

Fall 2009

1. Global Entrepreneurship Week
Event-
Monday, November 16th 2009

Topic:	Selling Your Idea in A Global Market
Where:	MLK Library 225/229
Time:	Monday, November 16th, 6:00 pm - 7:30 pm
Speaker:	Mike Sinyard , Founder and CEO - Specialized Bicycles

Guest Speaker's Bio



In 1974, a cycling enthusiast named Mike Sinyard began importing hard-to-find European cycling components because he knew that they were the best parts available. He continued to sell these parts out of a trailer in San Jose, California and developed a network of shops that provided him with valuable input as to what was needed to make customers happy, and what would make their riding experience more enjoyable. Through this insight and his own passion for cycling performance, Mike recognized the need for better tires than those that were being developed in Europe. With this mission, he created the first Specialized touring tire to meet these needs. In this spirit of innovation and enthusiasm, Specialized Bicycle Components was born. For 30 years, Specialized has harnessed this fervor into advancing product development, growing the sports of mountain and road cycling and becoming one of the top manufacturers in the international bicycling industry. Following the introduction of the touring tires, Mike moved on to develop custom components which, in turn, led to the production of entire bikes. Combining the comfort and durability of "cruiser" bikes and the lightweight performance of road bike components, small builders created a new ride known today as the mountain bike. Specialized's 1980 introduction of the StumpJumper, the first production mountain bike, heralded the international boom in off-road biking. Today, these multi-purpose off-road bikes account for over 75% of the cycling market's unit sales. Innovation on the areas of advanced materials, industrial design and marketing continues to keep Specialized ahead of the curve and the competition. Mike Sinyard is the father of three children, Anthony, Julina and Alyssa who he enjoys taking out on the trails and sharing what the spirit of mountain biking has to offer. Sinyard is a cycling fanatic who rides every chance he gets. He enjoys long road and mountain bike rides in the California hills.

Master of Ceremonies:

Dr. Marilyn Easter

Professor - Department of Marketing and Decision Sciences, SJSU
College of Business

Dr. Easter is known as a high energy professor and motivational speaker. An award-winning speaker, author, professor, and successful businesswoman, Dr. Easter speaks with pizzazz and brilliance while dazzling audiences around the country. Her topics include: Smashing Communication Barriers in the Workplace; Communicating with



POWER; Saying IT Right the First Time; Dissolving Stress within the Workplace; Successful Communications: A Systems Approach; Effects of The Know Factor and Effective Communications Marketing Solutions.

She has over 16 years' experience as a trainer, business consultant, coach, marketing manager, and educator. She is also partner of a dental practice and holds a doctorate in curriculum and instruction with emphasis on organizational leadership and psychology.

2. IP Challenges: How a Startup Led Efforts to Improve Drug Safety- Monday, Oct 26th 2009

Topic: IP Challenges: How a Startup Led Efforts to Improve Drug Safety

Where: Engineering Building (ENG) 189

Time: October 26th (Monday) 6:00 - 7:30pm

Speaker: Ron Bone - Senior Vice President of Distribution Support, [McKesson Corporation](#)

Guest Speaker's Bio:



Ron Bone is the Senior VP Distribution Support for McKesson Pharmaceutical. His responsibilities include Regulatory Affairs and leading McKesson's product security initiatives through the use of electronic track and trace using Radio Frequency Identification (RFID). He also is the pharmaceutical business liaison with Corporate Government Affairs. Ron has spent 38 years with McKesson Corp in various operations, sales and financial management positions.

He is a member of the Business Steering Committee of EPCglobal and a member of the Leadership Teams of GS1 Global Healthcare and GS1 US Healthcare. In addition, he is a member of the Industry Relations Council for the Healthcare Distribution Management Association (HDMA).


In 2008, Ron testified before the US House of Representatives, Energy and Commerce Committee as an industry expert on anti-counterfeiting.

In 2007, he was the recipient of HDMA's Nexus Award which is the Industry's highest honor recognizing leadership, exemplary service and professional excellence.

Ron received his BS and MBA degrees from San Jose State University.

