

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:

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

Matt Flannery is the Co-Founder and CEO of Kiva. He began
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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:	<p>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.</p> <p>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.</p>

2. SVCE Eminent Speaker Event- Feb 23, 2006

Topic:

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.



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