

Fall 2012

1. SVCE Speaker Event-Nov 7, 2012	
Topic:	The Launch Pad: Inside Y Combinator, Silicon Valley's Most Exclusive School for Startups
Where:	MLK Library, Room 225/229 San Jose State Main Campus
Time:	6-7:30 pm, Monday, November 7, 2012
Speaker:	Dr. Randall Stross , Professor, San Jose State University; columnist, New York Times
Registration:	Registration is closed for this event
Guest Speaker's Bio:	<p>Dr. Randall Stross is a business historian who joined the College of Business's faculty in 1986. Since then, he has published ten books, most of which explore present-day technology, business, and society.</p> <p>Several books have centered on Silicon Valley startups. <i>Steve Jobs & the NeXT Big Thing</i>, published almost twenty years ago in 1993, examined a startup, NeXT, that struggled to survive. Jobs learned much during the twelve years at NeXT that would serve him well when he returned to Apple.</p> <p>In early 2000, Prof. Stross published <i>eBoys: The First Inside Account of Venture Capitalist At Work</i>. It was based on two years of field work, embedded in the offices of Benchmark Capital and a number of its portfolio companies, including a small startup based in San Jose: eBay.</p> <p>Like <i>eBoys</i>, <i>The Launch Pad</i> looks at new venture investing through the lens of investors and founders but this work is focused on Y Combinator, which invests in startups on a mass scale.</p> <p>Prof. Stross has also written books about Microsoft, Google, and Thomas Edison.</p> <p>Since 2004, he has written the biweekly "Digital Domain" column for the Sunday edition of the New York Times where he write about technology businesses.</p> <p>He grew up in Topeka, Kansas, and Denver, Colorado, and holds degrees from Macalester College in St. Paul, Minnesota, and Stanford University.</p>

2. SVCE Speaker Event- Oct 8, 2012

Topic:	What's different about making a difference? Lessons from for-profit ventures for social ventures
Where:	MLK Library, Room 225/229 San Jose State Main Campus
Time:	6-7:30 pm, Monday, October 8, 2012

Speaker:

Talat Hasan, serial entrepreneur, General Partner, HiTek Ventures; Board Chair, India Community Center

Guest Speaker's Bio:



MS. TALAT F. HASAN, General Partner Hitek Venture Partners

Talat Hasan is one of the first women entrepreneurs and the first Indian American woman to found a technology company in Silicon Valley. In 1983, she co-founded Prometrix Corporation, which designed and marketed products for the semiconductor manufacturing industry. In 1994 Prometrix was acquired by Tencor (a public company) which eventually led to the acquisition by KLA. After leaving Tencor, she founded Sensys Instruments in 1996. As CEO she built a company that successfully launched a disruptive product for semiconductor process control. The company was acquired by ThermaWave, a public company, in 2002, which was later acquired by KLA-Tencor. Prior to becoming an entrepreneur, she spent several years as a research scientist in semiconductor technology at Philips Research Labs in Sunnyvale, CA.

Talat holds a B.A. Hons. in Physics from Oxford University and a B.Sc. in Physics from Aligarh Muslim University (India). She has lived in the United States since 1977.

She currently serves on the Boards of Directors of Molecular Imprints, a nanotechnology company, XStor, a Healthcare IT company in Silicon Valley, and CL Educate, a leading education company in India. She has been an active high technology investor for the past 15 years, through Hitek Venture Partners. Hitek has invested in over 30 startup companies, many of which she has personally advised and mentored.

Talat is currently the Chair Emeritus of India Community Center (www.indiacc.org), the first of its kind in the USA, located in Silicon Valley California. ICC, which she co- founded in 2003 operates a 50,000 sq.ft. facility and serves over 6000 people a month and the 200,000 Indian American community of the Bay Area

Ms. Hasan currently serves on the US India Science and Technology Endowment Board (established by the governments of both countries) to provide funding for joint R&D and entrepreneurial activities. She is on the advisory boards of Roshni (an NGO that works on education of under-privileged girls in India) and Maitri (a Domestic Violence support organization), is a charter member of TiE (The Indus Entrepreneurs), and a trustee of AIF (American India Foundation). She is also a Senior Fellow of the American Leadership Forum. Talat served on the board of Castilleja School (a 105 year old private school for girls) for

several years, where she helped launch their Global Program for the 21st century.

With her husband, Talat has established the "Hasan Family Foundation" in US and the "Nurul Hasan Educational Foundation" in India (named after her late father, a former Education Minister of India). The "Nurul Hasan Educational Foundation" in India provides scholarships for students from under-privileged sections of India at several major Indian Universities, as well as in High Schools and vocational schools in north India. In addition, the Foundation has set up Digital Equalizer (DE) Centers in schools together with AIF.

