WEDNESDAY, MARCH 5

Travel Day

5:45pm

STUDENTS MEET IN THE HOTEL LOBBY
Location: Hyatt Place UC Davis – Parking lot
173 Old Davis Road Extension
Davis, CA 95616

6:00pm

INFORMAL NETWORKING RECEPTION
Location: UC Davis Center for Entrepreneurship, Graduate School of Management
Gallagher Hall – Grand Foyer
University of California, Davis
9399 Old Davis Road
Davis, CA 95616
THURSDAY, MARCH 6
Site Visits

7:30am     BREAKFAST ON YOUR OWN

7:45am     BOARD BUSES
Location:   Hyatt Place UC Davis – Parking lot

8:00am     BUS DEPARTS FOR SITE VISIT ONE

10:00-11:30am  HP AND MEDIASPIKE
Location:     Group A - HP
              950 W. Maude Ave.
              Sunnyvale, CA
Location:     Group B - MediaSpike at Pillsbury Winthrop Shaw Pittman LLP
              2550 Hanover Street
              Palo Alto, CA 94304

11:30am     BUS DEPARTS FOR SITE VISIT TWO

12:00-1:30pm  COURSERA AND KHOLSA VENTURES
Location:     Group A - Coursera
              1975 W. El Camino Real, Suite 306
              Mountain View
Location:     Group B – Khosla Ventures
              2128 Sand Hill Road
              Menlo Park, CA 94025

1:30pm      BUS DEPARTS FOR SITE VISIT THREE

2:00-3:00pm     KPCB AND TBD
Location:       Group A – Kleiner Perkins Caufield & Byers
                2750 Sand Hill Road
                Menlo Park, CA  94025
Location:       Group B – Plug and Play Tech Center
                440 N Wolfe Rd.
                Sunnyvale, CA 94085

3:00pm      BUS DEPARTS FOR SITE VISIT FOUR

4:00 – 5:00pm  GOOGLE AND SQUARE
Location:       Group A – Google
                1600 Amphitheatre Pkwy,
                Mountain View, CA 94043
Location:       Group B – Square
                1455 Market St (at 11th St.)
                San Francisco, CA 94103
5:00 – 7:00pm  **DINNER AT FISHERMAN’S WHARF OR PALO ALTO (STUDENTS ON THEIR OWN)**  
Location:  
Group A - Downtown Palo Alto  
Group B - Fisherman’s Wharf  
Pier 39 Concourse #2  
San Francisco, CA  94133

7:00pm  **LOAD BUS FOR HYATT PLACE, UC DAVIS**

7:15pm  **BUS DEPARTS FOR HYATT PLACE, UC DAVIS**

9:00pm  **ARRIVE AT HYATT PLACE**
FRIDAY, MARCH 7

Presentations

8:00am
Continental Breakfast
Location: UC Davis Center for Entrepreneurship, Graduate School of Management
Gallagher Hall – Great Room
University of California, Davis
9399 Old Davis Road
Davis, CA 95616

8:30am
WELCOMING REMARKS
Location: Gallagher Hall – Room 1213

Steven C. Currrall, Ph.D
Dean, UC Davis, Graduate School of Management

Brad Burke
Managing Director, Rice Alliance for Technology & Entrepreneurship

Cleve Justis
Executive Director, Child Family Institute for Innovation and Entrepreneurship

8:45am
INTRODUCTION TO IGNITE & CONFERENCE OBJECTIVES
Jack Gill, Ph.D.
Scientist, Venture Capitalist, Professor and Philanthropist

9:00am
VICTOR MCCRAY
Founder/CEO, Ocular Dynamics, LLC
Fireside chat moderator: Andy Hargadon, Ph.D.

10:15am
NETWORKING BREAK

10:35am
KEN MCGUIRE
Founder and COO, Innovations Health Devices
Fireside chat moderator: Cleve Justis

11:50am
LUNCH
Location: Gallagher Hall – Great Room

12:45pm
NICHOLAS SEET
Co-Founder and CEO, SIVI.com
Founder and Former CEO, Auditude
Fireside chat moderator: Jack Gill, Ph.D.

2:00pm
MICHELE WONG
CEO, Clean World Partners
Fireside chat moderator: Cleve Justis
3:15pm  NETWORKING BREAK

3:45pm  ANDREW SMITH  
Founder and CEO, ATDynamics, Inc.  
Fireside chat moderator: Jack Gill, Ph.D.