Master of Ceremonies:	Dr. Joel West Professor - Department of Organization and Management
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3. SVCE Speaker Event- Sep 30, 2009

Topic:	Fostering and Funding Innovation
Where:	Eng. 189 - Engineering Building, SJSU
Time:	Wednesday, Sept 30th 6-7:30 pm
Speaker:	Bruce Chizen , Former CEO - Adobe Systems
Guest Speaker's Bio:	 <p>Bruce Chizen is currently a senior advisor for private-equity firm Permira and advises Seattle Venture Capital firm Voyager Capital. He also sits on the boards of Oracle Corporation, Synopsys, and NDS, a pay TV technology company. He has served as a strategic advisor to Adobe Systems Incorporated, a provider of design, imaging and publishing software for print, Internet and dynamic media production, since November 2007. Mr. Chizen served as a director of Adobe from From December 2000 to April 2008. From December 2000 to November 2007, Mr. Chizen served as Chief Executive Officer of Adobe and he served as President from April 2000 to January 2005. Mr. Chizen also served as Adobe's acting Chief Financial Officer from November 2006 to February 2007. From August 1998 to April 2000 he was Executive Vice President, Products and Marketing. Mr. Chizen joined Adobe Systems in August 1994 as Vice President and General Manager, Consumer Products Division, and served as Senior Vice President and General Manager, Graphics Products Division from December 1997 to August 1998.</p>

4. SVCE Eminent Speaker Event-Sep 14, 2009

Topic:	Generating New Ideas and Making Them Work !
Where:	MLK 225/229
Time:	Mon. Sept 14th 6-7:30 pm
Speaker:	<p>Melissa Dyrdhal,</p> <ul style="list-style-type: none"> - SJSU CoB Executive -in- Residence - CEO and Co-founder, Bright Light, Inc. <p>Kevin Fliess, CEO - TravelMuse Goetz Weber - COO, doubleTwist Drew McManus - Principal and Founder, Road 3</p>
Moderator:	Professor Steve Bennet
Guest Speaker's Bio:	Melissa Dyrdahl is CEO and Co-founder of Bring Light Inc. (www.bringlight.com), a website for social change that connects donors



and charities for more informed and effective online fundraising, and is an Executive in Residence at San Jose State University's College of Business.

Previously, Melissa was Senior Vice President of Corporate Marketing at Adobe Systems where she was a member of the executive team responsible for growing the company from \$800M to almost \$3B. Melissa led Adobe's global marketing organization, eventually becoming responsible for a team of over 500. Under her leadership and vision, the Adobe brand became one of the world's most recognized technology and consumer brands. Melissa was named "Best Marketing Executive" by the American Business Award, is a recipient of the YWCA Tribute to Women in Industry award, and was named one of San Jose's Distinguished Women in Business. In addition to her marketing leadership at Adobe, Melissa was responsible for the company's philanthropy and community affairs.

Prior to Adobe, Melissa held management positions at Apple Computer's software start up Claris (now FileMaker Inc.) and Hewlett-Packard. Melissa is Chair of the Board of Directors for the Humane Society of Silicon Valley, and VP of Marketing for the San Jose State University Alumni Association. Melissa is also a former trustee of the San Jose Museum of Art.



Kevin Fliess is the CEO and co-founder of [TravelMuse](#), and innovative online travel site. Kevin's work has taken him and his family all over the world: from Tahiti to India and Canada to Mexico; Amsterdam to Turkey and the northern California coast to South Carolina islands. He's also worked and lived in Munich, Germany. Prior to starting TravelMuse, Kevin spent 15 years as a leader in various high tech companies, most recently as VP of product marketing and product management for emerging solutions at SAP. He's also held strategic positions at Synopsys, Icarian and Siemens. A serial innovator, Kevin co-invented the first composite application at SAP and has one patent granted with seven applications on file.



Goetz Weber is [doubleTwist's](#) COO and responsible for strategic planning, and day to day business operations. Prior to doubleTwist, Goetz was the co-founder and CEO of [inDplay.com](#) - a b2b multiplatform video content marketplace. inDplay was sold to Ascent Media in February 2008. Prior to inDplay, Goetz held senior positions in strategic business development, product development, and innovation management at SAP AG in Germany and at SAP Labs in Palo Alto. He has worked on a number of leading SAP initiatives, including business strategy for the SAP-Microsoft collaboration, and several new composite application products launches spanning the financial services and manufacturing industries. He holds a Ph.D. in Theoretical Physics, an MBA, and has authored physics publications and patents.

