

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

Guest Speaker's Bio:	<p>Andrew Williamson is a Director at Physic Ventures. He invests 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, Ir and Nov45.76 240.9 556 1 TfIPo jonjPa69( a)-2o8(e)4( l)3(A)4( 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.</p> <p>Logan Green is cofounder and CEO of Zimride. He has a background in transportation and web development. He created the first bike program at UC Santa Barbara, and served on the board of the Santa Barbara Metropolitan Transit District. His favorite Zimride is Palo Alto</p>
----------------------	--

Peter Yolles is Co-Founder of WaterSmart Software. He is also 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 overseeing regulatory approvals from state agencies. These transactions represented the state's first profitable agricultural-urban water transfers conducted by 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
--------	--

(PERSINSCOM), Ampex, and Memorex before 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 <a href="#">Dhana Inc</a> Jai Rawat, co-founder & CEO of <a href="#">Shopsocially.com</a>

Guest Speaker's Bio ~~Shamini Dhana~~ | ~~Shamini Dhana~~ |

He has won several awards, including being recognized as one of the top 10 South Asian business and technology leaders. Jai holds a Bachelor's 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 Bennett, 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,

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

Topic:	Business Plan Prep: MarketingWorkshop
Where:	San Jose State Main Campus, BBC 003
Time:	Thursday, March 10th, 3:00p5:00pm
Speaker:	Bob Goedjen, Marketing Chairperson, Silicon Valley SCORE Mark Levi , Counselor, Silicon Valley SCORE
Business Plan PrepWorkshop #1:	MarketingWorkshop

To address:

How to conduct effective market research and analysis?

How to ide 573.eseaS0 cs 0.3P.sea pv98 0 0 10IS-6(m)1c s-4( i)-2(d-1(ke-5(

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.