5:15pm  STUDENT FREE TIME AND NETWORKING PUBCRAWL (DINNER ON YOUR OWN)

Directions to Putah Creek Lodge, the location for Saturday’s Ignite Conference from the Hyatt Place UC Davis:

Head south
Turn left toward Old Davis Rd
Turn right onto Old Davis Rd
Slight right to stay on Old Davis Rd 0.3 mi
At the traffic circle, take the 1st exit onto California Ave/La Rue Rd
Turn left
Putah Creek Lodge will be on the left
SATURDAY, MARCH 8

Presentations

7:30am STUDENTS MEET IN THE HOTEL LOBBY TO WALK TO PUTAH CREEK LODGE

8:00am CONTINENTAL BREAKFAST
   Location: UC Davis, Putah Creek Lodge

8:30am GARRETT GEE
   Founder and CEO, SCAN
   Fireside chat moderator: Brad Burke

9:45am PEDRO SANTOS
   Founder and CEO, OsComp
   Fireside chat moderator: Brad Burke

11:00am NETWORKING BREAK

11:15am MARK OTERO
   CEO & Co-founder, Klicknation
   Fireside chat moderator: Cleve Justis

12:30pm LUNCH
   Location: Putah Creek Lodge

12:40pm TRACY SHAFIZADEH, PH.D.
   Associate Director, Lipomics Services
   Fireside chat moderator: Cleve Justis

1:15pm Networking Break

1:45pm JACK GILL, PH.D.
   Scientist, Venture Capitalist, Professor and Philanthropist
   Fireside chat moderator: Steven C. Currall, Ph.D.

3:00pm MARK RANDALL
   Serial Entrepreneur, Chief Strategist, VP Creativity, Adobe
   Fireside chat moderator: Andy Hargadon, Ph.D.

4:15pm CLOSING REMARKS AND STUDENT SURVEY

4:30pm CLASSROOM PROGRAM ENDS

5:45pm STUDENTS MEET IN THE HOTEL LOBBY TO WALK TO DINNER

6:00pm CLOSING DINNER
   Location: de Vere’s Irish Pub
   217 E Street
   Davis, CA 95616
Brad Burke
Managing Director, Rice Alliance for Technology and Entrepreneurship

Brad Burke is Managing Director of the Rice Alliance for Technology and Entrepreneurship and is responsible for leading the organization in its mission to support technology commercialization and the launch of early stage technology companies in the Houston area. Brad joined the Rice Alliance from Viant Corporation, which was founded in 1996 and grew to become one of the world’s leading internet consulting firms with revenues over $140 million. Brad founded and launched the Houston office. He received his MBA from Northwestern University (Kellogg) where he was an Austin Scholar and B.S. from Vanderbilt University in Computer Science and Business Administration (magna cum laude).

Steven C. Currall, Ph.D.
Dean and Professor of Management, Graduate School of Management, University of California, Davis

Steven Currall is Dean and Professor of Management in the Graduate School of Management at the University of California, Davis. A behavioral scientist, Currall has conducted research and taught for over two decades on organizational psychology topics such as innovation, emerging technologies, negotiation, and corporate governance.

At the invitation of the U.S. President’s Council of Advisors on Science and Technology, Currall was a member of the Nanotechnology Technical Advisory Group. He has been a grantee on $21,533,893 in external funding of which over 78% came from refereed research grants from the National Science Foundation (NSF) and National Institutes of Health (NIH).

Currall has held a range of administrative and faculty positions. In addition to positions in schools of management, he has served in engineering schools as vice dean, department chair, and endowed chair holder; he has also held faculty appointments in a Department of Psychology and in a Department of Statistics.

He has served as a member of the boards of the ten-campus University of California Global Health Institute, BioHouston (interim Vice Chair; Executive Committee; chair of Governance Committee), Leadership in Medicine, Inc., Nanotechnology Foundation of Texas, and Interferometrics, Inc. a venture-funded medical device start-up.


Garrett Gee
Founder and CEO, Scan

Garrett Gee is the Designer and Founder behind the popular mobile company Scan. In their first year, Scan grew to over 10 million users and raised $1.7 million from Google Ventures, Lady Gaga, and other top Venture Capitalists. At age 13, Garrett set the Genius World Record for Tetris. His wife Jessica and their new baby girl, Seven currently live in Provo, UT where Garrett plays soccer at Brigham Young University while continuing to design and lead Scan as CEO.
Jack Gill, Ph.D.
Scientist, Venture Capitalist, Professor and Philanthropist

Jack is the co-founder of Palo Alto-based Vanguard Ventures. In its first five funds, Vanguard invested $155 million into 88 startups, producing over 30 winners, which returned over $1 billion to Vanguard’s investors, ranking it among the top Silicon Valley VC firms. Vanguard manages over $500 Million Capital. Jack retired from Vanguard in 2000.