Drew McManus is the Principal and Founder of [Road 3](#), a consultancy dedicated to helping turn ideas into successful products. Road 3 works with startups, nonprofits, and established companies to help define, plan, design, and build successful products and businesses. Drew is also



President and Co-founder of Bring Light, a website for social change that connects donors and charities for more informed and effective online fundraising. Drew conceptualized the design, invented the business model, and directed the development of the site. Drew and his business partner developed the Bring Light business plan and raised an initial round of angel funding. Prior to running his own companies, Drew had a successful corporate career, including roles at Adobe Systems, Claris Corporation, and Apple Computer. As a representative of many men and women who help make a difference in the world, Drew is featured in the book *We Are the New Radicals: A Manifesto for Reinventing Yourself and Saving the World* by Julia Moulden.

Moderator Bio:



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 15 years with Bodega, he has helped over 75 companies meet their strategic and financing goals. He has taken the CFO role in over a dozen of these companies, including Fliqz, TextDigger, Orbital Data, Greystripe, Valchemy, iControl Networks, Pharmacy TV Network, Rentals.com, GolfWeb, Tribeworks, and Biological Components Corporation.

Prior to and concurrent with Bodega, Steve was a Venture Partner at Outlook Ventures and held various financial management positions at Bay Logics, Digital Microwave, and Arthur Anderson. Steve is currently on the faculty at San Jose State University, teaching Entrepreneurial Finance, and a member of the Steering Committee for the Silicon Valley Center for Entrepreneurship. He is also an active angel investor and on the board of the Sand Hill Angels.

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.

Spring 2009

1. SVCE Eminent Speaker Event- April 20, 2009

Topic:	Panel discussion on The Future of 'Green' Entrepreneurship
Where:	Engineering Room 189
Time:	Mon. April 20th 6-7:30 pm
Speakers:	Robert Bigler , CEO, Animatics - maker of controls for electric vehicles (SJSU alum) Simon Brafman , co-founder Green Java, green coffee service (SJSU alum) Gaurav Shah , Greenline industries & Goldstar, biofuels manufacturer
Guest Speaker's Bio:	Robert Bigler is the CEO of Animatics , a company that he co-founded. He graduated in 1987 from San Jose State University with a BSME. Prior to that, while pursuing his degree, Robert operated a growing business in the basement of an old Victorian house off campus, where he also rented a room. He personally designed all of the Hardware, software

and embedded firmware in Animatics' early years. He particularly enjoys the mechanical engineering and package design, a role he holds onto even today, while his main responsibility is growing the company globally as CEO.

Simon Brafman brings over 25 years of successful experience in the business-to-business marketplace for high-end, complex software and hardware products and services to Green Java—A coffee company which produces and delivers coffee using eco-friendly technologies. He has held senior management positions in the EDA (Electronic Design & Automation), On-Line Education, NPO (Non-Profit Organization) and Professional Services industries. Simon's commitment to develop smart 'green' business models is based on his strong belief that we can both protect our environment and enjoy high quality products and services. Simon received his BA degree from UC Santa Barbara; and his MBA from San Jose State University.

Gaurav Shah is the CEO of www.intellinanoparticles.com. In addition, he has been on the founding team for Goldstar and other biofuel companies. Currently he is a senior engineer at the Greenline Industries—A biodiesel technology provider—where he is responsible for engineering, sales, process development, next generation biofuel technologies and research. His specialties include: Algae, Jatropha, Biodiesel, Nanotechnology, Renewable Energy, Solar, Wind, Geothermal and Petroleum/ Petrochemicals. In addition to biodiesel, he also has a strong interest in the emerging field of nanotechnology. His business plan on nanotech was one of the top 10 business plans in a global competition that was shortlisted by veneto nanotech (Italy) for the year 2006. He also won 2nd prize on the same business plan at Purdue University's national business plan competition. Gaurav holds an MS degree in chemical engineering from the University of Southern California.

