

Fall 2011

1. SVCE Speaker Event-Nov 2, 2011

Topic:	Entrepreneurial Opportunities in Sustainable Living
Where:	MLK Library, Room 225/229 San Jose State Main Campus
Time:	6-7:30 pm, Wednesday, November 2nd, 2011
Speakers:	Andrew Williamson , Physic Ventures, Peter Yolles , co-founder & CEO, WaterSmart Software, and Logan Green , co-founder & CEO, Zimride. Moderator: Steve Bennet , SJSU Lecturer

Guest Speaker's Bio:



Andrew Williamson is a Director at Physic Ventures. He invests in companies that enable consumers to adopt more sustainable lifestyles, including energy and water technologies and biomaterials. Andrew is a board member of Chromatin, EnergyHub, Gazelle, Halosource, Impinj and Novomer. Prior to joining Physic, Andrew performed materials science research at DOE labs, NREL and LLNL. He holds a BA and Ph.D. in Physics from the University of Cambridge and a MBA from UC Berkeley.



Logan Green is co-founder and CEO of Zimride. He has a background in transportation and web development. He created the first car-share program at UC Santa Barbara, and served on the board of the Santa Barbara Metropolitan Transit District. His favorite Zimride is Palo Alto to Los Angeles. Logan holds a BA in Business Economics with Accounting emphasis from the University of California, Santa Barbara.



Peter Yolles is Co-Founder of WaterSmart Software. He is also the Founder and Principal of Water Insight, a water management consultancy. His fifteen years of experience include water conservation and efficiency, water rights and transfers, environmental regulation, finance, economics and policy. Prior to Water Insight, Peter was Director of Water Resource Protection for The Nature Conservancy, where he led river restoration efforts throughout California. As Vice President at Western Water Company, Yolles partnered with California agricultural water districts to conserve and lease water to municipal water districts. He executed contracts with half a dozen municipal water districts in northern and southern California, leading negotiations and overseeing regulatory approvals from state agencies. These transfers represented the state's first profitable agricultural-to-urban water transfers conducted by a third party. At GE Capital Solutions, Yolles analyzed water investment opportunities in the municipal and corporate markets. He also helped launch a new timber investment strategy. At Environmental Defense Fund, Yolles conducted cost-benefit analyses of municipal water supply projects and water transfers. Peter's interest in water, energy and climate began at the Pacific Institute, where he researched industrial, agricultural and domestic water use. He earned his MBA in Finance from Yale School of Management and MES in Water Science, Management and Policy from Yale School of Forestry and Environmental Studies. He holds a BA in Political Science from the University of Colorado, Boulder.

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

2. SVIC Speaker Event- Oct 17, 2011	
Topic:	Entrepreneurship and Innovation in Silicon Valley: the past, present, and future
Where:	MLK Library, Room 225/229 San Jose State Main Campus
Time:	6-7:30 pm, Monday, October 17, 2011
Keynote Speaker:	Ed Oates , co-founder, Oracle Corp. and SJSU alumnus
Guest Speaker's Bio:	Edward A. Oates co-founded Oracle Corporation, which was started as Software Development Labs along with Larry Ellison, and Bob Miner in August 1977. Ed Oates graduated with a BA in mathematics from San Jose State University in 1968. He worked at Singer, the US Army Personnel Information Systems Command



(PERSINSCOM), Ampex, and Memorex before co-founding Oracle. He retired from the company in 1996. He is currently a member of the board of advisors of Auguri Corporation and Gloomlabs, in addition to volunteering his time on the Board of Directors of the San Francisco Zoological Society and the Tower Foundation Board of San Jose State University.

