

Fall 2010

1. Neat Ideas Fair-Dec 7, 2010	
Time: 09:00am - 09:45am	Exhibitor Registration
10:00am - 5:00pm	Exhibition open to the public
10:00am - 12:00pm 01:00pm - 03:00pm	Exhibit judging and People's Choice Award
03:30pm - 04:30pm	Elevator Pitch contest
05:00pm - 05:30pm	Announcement of Awards & Closing

2. SVIC Silicon Valley Innovation Challenge- Nov 30 & Dec 2, 2011	
What:	SVIC Exhibits, Elevator Pitch Contest, Awards Ceremony
Where:	Barrett Ballroom, Student Union, San Jose State Main Campus
Time:	9 am- 5 pm, Thursday, December 1, 2011

3. NIF exhibit setup, drop-off poster boards- Dec 6, 2010	
Time: 10:00am - 12:00pm	Poster board set up
12:00pm - 02:00 pm	Preliminary judging of Elevator Pitches

4. SVCE Speaker Event-Nov 17, 2010	
Topic:	Growing your Business in a global world
Where:	MLK 225/229
Time:	Wednesday, November 17th, 6:00pm-7:30pm
Speaker:	Jay Fulcher, CEO Ooyala

Guest Speaker's Bio:



As CEO of Ooyala, Jay Fulcher oversees all aspects of the company's strategic planning and operations. He is especially focused on growing and scaling Ooyala's brand and business globally. Mr. Fulcher has driven revenue and market share growth in technology companies for more than 20 years. Before joining Ooyala, he was President and CEO of Agile Software, managing the company's growth into a Product Lifecycle Management (PLM) leader with over 11,000 customers. His career there was capped by Agile's successful 2007 acquisition by Oracle. He also served as President of the Products Division of PeopleSoft, and led the transformation of the company's billion-dollar global services organization. Mr. Fulcher's earlier career included work as a regional Vice President at SAP and as Senior Vice President of worldwide sales and marketing at Red Pepper Software. Mr. Fulcher has

a B.S. in Management from San Jose State University, and serves on the advisory board for the school's Lucas Graduate School and College of Business.

5. Deadline for NIF registration- Nov 21, 2010

Submission of written summary for Best Executive Summary challenge

6. SVCE Speaker Event-Oct 11, 2010

Topic:	Protecting your Idea
Where:	ENG 189
Time:	Monday, October 11th, 6:00pm-7:30pm
Speaker:	Paul Hickman , TIPS Group

Guest Speaker's Bio:



Practice emphasis
Technology Counseling
Intellectual Property Counseling
Technology & IP Licensing

Background and experience
AB Stanford University, JD Santa Clara University of Law, BSEE San Jose State University; Patent Attorney Hewlett-Packard Company; Patent Counsel, Applied Materials; Vice President Neostar, Inc.; admitted to practice before the U.S. Supreme Court, California and Texas Supreme Courts, District of Columbia Court of Appeals, U.S. Court of Appeals for the Federal Circuit, various U.S. District Courts; USPTO.
(For the complete Bio, please visit: <http://www.tipsgroup.com>.)

7. SVCE Speaker Event-Sep 13, 2010

Topic:	Getting off the ground: Ideas & Execution
Where:	MLK 225/229
Time:	Monday, September 13th, 6:00pm-7:30pm

Speaker:	Paul McGrath (CEO, Ridespring) Steve Olson (CFO, Ridespring) Matt Ready (VP, Sandforce) Steve Erickson (VP and GM Audio Products, Creative Labs)
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Guest Speaker's Bio:



As a frustrated commuter, **Paul McGrath** felt compelled to employ his 17 years of experience as a design engineer to develop cost effective solutions to the problems of traffic congestion. After significant market research and product development, RideSpring is the result of this vision. Paul holds a BSc. in Engineering from Lancaster University, England.



Steve Olson has over 25 years executive level management experience in technology focused organizations. He has successfully managed in startup and high growth environments raising capital, building organizations, process, and infrastructure to support aggressive domestic and international expansion. His background as the VP Finance/CFO coupled with other senior executive roles he's played in general management and operations, gives him a broad business experience set to draw from while being fiscally grounded in his approach. He has built finance organizations from scratch, and taken existing finance organizations to the next level. Steve holds a BS in Business-Finance from San Jose State University and an MBA in International Business from Santa Clara University.



