

Fall 2005

1. SVCE Eminent Speaker Event- Sep 14, 2005	
Topic:	"The Entrepreneurial Experience"
Where:	Umunhum Room, Student Union
Time:	Wednesday, September 14th 2005 6:15pm to 8pm
Speakers:	Mike Sinyard , Founder & CEO of Specialized Bicycles and SJSU Alumnus
Guest Speaker's Bio:	In 1974, at the age of 24, Mike Sinyard began putting bikes together from Italian components he imported. He actually ran an import service, providing these sought after parts to California bike shops. Soon, mountain bikes became more common, but the choice was either a custom built, racey bike or a heavy rebuilt klunker. He knew he could build a viable bicycle for less than custom bikes cost, and thus the Specialized Stumpjumper was born in 1981. (http://www.mtnbikehalloffame.com/)

Spring 2005

1. SVCE Eminent Speaker Event- Feb 10, 2005	
Topic:	The Ingredients of a Winning Business Plan: An Investor's Perspective
Where:	Martin Luther King Jr. Library, Room 225B
Time:	Thursday, February 10th 6:15pm to 8pm
Speakers:	Eric Benhamou Chairman of 3Com Corporation, PalmOne, and PalmSource Inc., and Chairman and CEO of Benhamou Global Ventures.
Description:	Whether you are starting a new venture or want to gain knowledge in the field of entrepreneurship, this event will offer a unique insight into the experience of one of Silicon Valley's most successful entrepreneurial leaders. Come and find out about the process of creating and starting new ventures, preparing an effective business plan, and what investors look for in a business plan.

2. SVCE Eminent Speaker Event- March 24, 2005	
Topic:	Alternative Sources of Finance at start-up
Where:	BBC (Boccardo Business Education Center) 004
Time:	March 24th 2005. 6:15-8p.m.
Speakers:	CJ Cornell - Founder-CEO of Chaos Media Networks & Advisor, Silicom Ventures) and Sanjay Subhedar - General Partner, Storm Ventures)
Description:	This event will offer valuable insights into the differing perspectives and decision making criteria used by venture capitalists and angel investors in evaluating opportunities to invest in start-ups. The presentations will help entrepreneurs to understand and evaluate the benefits and costs of

these alternative sources of finance at start-up, when to approach angels or VCs, and how to choose among them.

3. SVCE Eminent Speaker Event- April 7, 2005

Topic:	Legal Issues at start-up.
Where:	BBC (Boccardo Business Education Center) 004
Time:	April 7th 2005. 6:15-8 p.m.
Speakers:	Francoise Gilbert (Managing Director, IT Law Group)
Description:	<p>Whatever the nature of your new business, you will have to find ways to protect its intellectual capital and decide its legal form. Find out what you need to know about IP protection, alternative legal structures, and how and when to approach a lawyer.</p> <p>Francoise Gilbert is the founder and managing director of the IT Law Group. She has over 21 years experience negotiating high tech deals. A recognized expert on information privacy and security, she advises companies on high stakes transactions, outsourcing or strategic relationships. She serves on the Boards of several Silicon Valley technology start-ups.</p>

4. SVCE Eminent Speaker Event- April 21, 2005

Topic:	Harvesting Your Own Ideas and Intellectual Capital
Where:	BBC (Boccardo Business Education Center) 004
Time:	Thursday, April 21, 2005 6:15am to 8pm
Speakers:	Hector Franco , Entrepreneur - Volunteer with SVCE at SJSU Martin H. Nguyen – Patent Attorney
Description:	<p>This introduction to Intellectual Property (IP) protection will illustrate how you can convert your ideas into intellectual capital, how you can leap into the fascinating world of successful entrepreneurship, and how you can contribute to the economic growth of our country. Participation in this Workshop will give you priority to register for a free set of IP Lab sessions where you can learn how to file your own patent.</p> <ul style="list-style-type: none">• Entrepreneurial Capital and IP protection• Why IP is a crucial component of most technology-based startups• Patent basics• Understanding and learning how to take advantage of the Provisional Patent Application• Deferring the legal IP expenses until you can afford it• Do it yourself KIT

5. SVCE Eminent Speaker Event- May 5, 2005

Topic:	Harvesting and selling the Business
Where:	King Library, Suite 225B
Time:	Thursday, May 5th 2005 6:15am to 8pm
Speakers:	Carl Rosendahl PDF - Founder of PDI Dreamworks
Description:	President of Pacific Data Images (PDI). He was executive producer of digital effects for TOYS (1992), and produced GAS PLANET (1992) and ANTZ (1998). After years of success, he retired and sold PDI to Dreamworks SKG, the company headed by Steven Spielberg. Come hear him speak about his successful career and how and why he sold his company to Dreamworks SKG.

6. Business Plan Prep Workshop Series- Feb 19, 2005

Topic:	Marketing Workshop
Where:	King Library, Suite 225B
Time:	Saturday, February 19th 2005 9am to 12pm
Speakers:	Professor Joseph Giglierano
Description:	This workshop is intended to prepare students for the business plan competition. This workshop will be an interactive workshop to teach students about market research and will cover all aspects of the marketing portion of a business plan. Come to this workshop to get prepare for the business plan competition and get a head start on your business plan.

7. Business Plan Prep Workshop Series- March, 12 2005

Topic:	Finance Workshop
Where:	King Library, Suite 225B
Time:	Saturday, March 12th 2005 9am to 12pm
Speakers:	Professor Michael Solt

Description:

This workshop is intended to prepare students for the business plan competition. This workshop will be an interactive workshop to teach students about financial forecasting and will cover all aspects of the financing portion of a business plan. Come to this workshop to get prepared for the business plan competition and get a head start on your business plan.