3. SVCE Speaker Event-Sep 7, 2011

Topic:	How Entrepreneurs Evaluate Ideas
Where:	MLK Library, Room 226/229 San Jose State Main Campus
Time:	6-7:30 pm, Wednesday, September 7, 2011
Speaker:	Shamini Dhana , founder & CEO of Dhana Inc. Jai Rawat , co-founder & CEO of Shopsocially.com

Guest Speaker's Bio:



Shamini Dhana is Founder and CEO of Dhana Inc. an eco apparel company and creators of the Wearin' the World collection - a lifestyle brand of clothing for tweens, celebrating nature, people, cultures globally via organic, fairtrade wearable art. With 20 years of corporate management experience, Shamini has expertise in business development, marketing, finance, operations, strategy and working in government, software, banking industries as well as academia and consulting. From 1999-2006, she was Senior Vice President at Silicon Valley Bank (SVB) Global Financial Services where she managed SVB's India operations, team and venture capital relationships. Shamini has a Masters in International Affairs (CSUS) and Bachelors in Economics (National University of Singapore), is an avid athlete (runs, bikes, golfs), and has served on a number of non-profits including UNA-USA Sacramento President and SVB Foundation Board of Directors.

Jai Rawat is a serial entrepreneur with over 18 years of experience. His latest venture, ShopSocially is socializing online shopping and has already won several awards and accolades. Jai's first company, Obongo was acquired by AOL where Jai lead their eCommerce and mobile strategy. Subsequently, Jai co-founded AirTight Networks, which is the leader in enterprise Wi-Fi security with over 2,000 customers. Jai is an advisor/mentor to several startups and holds 14 patents.



He has won several awards, including being recognized as one of the top 10 South Asian business and technology leaders. Jai holds a B.Tech in Computer Science from Indian Institute of Technology (IIT), Kanpur and an MS in Computer Science from Iowa State University.

Spring 2011

1. SVCE Speaker Event-April 26, 2011	
Topic:	Entrepreneurship and Family Business in the Silicon Valley
Where:	San Jose State Main Campus, Engineering 189
Time:	6-7:30 pm, Tuesday, April 26th, 2011
Speakers:	Carmelo Sigona , President, Sigona Markets & SJSU alumnus; Jimmy Sigona , Manager, Sigona Markets & SJSU student; Francis Santora , Organization Development Consultant.

2. Finance Workshop- April 21, 2011	
Topic:	Finance Workshop
Where:	San Jose State Main Campus, BBC 003
Time:	April 21st, 3:00pm-5:00pm
Speakers:	Steve Bennet , Lecturer in Finance, College of Business, SJSU & Member, Sand Hill Angels
	For hands-on assistance in building a compelling financing model, assessing what investors are looking for in the projections, validating assumptions behind the business model. Students are encouraged to come prepared with their draft model and financial plan, to gain from the workshop. To assist students entering the 2011 Silicon Valley Business Plan Competition

3. Business Plan Prep: Information Session April 14, 2011

Topic:	Business Plan Prep: Information Session
Where:	San Jose State Main Campus, BBC 032
Time:	April 14th, 3:00pm-5:00pm
	To address any queries on the Business Plan Competition and provide tips on how to write a "killer" Business Plan.

4. SVCE Speaker Event- March 21, 2011

Topic:	Entrepreneurial Opportunities in a converging world
Where:	San Jose State Main Campus, MLK 225/229
Time:	Monday, March 21st, 6:00pm-7:30pm
Speaker:	Sue Siegel, General Partner, Mohr Davidow Ventures. Former CEO, Affymetrix

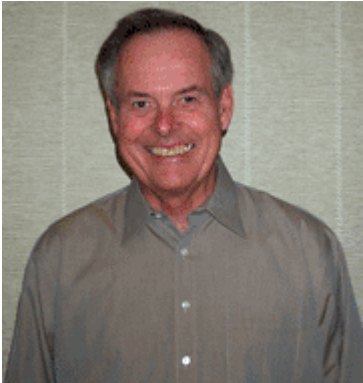
Guest Speaker's Bio:



Susan Siegel is a General Partner at Mohr Davidow Ventures. She joined the firm in 2007. Ms. Siegel arrived after a distinguished career as a corporate leader and with a background in biochemistry and molecular biology. She partners with entrepreneurs and companies that offer solutions to pressing healthcare challenges like age-onset conditions, lifestyle-induced health trends, consumer-driven wellness preservation, and those that improve healthcare economics. She has over 25 years experience commercializing key enabling technologies in biomedical research and healthcare. Ms. Siegel was the President and Director of Affymetrix Inc., which she joined in 1998 to lead the commercialization efforts for the company's state-of-the-art GeneChip technology. From April 1998 to August 1999, she served as its Senior Vice President, Marketing and Sales. After this, Ms. Siegel took the helm as President and shortly after was appointed a Board Member. She led the company through a tremendous growth phase. During Ms. Siegel's presidency, the company scaled to almost \$400 million in yearly revenue and was valued as a multi-billion market cap growth company.