Matt Ready has over 25 years of semiconductor sales experience managing sales organizations for both emerging technology startups as well as multi-national publically traded companies. Prior to SandForce, Matt was VP of Worldwide Sales at eASIC, PLX Technology, Zeevo (acquired by Broadcom), Genesis Microchip (acquired by ST Microelectronics), Array Microsystems and OPTi. Matt earned his BS in Business Administration from San Jose State University



Steve Erickson has over 20 years of experience in the tech industry with over 8 years as a Vice President and 6 years as General Manager. While at Creative he has held numerous positions over time, starting as a Field Application Engineer to currently managing a global team as a General Manager and Vice President overseeing R&D, P&L, operations, sales, marketing, IT and business development. Prior to Creative, Steve was at Tandy Electronics where he was an electrical engineer. Steve earned his BS in Electrical Engineering from New Mexico State University.


Spring 2010

1. How to pitch to VCs, angels, & other Investors-April 22, 2010


Topic:	How to pitch to VCs, angels, & other Investors
Description:	A roundtable discussion with two founders and one entrepreneur/angel investor on what they did to receive funding.
Where:	BBC 224
Time:	Thursday, April 22nd, 6pm

Speakers:	Rich Aberman , Founder of WePay Nils Johnson , Founder of Aryty Patrick Allen , Founder of WebGreek
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2. SVBPC Information Session- April 21, 2010	
Topic:	SVBPC Information Session
Description:	Important information/guidance on Business Plan by Dr. Anuradha Basu. This information session can be very helpful to the students/participants having non-business majors.
Where:	Duncan Hall, Room 249
Time:	Wednesday, April 21st, 5 - 6pm
Speakers:	Dr. Anuradha Basu , Director, Silicon Valley Center for Entrepreneurship.

3. Make sure your finances are in order- April 15, 2010	
Topic:	Make sure your finances are in order
Where:	BBC 224
Time:	Thursday, April 15th, 6pm
Speaker:	Steve Bennet , Board Director, Sand Hill Angels & SJSU faculty member
Guest Speaker's Bio:	 <p>Steve Bennet is founder and managing director of Bodega Partners, a venture catalyst and management consulting firm, which aids early-stage companies in strategic planning and business development. In the past 12 years with Bodega, he has helped over 75 companies meet their strategic and financing goals. Steve earned an undergraduate degree in economics from the Wharton School at the University of Pennsylvania and an MBA from The Anderson School at UCLA. He is also a licensed CPA. (For the complete Bio, please visit: http://www.sandhillangels.com).</p>

4. Financing new ventures in the current economy- April 12, 2010	
Topic:	Financing new ventures in the current economy
Where:	Engineering 189
Time:	Monday, April 12th, 6-7:30pm

Speaker:	John Hall , Managing Director, Horizon Ventures & SJSU alumnus
Guest Speaker's Bio:	<p>John Hall has more than 20 years of experience in the venture capital industry. In 1989 he co-founded Newtek Ventures II where he was a General Partner until 1999 when he co-founded Horizon Ventures.</p> <p>He holds a B.S. degree in Accounting and Finance and an MBA in Finance from San Jose State University. (For the complete Bio, please visit: http://www.horizonventures.com)</p>
	

5. Market your brand the right way- March 27, 2010	
Topic:	Market your brand the right way
Where:	BBC022
Time:	Saturday, March 27th, 10am
Speaker:	Suzan Briganti , Founder-President, Totem Brand Strategy Inc.
Notes:	To attend this workshop, please register at http://www.eventbrite.com/event/603096879 . This is necessary to have a headcount for the workshop because of limited seating.
Guest Speaker's Bio:	<p>Suzan Briganti is the Founder & President of Totem Brand Strategy, a premier consulting firm located in the heart of the Silicon Valley. Suzan's in-depth experience spans 20+ years of working with firms like Bank of America, Proctor & Gamble, and Amazon. Always an entrepreneur at heart, Suzan started her own interchangeable hand bag company which ultimately sold in over 150 specialty stores including the likes of Nordstrom & Women.com.</p> <p>(For the complete Bio, please visit: http://www.totembrand.com)</p>

6. Global Ties: Entrepreneurial links between the Bay Area and China & India - March 8, 2010	
Topic:	Global Ties: Entrepreneurial links between the Bay Area and China & India
Where:	Engineering 189
Time:	March 8th, 06:00 pm-07:30 pm

Speakers:

Arjun Malhotra, Chairman, Headstrong
Robert Lee, Chairman and Founder, Achievo
Sean Randolph, President & CEO, Bay Area Council Economic Institute
Ash Kalra, Council Member, San Jose