She and her husband, Kamil, have endowed a chair in Indian classical music at the University of California in Santa Cruz through the "Hasan Family Foundation". The foundation is also actively involved in supporting the arts, education, and non-profits throughout the Bay Area. Talat and Kamil are also very active in building political influence and awareness for the Indo-American community nation-wide.

3. SVCE Speaker Event-Sep 10, 2012

Topic:	Customer Development: How to Fail Less
Where:	MLK Library, Room 225/229 San Jose State Main Campus
Time:	6-7:30 pm, Monday, September 10, 2012
Speaker:	Steve Blank , Serial Entrepreneur, Educator, Author.

Registration: **Registration is Closed for this event.**

Guest Speaker's Bio:



A RETIRED EIGHT-TIME SERIAL ENTREPRENEUR, Steve's insight that startups are not small versions of large companies is reshaping the way startups are built and how entrepreneurship is taught. His observation that large companies execute business models, but startups search for them, led him to realize that startups need their own tools, different than those used to manage existing companies.

Steve's first tool for startups, the Customer Development methodology, spawned the Lean Startup movement. The fundamentals of Customer Development are detailed in Blank's first book, *The Four Steps to the Epiphany* (2003), which together with his blog, www.steveblank.com, is considered required reading among entrepreneurs, investors and established companies throughout the world. His second book, *The Startup Owner's Manual*, was published in March 2012. It is a step-by-step guide to building a successful company that incorporates the best practices, lessons and tips that have swept the startup world since *The Four Steps* was published.

Blank teaches Customer Development and entrepreneurship at Stanford University, U.C. Berkeley Haas Business School and Columbia University, and his Customer Development process is taught at Universities throughout the world. In 2011, he developed the Lean LaunchPad, a hands-on class that integrates Business Model design and Customer Development into practice through fast-paced, real-world customer interaction and business model iteration. In 2011, the National Science Foundation adopted Blank's class for its Innovation Corps (I-Corps), training teams of the nation's top scientists and engineers, to take their ideas out of the university lab and into the commercial marketplace. The San Jose Mercury News listed him as one of the 10 Influencers in Silicon Valley.

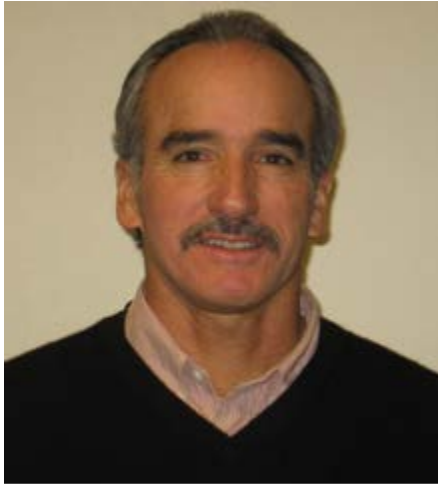
Steve arrived in Silicon Valley in 1978, as boom times began. He joined his first of eight startups including two semiconductor companies, Zilog and MIPS Computers; Convergent Technologies; a consulting stint for Pixar; a supercomputer firm, Ardent; peripheral supplier, SuperMac; a military intelligence systems supplier, ESL; Rocket Science Games. Steve co-founded startup number eight, E.piphany, in 1996.

Spring 2012

1. SVCE Speaker Event-April 9, 2012	
Topic:	How academia stimulates entrepreneurship: the founding of SunPower
Where:	College of Engineering, Room 189, San Jose State Main Campus
Time:	6-7:30 pm, Monday, April 9, 2012
Speakers:	Dr. Richard Swanson , Co-founder, President Emeritus and CTO, SunPower Corporation Luis Mejia , Senior Associate, Office of Technology Licensing at Stanford University
Guest Speaker's Bio:	Dick Swanson was on the Electrical Engineering faculty at Stanford from 1976 to 1991. His research investigated the semiconductor properties of silicon relevant for better understanding the operation of silicon solar cells. These studies have helped pave the way for steady improvement in silicon solar cell performance. In 1991 Dr. Swanson resigned from his faculty position to devote full time to SunPower Corporation, a company he founded to develop and commercialize cost-effective photovoltaic power systems. He is presently President Emeritus of SunPower. Dr. Swanson has received widespread recognition for his work. In 2002, he was awarded the William R. Cherry award by the IEEE for outstanding contributions to the photovoltaic field, and in 2006 the Becquerel Prize in Photovoltaics from the European Communities. He was elected a Fellow of the IEEE in 2008 and a member of the National Academy of Engineering in 2009. In 2010 he was awarded the IEEE Jin-ichi Nishizawa Medal for the conception and



commercialization of high-efficiency point-contact solar cell technology, and in 2011 the Karl Boer Solar Energy Medal of Merit Award.



