



UNIVERSITY OF CALIFORNIA
BERKELEY

**A. Richard Newton Distinguished Innovator Lecture Series,
*Center for Entrepreneurship & Technology,
College of Engineering***

**Life as an Entrepreneur
*Lester Center, Haas School of Business***

Syllabus



Introduction

This lecture series is a joint program of the College of Engineering and the Haas School of Business, and is a cornerstone of the “Global Technology Leaders” program, which provides cross-campus, interdisciplinary education at UC Berkeley. Collaborating partners who support the series include the Center for Entrepreneurship & Technology, the Lester Center for Entrepreneurship & Innovation, and the Entrepreneurs Association, the Haas School’s student group focused on entrepreneurial activities.

The A. Richard Newton Distinguished Innovator Lecture Series has been named by the Ewing Marion Kauffman Foundation, a non-profit foundation focused on advancing entrepreneurship.

Key details

- Fall 2009, Control # E98: 27921 (sophomores) E198: 27861 (undergrad) Control # E298: 27899 (grad)
- Instructors: Ikhlq Sidhu (CET), Burghardt Tenderich (CET), Dave Charron (Haas)
Contact info:
 - Haas: Dave Bend, dave_bend@mba.berkeley.edu or Andrew Stadlen, andrew_stadlen@mba.berkeley.edu
 - Engineering: Burghardt Tenderich, btenderich@berkeley.edu | Office: 446 Sutardja Dai Hall, by appointment
 - Students Services Adviser: Marcia Hickman, marciah@berkeley.edu
- Time: Tuesdays, 5 pm-6 pm
- Location: Lectures are divided between the College of Engineering’s Sibley Auditorium and the Andersen Auditorium in the Haas School of Business (see details in the schedule below).



- Course Web Site: Available at <http://cet.berkeley.edu/teaching/lecture-series>. An electronic version of this syllabus is available for download on the web site.

Course Description and Objectives

The purpose of the lecture series is to expose students to entrepreneurship, new venture creation, innovation, and technology commercialization. This one-unit, cross-disciplinary course provides students with the insight of prominent entrepreneurs, innovators, and technology leaders. Although there is a clear emphasis on technology companies, this is by no means the exclusive focus of the course. Far more important than the nature of the particular company or technology are the common insights that the speakers can offer about issues critical to innovation and new venture creation. In addition to leading entrepreneurs and executives, lecturers often include technology innovators, venture capitalists, attorneys, experts from the financial markets, and other service providers.

Topics include:

- Expected changes in key areas of business and technology
- Evaluating business ideas and technologies
- Successes and failures – surviving both
- Identifying and satisfying target markets
- Financing new ventures from public and private sources
- Hiring and keeping critical personnel
- Legal and business issues
- Developments in the investment community
- Product development
- Marketing and strategic partnerships
- The evolution of the entrepreneur's role in the business
- New issues including internationalization and ethics
- Needs of businesses in the global economy and the new technologies needed to address them.

Grading and Course Requirements

This is a one credit course, offered pass/fail. In order to receive a passing grade, students must attend at least 12 of the 13 lectures:

- Absences for truly critical and unavoidable reasons should be arranged in advance whenever possible. Contact the Dave Bend or Andrew Stadlen (Haas students) or Marcia Hickman (engineering students) if you have an unavoidable absence and need to miss a lecture. The course introduction on the first day does not count as one of the 12 lectures.
- Students should plan to arrive 10-15 min prior to the beginning of each lecture (5:10 pm) to sign in for the class. Late students will be not be allowed to sign in, and will be considered absent.
- After each lecture, engineering students will also be asked to give feedback by filling out and submitting an evaluation form.

Teaching Methods

The course is a series of weekly lectures by a guest speaker. Each lecture usually consists of 30-40 minutes of prepared remarks, followed by 10-20 minutes of Q & A. Class participants will be expected to participate by engaging the speaker with relevant and insightful questions.

Required Readings and Materials

There are no required readings. It is recommended, however, that students familiarize themselves with each week's speaker and their business topic area prior to the speaking date.