Guest Speaker's Bio:



Mr. Malhotra serves as Chairman of Headstrong's Board of Directors. Prior to Headstrong he was Chief Executive Officer and Chairman of TechSpan, which merged with Headstrong in October 2003. A pioneer of the Indian IT industry, Mr. Malhotra founded TechSpan in 1998 with funding from Goldman Sachs and Walden International. The merger of TechSpan with Headstrong has built an end-to-end services organization. Mr. Malhotra led the seamless integration across businesses and cultures, resulting in Headstrong's recognition as one of the fastest-growing IT-based Financial Services companies. (For the complete Bio, please visit: <http://www.headstrong.com>).



Dr. Robert P. Lee, a 30-year veteran of the computer industry, is Executive Chairman of Achievo Corporation. Dr. Lee co-founded the company in 2002 and served as its CEO from 2002 through 2008. Dr. Lee was president and CEO of Accela, Inc., one of the leading government automation software companies in the U.S. He relinquished his roles with Accela in 2007, but continues as a board director. (For the complete Bio, please visit: <http://www.achievo.com>).



Sean Randolph is President of the Bay Area Council Economic Institute, a public-private partnership of business, labor, government and higher education, that works to foster a competitive economy in California and the Bay Area, including San Francisco, Oakland and the Silicon Valley. The Economic Institute produces authoritative analyses on major economic policy issues, including infrastructure, globalization, energy, science & technology, and governance, and mobilizes California and Bay Area leaders around targeted policy initiatives. (For the complete Bio, please visit: <http://www.bayareacouncil.org>).



Councilmember **Ash Kalra** earned his seat in the November 4, 2008 election for San José City Council District 2. Councilmember Kalra is the first Indian-American to be elected to the San José City Council. He has been a resident of San José for over 30 years and is proud to be the first Oak Grove High School graduate on the City Council. (For the complete Bio, please visit: <http://www.sjdistrict2.com/>).

**7. Silicon Wadi meets Silicon Valley:
Entrepreneurship and Innovation in
Israel and the U.S.- Feb 8th, 2010**

Topic:	Silicon Wadi meets Silicon Valley: Entrepreneurship and Innovation in Israel and the U.S.
Where:	Engineering 189
Time:	Monday, February 8th, 6:00 - 7:30 pm (Reception at 5:30 pm in ENG Building Lobby)
Speakers:	Jason Wolf , VP Business Development North America, Better Place (SJSU MBA Alumnus) David Perlmutter, Executive Vice President, Intel Sagi Rubin , Associate, Virgin Green Fund
Moderator:	David Steele , Dean, College of Business, SJSU

Guest Speaker's Bio:



Jason Wolf is vice president of North America for Better Place. His responsibilities include overseeing the company's efforts in California, Hawaii and Ontario and developing other North American markets. Within the energy and transportation ecosystems, Wolf works with federal, state and local governments as well as utility, business and non-governmental stakeholders to make the vision of zero-emission EVs powered by renewable energy a reality.
(For the complete Bio, please visit: <http://www.betterplace.com/>).



David (Dadi) Perlmutter is executive vice president and co-general manager of Intel Corporation's Intel Architecture Group (IAG). He is responsible for architecting, developing, and marketing Intel's platform solutions for all computing segments including data centers, desktops, laptops, netbooks/nettops, handhelds, embedded devices, and consumer electronics. As co-general manager, Perlmutter is focused on product development and architecture technology decisions across microprocessors, chipsets, system-on-a-chip (SOC), communications and graphics.
(For the complete Bio, please visit: <http://www.intel.com/>).



Sagi Rubin joined VGF from Gemini Israel Funds, an Israeli based venture capital firm.

At Gemini Sagi was focused on the renewable energy sector, and helped initiate and develop the fund's activities and investments in the sector. Prior to that Sagi was involved with several of the fund's investments in the Enterprise Software and Consumer Internet space.
(For the complete Bio, please visit: <http://www.virgingreenfund.com/>).



David M. Steele, former president of Chevron Latin America and dean of the Silberman College of Business at Fairleigh Dickinson University, has been appointed dean of the College of Business at San José State University. Provost and Vice President for Academic Affairs Carmen Sigler selected Steele after a national search that focused on candidates with substantive experience in both the corporate and academic arenas (For the complete Bio, please visit: <http://www.sjsu.edu/cob/>).