

Fall 2006

1. SVCE Eminent Speaker Event- Sep 12, 2006	
Topic:	Identifying Entrepreneurial Opportunities - Learning from Social Entrepreneurs
Where:	Room 225, King Library
Time:	Tuesday, September 12th 2006 6pm to 8pm
Speakers:	Jennifer Cullenbine , Founder and Executive Director of The Family Giving Tree and Matthew Flannery , Co-Founder and CEO of Kiva
Guest Speaker's Bio:	<p>Jennifer Cullenbine is the Founder and Executive Director of The Family Giving Tree. She is affiliated with many organizations, some of which include the Young Entrepreneurs Organization, the Center for Excellence in Non-profits, the California Association of Non-profits, the Milpitas Chamber of Commerce, and Milpitas Rotary. She is also a current Board member for the Milpitas Rotary. Raised in Palo Alto, California, Jennifer received a BS and MBA from San Jose State University. www.familygivingtree.org</p> <p>Matt Flannery is the Co-Founder and CEO of Kiva. He began developing Kiva in late 2004 as a side-project while working as a computer programmer at TiVo Inc. In December 2005 Matt left TiVo to devote himself to Kiva full-time. As CEO, Matt has led Kiva's growth from a pilot project to an established online service with partnerships across the globe a dedicated band of staff and supporters closer to home. Prior to starting Kiva, Matt spent time in Uganda, Tanzania and Kenya filming stories of micro-businesses started by Village Enterprise Fund. It was this time in East Africa that inspired him to develop Kiva. Matt is a 2006 Global Social Benefit Incubator entrepreneur and a featured blogger on the Skoll Foundation's Social Edge website. He graduated with a BS in Symbolic Systems and a Masters in Analytical Philosophy from Stanford University. www.kiva.org</p>

2. SVCE Eminent Speaker Event- Oct 2, 2006	
Topic:	How to Protect One's Business Ideas
Where:	Room 225&229, King Library
Time:	Monday, October 2nd, 2006 6pm to 8pm
Speakers:	Raj Abhyanker , U.S. Patent Attorney, Raj Abhyanker, LLP
Guest Speaker's Bio:	<p>Raj Abhyanker is a U.S. patent attorney focusing on U.S. patent preparation, prosecution, and due diligence litigation support. Raj has been registered with the United States patent bar since November 1999. Currently, he manages his own patent law firm, and in the past has represented legal issues on behalf of many Silicon Valley companies including Apple Computer, Inc., eBay, Adobe Systems, and numerous startups. Previously, he was the Director of Supply Chain for Juniper Networks, Inc. (JNPR) in Sunnyvale, CA, one of the most successful</p>



venture-backed companies in history. He has been an invited speaker at a number of national conferences, including the Harvard Business School Cyberposium Conference, University of Chicago College of Business, Northwestern Kellogg School of Business, the Silicon India Entrepreneurship and Leadership Awards, and TiE Silicon Valley. Raj holds a Bachelor of Science in Electrical Engineering w/honors (BSEE), a MBA, and a Doctorate in Law (J.D.) degree from Arizona State University. www.rajpatent.com

Spring 2006

1. SVCE Eminent Speaker Event- Feb 9, 2006

Topic:	"The Art of the Start"
Where:	Room 225 A&B, King Library
Time:	Thursday, February 9th 2006 6pm to 8pm
Speakers:	Guy Kawasaki , Managing Director and Co-founder of Garage Technology Ventures.

Guest Speaker's Bio:



Guy Kawasaki is a managing director of Garage Technology Ventures, an early-stage venture capital firm and a columnist for Forbes.com. Previously, he was an Apple Fellow at Apple Computer, Inc. where he was one of the individuals responsible for the success of the Macintosh computer. Guy is the author of eight books including The Art of the Start, Rules for Revolutionaries, How to Drive Your Competition Crazy, Selling the Dream, and The Macintosh Way. He has a BA from Stanford University and an MBA from UCLA as well as an honorary doctorate from Babson College.

2. SVCE Eminent Speaker Event- Feb 23, 2006

Topic:	Israel and the Silicon Valley - Building Entrepreneurial Bridges
Where:	Ron Barrett Ballroom, Student Union
Time:	Thursday, February 23rd 2006 6pm to 9pm

Description:

This event will highlight how Israel became one of the top three entrepreneurial countries in the world. There will also be discussion on disk-on-key technology, which was first developed in Israel and the next generation HDTV and DVD chips. You will get first hand information from people who actually made it happen.

3. SVCE Eminent Speaker Event- March 7, 2006

Topic:	"Leading the High-Tech Company"
Where:	Room 225 A&B, King Library
Time:	Tuesday, March 7th 2006 6pm to 8pm
Speaker:	Richard Levy , CEO and Chairman of Varian Medical Systems

Guest Speaker's Bio:

Richard Levy has been CEO of Varian Medical Systems since 1999, when Varian Associates, Inc. separated into three independent businesses. Prior to the "spin," Levy served as executive vice president of Varian Associates, where he was part of the senior management team leading one of America's pioneer high-technology companies. He was named Chairman of the Board in 2002.