Schedule

DATE	LOCATION	SPEAKER
Tuesday, September 1, 2009	Sibley Auditorium College of Engineering	Course Introduction with Ikhtlaq Sidhu, Director CET, David Charron, Associate Director, Lester Center, and Burghardt Tenderich, Executive Director CET
Tuesday, September 8, 2009	Sibley Auditorium College of Engineering	Ted Hoff, Intel Corp.
Tuesday, September 15, 2009	Andersen Auditorium Haas School of Business	Matt Caspari, Vice President, Aurora BioFuels
Tuesday, September 22, 2009	Sibley Auditorium College of Engineering	Maurice Gunderson, Partner, CMEA Ventures
Tuesday, September 29, 2009	Sibley Auditorium College of Engineering	Linda Avey, CEO & Co-founder, 23 and Me
Tuesday, October 6, 2009	Sibley Auditorium College of Engineering	Charles Giancarlo, MD, Silver Lake
Tuesday, October 13, 2009	Andersen Auditorium Haas School of Business	TBD
Tuesday, October 20, 2009	Sibley Auditorium College of Engineering	Charles Huang, Co-founder, Red Octane
Tuesday, October 27, 2009	Sibley Auditorium College of Engineering	Roger Sippl, Partner, Sippl Macdonald Ventures
Tuesday, November 3, 2009	Sibley Auditorium College of Engineering	Ben Horowitz, Co-Founder, RockMelt
Tuesday, November 10, 2009	Andersen Auditorium Haas School of Business	Amine Haoui, CEO, Sensys Networks
Tuesday, November 17, 2009	Sibley Auditorium College of Engineering	Marissa Mayer, Vice President, Google
Tuesday, December 1, 2009	Andersen Auditorium Haas School of Business	TBD

Speaker Bios

Ted Hoff

Marcian Edward “Ted” Hoff, Jr. attended Rensselaer Polytechnic Institute as an undergraduate, and during his summer breaks, worked for Rochester’s General Railway Company, where he developed his first two patents. After receiving his bachelor’s degree in electrical engineering in 1958, he received a National Science Foundation Fellowship to attend Stanford University, where he earned an MS and PhD in 1959 and 1962, respectively, both in electrical engineering. He stayed on to work at Stanford for another four years conducting research on neural networks and integrated circuits. In 1968, Hoff joined Intel as its twelfth employee.

In 1971 the Japanese manufacturer Busicom approached Intel requesting integrated circuits for its calculators. While the Japanese company proposed the use of twelve different chips, each to control a different process, Hoff envisioned a single chip that could do it all and began work on bringing his idea to fruition. Hoff proposed that if the architecture could be constructed simply, the memory, calculating, and processing functions of a computer could be combined into one circuit—an idea that led to the first microprocessor, a “computer-on-a-chip.” In 1980, Hoff became the first Intel Fellow, the company’s highest technical position. He left Intel in the early 1980s to accept a position with Atari as Vice President for Technology.

Inducted into the National Inventors Hall of Fame in 1996 for his invention of the microprocessor concept and architecture, Hoff is currently the Vice President and Technical Officer of Teklicon, Inc. His numerous honors include the Stuart Ballantine Medal from the Franklin Institute.

Matt Caspari, Vice President, Business Development, Aurora Biofuels

Prior to founding Aurora Biofuels, Matthew Caspari was a management consultant with Cambridge Pharma Consultancy, where he provided strategic advice to leading pharmaceutical and biotechnology companies. His professional experience also includes time with Hana Biosciences, where he was involved in Business Development and Marketing, and with Bloomberg, LP, where he worked in Mergers and Acquisitions.

Mr. Caspari holds an MBA with a Certificate in Entrepreneurship from the University of California, Berkeley's Haas School of Business and a BS in Biochemistry from Georgetown University.

Maurice Gunderson, Senior Partner, CMEA Capital

Maurice Gunderson, Senior Partner, joined CMEA Capital in 2006 to focus on investments in new and innovative energy sources and technologies. Maurice is a specialist in thermodynamics and energy technologies. Throughout Maurice's career, he has been instrumental in the development of cryogenic equipment, energy systems, turbo-machinery, and computer-based control systems for process plants and pipeline systems. Previously, Maurice co-founded Nth Power, a venture capital firm specializing in investments emerging from the global restructuring of the energy industry. Prior to founding Nth Power, Maurice spent more than 20 years developing profitable products and launched five successful companies.

Maurice also has served on the board of directors of many energy technology companies, including Capstone Turbine, CellTech Power, Clean Air Power, Electronic Power Conditioning, H2Gen Innovations, Metallic Power, NanoGram, NEOPhotonics, Pentech Solution, Pentadyne Power, and STM Power. He currently serves on the board of CMEA Capital portfolio company Superprotonic. Maurice has an MBA from Stanford University as well as MS and BA degrees in Mechanical Engineering from Oregon State University. He is also a member of ASME, SAE, ASHRAE, AIAA and AEE, and a patent holder, Registered Professional Engineer, and pilot.