2. Annual Silicon Valley Business Plan Competition- May 14, 2009

www.cob.sjsu.edu/svbpc

3. Breakthrough Power- April 2, 2009

Topic:	BREAKTHROUGH POWER - Embracing the New Energy Frontier
Where:	Eng. 189 - Engineering Building, SJSU
Time:	Thursday, April 2nd 7pm - 9pm (doors open at 6:30pm)

Speaker:	Joel Garbon and Jeane Manning co-authors of Breakthrough Power Accompanied by Sterling Allen , President of the New Energy Congress
Description:	<p>The last 100 years have seen several inventors who have developed clean/free energy generators to the "proof of concept" stage, but who for one reason or another never make it to the commercial product stage. What seems to be missing?</p> <p>Come and listen to Joel Garbon and Jeane Manning, co-authors of Breakthrough Power, accompanied by Sterling Allen, President of the New Energy Congress discuss the obstacles that have plagued inventors in the field of New Energy, and how you can succeed in launching your New Energy Revolution!</p> <p>For more information please visit http://www.padrak.com/breakthrough/ These events are free and open to the public, and co-sponsored by the Silicon Valley Center for Entrepreneurship at SJSU, the Golden Key International Honour Society at SJSU, and New Energy Movement.</p>

4. Business Plan Prep Workshop- Finance- April 11, 2009	
Topic:	Business Plan Prep Workshop - Finance
Where:	BBC 021
Time:	Sat. April 11th 10am-12pm
Speaker:	Anthony Nassar , Founder & Principle, Venture Momentum, Inc.
Description:	<p>Attend this workshop to get a competitive advantage in winning the prize money in the 2009 Silicon Valley Business Plan Competition. This Finance Workshop will offer the opportunity to learn how to build a compelling financing model. It will help you understand what investors are looking for in the projections and validate the assumptions behind the business model.</p> <p>It will also help you get hands-on assistance in completing your financial plan.</p> <p>The Workshop will be presented by Anthony Nassar, Founder & Principle of Venture Momentum Inc.</p>
Guest Speaker's Bio:	<p>Anthony Nassar launched Venture Momentum, Inc. because he has a passion for helping entrepreneurs start an innovative venture, and grow it into a successful business. He brings to Venture Momentum's clients 20 years of financial management experience. Anthony is the developer of the VMI Financial Roadmap, an impressive financial modeling framework often praised by investors. He leads workshops on financial modeling and financial operations for startups. He presented for SDForum, the Berkeley Business Plan Competition, Technology Ventures Corp., eBIG, and SiliconFrench. For more information about Anthony Nassar's bio, please go to http://www.venturemomentum.com/about_founder.html</p>

5. Business Plan Prep Workshop - Marketing - March 14th, 2009

Topic:	Business Plan Prep Workshop - Marketing
Where:	BBC 021
Time:	Sat, March 14th, 10am-1 pm
Speaker:	Bob Goedjen, Mark Levi , Counselors and Instructors, Silicon Valley Service Corps of Retired Executives (SCORE)
Description:	This Workshop will offer tips on how to conduct effective market research and create a successful marketing plan that maximizes sales resources. It has been organized specifically to help all those planning to enter the Silicon Valley Business Plan Competition being held in May (see www.cob.sjsu.edu/svbpc for details). The Competition is open to ALL SJSU students, alumni, faculty and staff. The Workshop will be presented by Bob Goedjen and Mark Levi, counselors and instructors for Silicon Valley SCORE (Service Corps of Retired Executives).