Luis Mejia is a Senior Associate in the Office of Technology Licensing at Stanford University. He manages a portfolio of over 300 technologies ranging from biotech to cleantech. In his 23 years at Stanford, he has managed three major patent litigations, negotiated over 200 licenses, and evaluated over 600 inventions, including the PageRank Algorithm which was the instrumental IP that led to the creation of Google.

Mr. Mejia has been an advisor to Silicon Valley start-ups, Los Alamos National Laboratory, Monterey Bay Aquarium Research Institute and is a Board Member of the Stanford University OTL, LLC. Mr. Mejia received his engineering degree in Energy Systems from Arizona State University and is a Certified Licensing Professional. Prior to joining Stanford he worked on solar energy systems and energy conservation at Honeywell and Pacific Gas & Electric.

2. SVCE Speaker Event-Feb 13, 2012

Topic:	Global startups in sustainable energy: Israel and Silicon Valley
Where:	College of Engineering, Room 189, San Jose State Main Campus
Time:	6-7:30 pm, Tuesday, March 13, 2012
Speakers:	Akiva Tor , Consul General, Israeli Consulate Erez Dolev , CEO, CALIS Dr. Jacques Benkoski , Partner, US Venture Partners Jason Wolf , Vice President, BetterPlace (SJSU Alum) Moderator: Dr. David Steele, Dean, College of Business, SJSU.

Guest Speaker's Bio:



Akiva Tor is the Consul General of Israel for the Pacific Northwest region. He has served as World Jewish Affairs Adviser to the President of Israel, as Director of the Israel Economic and Cultural Office in Taipei, as Deputy Director for Palestinian Affairs in the Israel Ministry of Foreign Affairs. He is a graduate of the Harvard University Kennedy School of Government and has written and lectured extensively on Jewish values in the foreign policy of Israel and on ethical considerations in international relations. He served as a paratrooper in the Israel Defense Forces and as infantry captain in the IDF reserves. Akiva is married to Naomi, a community social worker. Their home town is Beit Shemesh, near Jerusalem, and they have four children - Yonah, Zohar, Yehudah and Roni.



Erez Dolev is CEO at CALIS. Calis is an Israeli company which represents several leading Israeli companies and funds which are looking for investments opportunities in renewable energy projects in the US. Erez was relocated to California in July 2011 and since then he is searching for renewable energy projects at any stage of development. By February 2012, the portfolio includes a total of 525MW of solar projects at early investment stages. Before his current position at CALIS, Erez was CEO at Ledico Green from 2008 and was the board member and chairman of several Israeli companies. Earlier in his career, Erez was the CFO and Business Development manager of Ledico Bosch Group after several years of work at the accounting firms Deloitte and EY. Erez has an M.B.A. in Financial Management and a B.A. in Accounting and Economics from the University of Tel-Aviv. He is a Certified Public Accountant. His background in finance and renewable energy, enables him to understand the technical and financial aspects of different renewable energy technologies and projects and to bring huge added values for his partners in Israel.



Dr. Jacques Benkoski is Partner at US Venture Partners. He joined USVP in 2005 and focuses on fostering USVP position as an active investor in the Israeli market. He is working with several USVP companies such as BPT, Factory, HelloFax, Kilopass, Mobbles, Qnovo, Trusteer, and Zerto. Previously, he has advised several portfolio companies including ClearShape (Cadence), Dune Networks (Broadcom), LightSpeed, and Yoomba, and served as executive chairman of Certess (Springsoft) and Synfora (Synopsys).

Before joining USVP, Jacques was President and CEO of Monterey Design Systems from 1999 until its acquisition by Synopsys (SNPS) in 2004. Prior to that, he founded and served as General Manager of the European subsidiary of Epic Design Technology (EPIC) and became Vice President of European Sales following its acquisition by Synopsys. Earlier in his career, Jacques held a number of research and management positions at IMEC in Leuven, Belgium, at IBM's Scientific Center in Haifa, Israel and STMicroelectronics in Grenoble, France.

Fluent in English, French and Hebrew, Jacques holds a B.Sc. in computer engineering from Technion Israel Institute of Technology, and an M.Sc. and Ph.D. in computer engineering from Carnegie Mellon University and has published over 30 technical papers.

He is currently Chairman of the Silicon Valley Chapter of the American Technion Society, on the board of the California Israel Chamber of and was vice-chairman of the EDA Consortium from 1999 through 2005.



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. Wolf built a strong management track record in the IT industry before joining Better Place. His experience includes various positions in senior management, strategic planning, product launch, sales and professional services. He most recently served as president of Sterna Technologies USA, the pioneer of Business Positioning Systems software. Before joining Sterna, Wolf held a number of positions during a 10-year career at SAP AG, including senior vice president of Strategic Initiatives and senior vice president of New Product Introductions. Wolf has a B.A. in Economics and Psychology from the University of Tel-Aviv and an MBA from San Jose State University.