Linda Avey, Co-Founder, 23 and Me

Linda Avey has over 20 years of sales and business development experience in the biopharmaceutical industry in San Francisco, Boston, San Diego, and Washington, D.C. Prior to starting 23andMe, she developed translational research collaborations with academic and pharmaceutical partners for Affymetrix and Perlegen Sciences. Linda also spent time at Spotfire helping scientists understand the power of data visualization and at Applied Biosystems during the early days of the human genome project. The advent of high density genome-wide scanning technologies brought huge potential for significant discoveries. However, the lack of sufficient funding to enable adequate studies prompted Linda to think of a new research model.

These ideas led to the formation of 23andMe. Her primary interest is the acceleration of personalized medicine, using genetic profiles to target the right drug to the right person at the correct dose. Linda graduated from Augustana College with a B.A. in biology.

Charles Giancarlo, Managing Director, Silver Lake

Charles Giancarlo joined Silver Lake in 2007 as a Managing Director. Mr. Giancarlo has over 25 years of experience in the communications industry. A senior executive at Cisco Systems from 1993-2007, Mr. Giancarlo most recently served as Executive Vice President and Chief Development Officer of Cisco and President of Cisco-Linksys, leading the company's overall product development and management activities. As Chief Development Officer, Mr. Giancarlo directed the activities of half of Cisco's employees, and was directly responsible for Cisco's expansion into a large number of new markets and technologies. His first position at Cisco was Vice President of Business Development, where he developed Cisco's merger and acquisition strategy and practice. Mr. Giancarlo joined Cisco when the company acquired Kalpana, Inc., the pioneer in Ethernet switching, where he was Vice President of Marketing and Corporate Development.

Prior to joining Cisco, Mr. Giancarlo founded four communications equipment companies and successfully sold two of them to larger companies. Mr. Giancarlo was interim CEO of Avaya in 2008 and is currently Chairman of the Board. In addition, he serves on the board of directors of Gerson Lehrman Group, Accenture, and Netflix, Inc. Mr. Giancarlo holds a B.S. degree in Electrical Engineering from Brown University, an M.S. degree in Electrical Engineering from the University of California at Berkeley, and an M.B.A. from Harvard University.

Charles Huang, Co-Creator, Guitar Hero

Charles Huang is a co-creator of Guitar Hero. In 2006, Mr. Huang, along with his brother Kai, was elected as one of the top 50 producers in New Media by the Producers Guild of American New Media Council.

Roger Sippl, Founding Partner, Sippl Macdonald Ventures

Roger Sippl is a founding partner of Sippl Macdonald Ventures. Previously Roger was founder and CEO of Informix Software, co-founder of The Vantive Corporation and was founder and CEO of Visigenic Software. Roger also was an early individual investor in Illustra Information Technologies (acquired by Informix in 1996), and Red Pepper Software (acquired by Peoplesoft in 1997). Roger currently serves on the boards of HAHT Commerce and Support.com, and attends board meetings of other portfolio companies. He earned a B.S. in computer science from the University of California at Berkeley.

Ben Horowitz, Co-Founder RockMelt

Earlier this year, Ben Horowitz and Marc Andreessen formed RockMelt, a \$300 million venture fund. Horowitz was a co-founder of Opsware (formerly Loudcloud), which was acquired by HP in 2007. Earlier, he was vice president and general manager of America Online's E-commerce Platform division, where he oversaw development of the company's flagship Shop@AOL service. Previously, Horowitz ran several product divisions at Netscape Communications. Horowitz also served as vice president of

Netscape's widely acclaimed Directory and Security product line. Before joining Netscape in July 1995, he held various senior product marketing positions at Lotus Development Corporation.

Amine Haoui, CEO, Sensys Networks

Dr. Haoui has founded and led several pioneering wireless communications companies over the past two decades. He began his career in 1985 at TCSI where he started the wireless communications division that grew to become one of the world's leading developers of DSP and digital cellular technologies. He led that division through TCSI's successful IPO in 1989. In 1993, Dr. Haoui was the founding CEO of Diva Communications, an early pioneer in the wireless local loop market, and led the company until its acquisition by InnoMedia in 1999. From 1999 until 2003, Dr. Haoui served as Executive VP at InnoMedia, a leader in the Voice-Over-IP market. In 2003, he co-founded Sensys Networks, dedicated to the development of wireless vehicle detection systems. Dr. Haoui holds a Ph.D. in Electrical Engineering from UC Berkeley and an M.Sc. and B.Sc. in Electrical Engineering from the University of Michigan.

