovery when they can’t get out of the building during current pandemic times.

When: September 10, 2020

Topic: Ideation Workshop

Speaker: Dave Hadden, Founder, Arlo Inc., SJSU Alumnus & Mentor

Time: 3:00-4:15pm

Registration:

The Ideation workshop will help you to brainstorm promising business ideas and enter the Silicon Valley Innovation Challenge with confidence!

[Flyer](#)

SVCE Event Calendar - Spring 2020

When: April 22, 2020

Topic: Entrepreneur's Survival Kit

Speaker: Adeo Ressi, Founder & CEO, TheFunded and The Founder Institute

[Watch Adeo Ressi in conversation with SJSU Professor, Steve Bennet](#)

When: February 24, 2020

Topic: Be the Next Disruptor

Where: SJSU Student Union Theater

Time: 6:00 – 7:15 pm

Registration: [Register Here](#)

Speaker: Samaira Mehta, Founder & CEO, CoderBunnyZ



Speaker bio:

Samaira Mehta has been featured on the Today Show & CNBC while gracing the pages of Time Magazine & Vogue. She has won the Youth Entrepreneur Award and her initiative "Yes, One Billion Kids Can Code" is taking Silicon Valley by storm!

Samaira's talk will focus on the power that each of us have, the power to be the next disruptor! She will remind all of us that technology is not the future, people are the future. Each of us have superpowers that can help bring change and create disruptions. A CEO at the age of 7, Samaira will talk about her journey, with successes and failures along the way, all of which are basic ingredients of learning and bringing out the best inside of us. Her talk ends with a very important message. Hear her and be inspired by Samaira Mehta, the 11-year-old Entrepreneur.