Dr. Steele joined San Jose State University (SJSU) in July, 2008 as Dean, College of Business and Lucas Graduate School of Business. Previously, he was Dean of the Silberman College of Business at Fairleigh Dickinson University, the largest private university in New Jersey. It includes the prestigious Rothman Institute of Entrepreneurial Studies. Dr. Steele was also Professor and Dean of the College of Business at Florida Institute of Technology, a leader in science, engineering and business in the Florida "Space Coast".

Dr. Steele also has over 25 years of richly varied executive experience in Global business development, finance, and engineering in the petroleum and IT industries. He rose through the ranks of Chevron Corporation (ranked Fortune # 3 today) to become President of Chevron Latin America. He had a broadly diversified career track in R&D, project engineering, finance, strategic planning, and IT before moving to senior executive management as Vice President Finance of a \$7.3 billion division; and operational positions, including President of Chevron Latin America. Responsible for activities in over 30 countries, he managed complex engineering projects with capital outlays of \$950 million over 3 years in countries with difficult social, economic and political environments; and chaired the operating committee of an international consortium.



After leaving Chevron, Dr. Steele was an Executive Consultant to the founders of 4 international early-stage ventures, providing strategic, financial, and operational expertise and developing and executing worldwide strategic alliances. He also served as Interim CEO of one of these ventures, Online Resolution, Inc., a software startup. In addition, he was Interim CEO of a non-profit educational foundation based in The Netherlands, Kids 2020 Foundation, that helps children make better choices for themselves based on values.

At SJSU, he is building on the College's strengths by enhancing academic quality and student success; and by emphasizing practical business knowledge and global business education - the Internaticoncentration, the Study Abroad program, the new Thompson Global Internship Program, the new Global Leadership Advancement Center, and the SJSU Salzburg Program. Other priorities are to increase the size and reputation of the Lucas Graduate School, dramatically increase external funding, and strengthen ties with corporate, employer and industry associations. He is a member of the advisory boards for 1st ACT (Arts/Creativity/Technology) Silicon Valley and the Hispanic Foundation of Silicon Valley; and is a judge for the Silicon Valley "CFO of the Year" competition.

Born in Venezuela of Hispanic heritage, Dr. Steele-Figueroa attended Birmingham University in England, receiving BS and Ph.D. degrees in Chemical Engineering. He later completed graduate business training at UC Berkeley and at the Wharton School. He has achieved distinction as an industry leader for programs on safety, educational, and environmental issues and was awarded the prestigious Rafael Urdaneta Medal for outstanding public service in Venezuela. He has lived in 8 countries in South America, Asia, Europe and the Caribbean and is fluent in Spanish.

3. SVCE Speaker Event-Feb 13, 2012

Topic:	From Innovation to Execution: Building the Ideal New Venture Team
Where:	College of Engineering, Room 189, San Jose State Main Campus
Time:	6-7:30 pm, Monday, Feb. 13, 2012
Speakers:	Andy Coan , co-founder & CEO, Splice Communications (& SJSU alumnus), Scott Bischoff , COO & CFO, and Carol Kimura , Director Marketing (SJSU Alumna).

Guest Speaker's Bio:	Andy Coan is a eighteen-year telecommunications industry veteran who co-founded Splice Communications in 2002, with the goal of providing superior network solutions for customers that depend on data-rich applications in today's Internet economy. Since then, Mr. Coan has positioned Splice as one of the fastest growing companies in the country. Prior to Splice, Mr. Coan served in an executive management role for three years at Telseon IP Services, (acquired by OnFiber Communications, and is now Qwest Communications, Inc.). At Telseon, Mr. Coan was responsible for its largest Carrier and Strategic partnerships, which include industry giants comprised of AT&T, Sprint, Exodus Communications, Cable & Wireless, Savvis, WorldCom, and Internap. Prior to Telseon / OnFiber, Mr. Coan worked for eight years in diverse sales and management roles at MCI / WorldCom. Mr. Coan also serves on the Boards of Pacific Business Centers and Bridge Works, Inc. in San Mateo, California. He holds a BS degree in Psychology and a Minor in Business from San Jose State University.
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Scott Bischoff oversees corporate operations for Splice. He brings more than twenty years of experience in operations and financial management. Among his responsibilities are sales management, human resource policies and procedures, accounts receivable and payable, all financials and P&L accountability. Prior to joining Splice, Mr. Bischoff worked in multiple industries including corporate retail, software / technology, and corporate franchise. For seven years he was the District Manager of Operations / Finance for DHE Inc. Mr. Bischoff has also held management positions at CrossCommerce and Fortune 100 companies including Southland Corporation and ServiceMaster Corporation. He holds a BA degree in Communications from California State University at Chico and an MBA from St. Mary's College of California.