6. SVCE Eminent Speaker Event - March 9, 2009

Topic:	Bootstrapping start-ups: the pros & cons
Where:	Engineering Room 189
Time:	Monday, March 9th, 6-7:30 pm
Speakers:	Moderator: Steve Bennet , Sand Hill Angels & SJSU Professor. Panelists include: Jon Fisher , CEO & Founder, Bharosa.com; Ilya Ronin , Co-Founder & Business Development Manager, Marpo Kinetics, Inc. Gustavo Alberelli , Director, Kennet Partners, Silicon Valley.
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 15 years with Bodega, he has helped over 75 companies meet their strategic and financing goals. He has taken the CFO role in over a dozen of these companies, including Fliqz, TextDigger, Orbital Data, Greystripe, Valchemy, iControl Networks, Pharmacy TV Network, Rentals.com, GolfWeb, Tribeworks, and Biological Components Corporation.</p> <p>Prior to and concurrent with Bodega, Steve was a Venture Partner at Outlook Ventures and held various financial management positions at Bay Logics, Digital Microwave, and Arthur Anderson. Steve is currently on the faculty at San Jose State University, teaching Entrepreneurial Finance, and a member of the Steering Committee for the Silicon Valley Center for Entrepreneurship. He is also an active angel investor and on the board of the Sand Hill Angels.</p> <p>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.</p>

He lives in Palo Alto, California with his wife, two daughters, dog, and dwarf hamster.

Visit his blog at <http://professorvc.blogspot.com/>

Jon Fisher is the author of Strategic Entrepreneurism(tm) (SelectBooks 2008). Currently, Jon serves as an adjunct faculty member at the University of San Francisco's school of business. An entrepreneurship aficionado, he is a media commentator and lectures frequently at university business schools. Jon was named Ernst & Young's 2007 Entrepreneur of the year in California. He has served as CEO of three software companies in the Silicon Valley over the past 15 years. Among them is Bharosa, Inc. which was acquired by Oracle Corporation.

Ilya Ronin has a proven track record of triple digit revenue growth generation, successful new product launches, building global distribution networks, and developing cost-effective marketing and customer education programs that drive lead acquisition, conversion, product adoption and brand recognition. He is specialized in marketing management, market research and product development, branding, positioning, advertising, PR, print and electronic materials, web presence, SEM, email marketing, and success metrics. For more information about Ilya Ronin's bio, please go to <http://www.linkedin.com/pub/1/83b/332>

Gustavo Alberelli focuses on investments in software, Internet and technology-enabled services. He works extensively with portfolio companies on optimizing the efficiency of their respective sales models. Gustavo joined Kennet in 2005 as an Associate and has over 8 years of experience working with high-growth technology companies as a financial advisor, employee, and venture investor. He is on the board of Go Internet Media, supports Kennet portfolio company Intelepeer as a Board Observer and is an angel investor in Designer Apparel. For more information about Gustavo Alberelli's bio, please go to <http://www.kennet.com/who-we-are/gustavo-alberelli/>

7. SVCE Eminent Speaker Event- Feb 18th, 2009

Topic:	Investing in Entrepreneurs in Turbulent Times
Where:	Martin Luther King Library - Room MLK 225/229
Time:	6:00 to 7:30 p.m.
Speakers:	Ron Conway , Angel Investor & SJSU alumnus

Guest Speaker's Bio:



Ronald Conway is a Special Partner at Baseline Ventures. Prior to this he was the Founder and Managing Partner of the Angel Investors LP funds (1998-2005) whose investments included: Google, Ask Jeeves, Paypal, Good Technology, Opsware, and Brightmail. He is actively involved in numerous philanthropic causes and now invests independently as an angel investor and was recently named #9 in Forbes Magazine Midas list of top "dealmakers" in 2007.

Ron worked with National Semiconductor Corporation in marketing positions (1973-1979), Altos Computer Systems, as a co-founder, President and CEO, (1979-1990) and Personal Training Systems (PTS) as CEO (1991-1995). PTS was acquired by SmartForce/SkillSoft (Nasdaq SKIL).

Ron has served/serves on Boards/Advisory Boards including: Facebook, Plaxo (acquired by Comcast), Photobucket (acquired by Fox), Digg.com, Bright Mail, Ask Jeeves, Rupture (acquired by EA), Associated Content, RockYou, PurePlay, ScanScout, Zappos, Trulia, Simply Hired, StumbleUpon (acquired by eBay), and Anchor Intelligence (co-founder).

Philanthropically Ron is Vice Chm of the UCSF Medical Foundation in SF, Board Member of SF Homeless Connect, and on the Benefit Committee of the Tiger Woods Foundation and Ronald McDonald House.

Ron graduated with a degree in Political Science from San Jose State University.