Ms. Siegel serves on the Board of Directors of Corventis, Crescendo Bioscience, Navigenics, On-Q-ity, Pacific Biosciences, and RainDance Technologies. She is a Member of the Presidents' Circle of the National Academies and serves as an Advisor to the Institute of Medicine. She serves on the Gladstone Institutes Advisory Council and the Stanford ITI Council, is a YPO member, and is an Emeritus Board Member of The Silicon Valley Tech Museum of Innovation. She is a Henry Crown Fellow of the Aspen Institute since 2003 and was named a Silicon Valley Woman of Influence. Ms. Siegel and her husband co-founded with Stanford Hospital, Checking-In. She holds an M.S. in Biochemistry and Molecular Biology from Boston University Medical School, and a B.S. in Biology from the University of Puerto Rico.

5. Business Plan Prep: Marketing Workshop- March 10, 2011

Topic:	Business Plan Prep: Marketing Workshop
Where:	San Jose State Main Campus, BBC 003
Time:	Thursday, March 10th, 3:00pm-5:00pm
Speaker:	Bob Goedjen , Marketing Chairperson, Silicon Valley SCORE Mark Levi , Counselor, Silicon Valley SCORE
Business Plan Prep-Workshop #1:	Marketing Workshop
To address:	How to conduct effective market research and analysis? How to identify the customers? How to assess market size and growth potential? To assist students entering the 2011 Silicon Valley Business Plan Competition.
Guest Speaker's Bio:	 <p>Bob Goedjen's career included over 40 years in the Semiconductor Industry. During that time he worked for a Fortune 500 company as well as two smaller integrated circuit companies. Beginning his career as a field application engineer, then sales engineering and finally product marketing becoming the Director of Marketing and World-wide sales. Bob has also directed various high tech manufacturing operations both domestically and internationally. He has been a volunteer at Silicon Valley SCORE for 7years. Prior to that he was a managing consultant for MANEX. Bob has also been involved with several non-profit corporations as CFO and Treasurer. He graduated from the University of Michigan with a degree in business and was an officer in the Navy.</p> <p>Mark Levi is a counselor at Silicon Valley, SCORE.</p>

6. SVCE Speaker Event- Feb 28, 2011

Topic:	Never Trust a Skinny Brewer
Where:	San Jose State Main Campus, Engineering 189
Time:	Monday, February 28th, 6:00pm-7:30pm
Speaker:	Dan Gordon , Co-Founder Gordon Biersch Brewing Company
Guest Speaker's Bio:	<p>Dan Gordon has earned a reputation as one of America's leading brewing engineers. As the director of brewing operations for Gordon Biersch, he supervises the company's state-of-the-art brewing and bottling facility in San Jose, Calif. He is the first American in more than 50 years to graduate from the prestigious five-year brewing engineering program at the world-renowned Technical University of Munich at Weihenstephan, West Germany. Before earning his brewing engineer's degree there in 1987, he interned at Spaten Brewery in Munich and served as a technical translator at Lowenbrau Consulting. Gordon entered the program after earning a resource economics degree from the</p>



University of California at Berkeley in 1982 and spending a year as an exchange student at the Georg August University in Gottingen, Germany. He also worked for a year at the Anheuser Busch plant in Fairfield, Calif., to gain the brewing experience he needed to apply to the Technical University of Munich. After completing the world's most advanced brewing program, Gordon returned to California and joined forces with restaurateur Dean Biersch to take advantage of a new state law allowing brewery restaurants. In 1988, the partners opened their first Gordon Biersch brewery restaurant in Palo Alto, Calif.