Levy holds a bachelor's degree from Dartmouth College and a doctorate in nuclear chemistry from the University of California at Berkeley. He began his business career at the Monsanto Company, where he served as a research specialist and project manager in both basic and applied research. Within Varian, prior to assuming General Management and CEO duties, he oversaw Sales, Marketing, Service, R&D, and various corporate functions as well as managing the corporate Quality Program.

4. SVCE Eminent Speaker Event- April 27, 2006

Topic:	"Raising Venture Capital Finance"
Where:	Washington Square Hall, Room 109
Time:	Thursday, April 27th 2006 6pm to 8pm
Speaker:	Kelly Porter , Founder & Managing Partner, Zap Ventures & Farzad Naimi, CEO of Litescape Technology

Guest Speaker's Bio:

Kelly Porter, Founder and Managing Partner of ZAP Ventures, has been investing in venture-stage companies since 1990. Kelly founded ZAP Ventures in 2001. Prior to becoming a full-time investor, Kelly was Chairman/CEO of CatchTV, a San Francisco-based software company which was acquired in 1999 by Liberty Media/ACTV; Executive Vice President at InterActive Corp/HSN (Nasdaq: IACI), where he worked closely with Barry Diller as part of the Home Shopping Network's turnaround management team; and Vice President of Fox (News Corp) in Los Angeles, where he was one of the founders of the company's cable television division, and held responsibility for business relations with cable operators. His operational experience was particularly focused on starting-up and growing new entities from conception to



liquidity or profitability. He is a member of the Society of Cable Television Engineers. A native of Palo Alto, CA, Kelly attended Stanford Graduate School of Business as a Sloan Fellow (Masters, Management, 1999), and the University of Southern California (Bachelors, Broadcast Management, 1985).

Farzad Naimi is a co-founder of LiteScape and brings 19 years of successful Silicon Valley startup leadership to LiteScape. Farzad is responsible for leading the LiteScape team and managing its strategic direction. Farzad started his high-tech career at a start up, Centex Telemanagement, as the head of Engineering and Technology, and led Centex to its IPO, which preceded its subsequent acquisition by WorldCom. Farzad continued his career as Executive Vice President and COO at Prestige International, Japan's largest Customer Relationship Management organization that later had a successful IPO in Japan. Farzad also participated in a successful start up, VisaNet do Brazil, funded by Visa International and four major banks in Brazil. VisaNet do Brazil has become the largest e-Commerce and retail banking group in Latin America and seventh most profitable company in Brazil.

5. Business Plan Prep Workshop- March 11, 2006	
Topic:	Marketing Workshop
Description:	<p>The seminar will take a practical look at marketing within a small business and how sometimes simple steps can help you bring a product or service to your potential customers while spending a minimum amount of your start up or available dollars.</p> <p>How to create a marketing plan that will maximize your sales resources and success whether you have many competitors or few. How do you do market research in the 21st century?</p> <p>Should you depend on the Internet to help you succeed? Why is pricing something that most small businesses get wrong? When do you advertise and when don't you advertise? Why do stores and other businesses offer money back guarantees no questions asked?</p> <p>These and many other business practices will be explained in terms of marketing strategies.</p>
Where:	Martin Luther King Library, Room 225
Time:	Saturday, March 11, 2006 10am - 12pm
Speaker:	Bob Goedjen
Guest Speaker's Bio:	<p>Bob's career included 40 years in the Semiconductor Industry. During that time he worked for a Fortune 500 company as well as two smaller integrated circuit companies. He has a business degree from the University of Michigan and began his career as a field application engineer moving into sales engineering and then product marketing becoming the director of marketing and world wide sales. Bob has also</p>



directed various high tech manufacturing operations both domestically and internationally. Recently, until joining Silicon Valley SCORE, he was a managing consultant for a company delivering consulting services to northern California's small and medium sized manufacturers. Bob has also been involved with several non-profit corporations as CFO and Treasurer.

6. Business Plan Prep Workshop- May 6, 2006

Topic:	Finance Workshop
Description:	<p>This workshop will help answer the following questions:</p> <ol style="list-style-type: none">1. What sort of business plans do startups need?2. What do outside investors expect?3. What financial planning should entrepreneurs do to maximize the chance of success? <p>Attendees will have the opportunity to have their draft financial plans reviewed at the end of the seminar.</p>
Where:	BBC 003, Main SJSU campus 9am - noon
Time:	Saturday, May 06, 2006
Speaker:	Mike Strozza , Veteran entrepreneur and Business Plan expert, Silicon Valley SCORE