Marissa Mayer, Vice President, Search Products & User Experience, Google

Marissa leads the company's product management efforts on search products – web search, images, news, books, products, maps, Google Earth, Google Toolbar, Google Desktop, Google Health, Google Labs and more. She joined Google in 1999 as Google's first female engineer and led the user interface and web server teams at that time. Her efforts have included designing and developing Google's search interface, internationalizing the site to more than 100 languages, defining Google News, Gmail, and Orkut, and launching more than 100 features and products on Google.com. Several patents have been filed on her work in artificial intelligence and interface design. In her spare time, Marissa also organizes Google Movies – outings a few times a year to see the latest blockbusters – for 6,000+ people (employees plus family and friends).

Concurrently with her full-time work at Google, Marissa has taught introductory computer programming classes at Stanford to more than 3,000 students. Stanford has recognized her with the Centennial Teaching Award and the Forsythe Award for her outstanding contribution to undergraduate education. Marissa has been featured in various publications, including Newsweek ("10 Tech Leaders of the Future"), Red Herring ("15 Women to Watch"), Business 2.0 ("Silicon Valley Dream Team"), BusinessWeek, and Fast Company. In 2008, at 33, Marissa became the youngest woman ever to be included on Fortune's Most Powerful Women list (#50).

Graduating with honors, Marissa received her bachelor's degree in symbolic systems and her master's degree in computer science from Stanford University. For both degrees, she specialized in artificial intelligence. She also holds an honorary doctorate of engineering from Illinois Institute of Technology.

Fall 2009 Instructors

Ikhtlaq Sidhu

Director, Center for Entrepreneurship & Technology

Professor of Industrial Engineering & Operations Research

Ikhtlaq Sidhu is the founding director of UC Berkeley's Center for Entrepreneurship & Technology and the 2009 Emerging Area Professor of Industrial Engineering and Operations Research at UC Berkeley. He is an authority on the process of innovation and technology management.

Within industry, he has held senior executive and technology leadership positions at U.S. Robotics Corporation, 3Com Corporation, and Cambia Networks. He was awarded 3Com's "Inventor of the Year" award in 1999, and has been granted over 50 US Patents in fundamental and broadly used areas of networking technology, IP telephony, and PDA functionality. Technology and intellectual property from

his work has been cross-licensed to Palm Computing, 3Com, and UT Starcom. He was a founding member and Board Director of the SIP Forum organization.

Dr. Sidhu received his bachelor's degree in Electrical and Computer Engineering from the University of Illinois at Urbana-Champaign, and his masters' degree and doctorate in Electrical Engineering from Northwestern University.

Burghardt Tenderich

Executive Director, Center for Entrepreneurship & Technology

Burghardt Tenderich is the Executive Director of the Center for Entrepreneurship & Technology and a lecturer on entrepreneurship. Dr. Tenderich brings to the Center over 18 years experience in marketing and communications in the information technology and internet industries. He is a Founding Partner of TnT Initiatives, LLC, a social media publishing and consulting firm focusing on web and healthcare-related technologies.

Previous positions have included General Manager, North America, for technology communications consultancy Bite Communications, Vice President, Public Relations at Siebel Systems, and Senior Vice President & Partner in the technology PR agency Applied Communications. Dr. Tenderich holds an M.A. and a Ph.D. in Economic Geography from the University of Bonn, Germany.

Dave Charron, Associate Director, Lester Center for Entrepreneurship

David Charron is Associate Director of the Lester Center for Entrepreneurship and Innovation at the Haas School of Business at UC Berkeley. He is also a lecturer in entrepreneurship at the MBA level at the Haas School. Mr. Charron has held positions in technology licensing and commercialization with Xerox PARC, MIT, and Stanford University. In 1995, he co-founded Scientific Learning Corporation, a publicly-traded neuroscience company based on innovations from UCSF and Rutgers. He has also been a principal member of the faculty team for the Intel Curriculum project. He holds a B.S. degree in Mechanical Engineering from Stanford University and an MBA from the Haas School.