Since 2000, Jack has been teaching entrepreneurship courses at Harvard Medical School, MIT, Rice University, UC Berkeley, UC Davis and University College, London. He serves on the boards of M.D. Anderson Cancer Center, The Horatio Alger Association, Project HOPE & the Presidents’ Circle of the National Academies of Science, Engineering and Institute of Medicine.

In 1997, Jack and his wife Linda established the Gill Foundation of Texas to focus on educational philanthropy. In addition to supporting dozens of four year college scholarships annually, they established and endowed the Gill Heart Institute at the University of Kentucky and the Gill Center for Biomolecular Sciences at Indiana University, Bloomington. Jack is also the founder of both the Velocity™ Program at IU Kelley School of Business and the Ignite™ Program at Rice University. These programs focus on entrepreneur education and career acceleration for science, engineering, medical and business students.

Cleveland Justis
Executive Director, Child Family Institute for Innovation and Entrepreneurship
Graduate School of Management, University of California, Davis

An accomplished organizational leader for the past 20 years, Cleveland Justis has worked and consulted widely throughout numerous businesses, nonprofits and governmental organizations. Cleveland is the executive director of the Center for Innovation and Entrepreneurship at the UC Davis Graduate School of Management. Formerly, Cleveland was the director and co-founder of the Institute at the Golden Gate. Prior to this position, Cleveland was the Executive Director of the award-winning Headlands Institute in Sausalito, California.

Cleveland has taught and lectured about entrepreneurship and social entrepreneurship at top universities including UC Berkeley Haas School of Business, Georgetown University, and the UC Davis Graduate School of Management. Cleveland studied biology and environmental sciences at Swarthmore College and the University of California, Berkeley. He received his MBA in strategic management and finance at the UC Davis Graduate School of Management, and is pursuing his PhD at UC Davis.

Cleveland is an active volunteer in the community, currently serving as the board chair of the Marin Community Foundation, a large community foundation with over $1.5 billion in assets. He formerly served on the board of directors of Net Impact, an organization with a global network of over 15,000 leaders who are changing the world through business. Cleveland is an avid windsurfer, skier, sailor, and outdoor adventurer having led trips in remote areas of Alaska, Mexico, Chile, and the United States.
Andrew Hargadon, Ph.D.
Charles J. Soderquist Chair in Entrepreneurship and Professor of Technology Management
Graduate School of Management at University of California, Davis
Senior Fellow at the Kauffman Foundation

Professor Andrew Hargadon has written extensively on knowledge and technology brokering and the role of learning and knowledge management in innovation. He has published numerous articles and chapters in leading scholarly and applied publications.

Hargadon is at the forefront of teaching, research and practice in cross-disciplinary entrepreneurship, and is founding director of two key centers at UC Davis—the Child Family Institute for Innovation and Entrepreneurship and the Energy Efficiency Center. These centers are dedicated to promoting entrepreneurship and innovation through educational programs bridging science, engineering and business. They provide a successful framework for university scientists and engineers to move their ideas out of the lab and into the world. Hargadon received the 2009 Olympus Emerging Educational Leader Award in recognition for his strong entrepreneurship curriculum and success with the two centers.

Hargadon received his doctoral degree from the Management Science and Engineering Department in Stanford University’s School of Engineering, where he was named Boeing Fellow and Sloan Foundation Future Professor of Manufacturing. He received his bachelor’s and master’s degrees from Stanford University’s Product Design Program in the Mechanical Engineering Department. Prior to his academic appointment, Hargadon worked as a product designer at Apple Computer and taught in the Product Design program at Stanford University.


Riaz Karamali
Partner, Pillsbury Winthrop Shaw Pittman LLP

Riaz Karamali is a partner in the Corporate & Securities – Technology practice in the firm’s Silicon Valley and San Francisco offices. Mr. Karamali has extensive experience in corporate law, venture finance, private equity, strategic mergers and acquisitions and technology transactions. Mr. Karamali has worked with hundreds of start-up and emerging companies, guiding them from their pre-founding stages through their angel and venture capital financing rounds, significant commercial contracts and strategic alliances to their ultimate exit transactions. He has acted as outside general counsel to many such privately held companies in a wide range of industries including the video game, cloud computing, mobile, biotechnology, semiconductor and medical device sectors. Mr. Karamali has significant experience with cross-border transactions involving numerous countries including Australia, Bahrain, the Cayman Islands, China, Dubai, Egypt, France, Belgium, Germany, India, Israel, Jordan, Luxembourg, Malaysia, the Netherlands, Pakistan, the Philippines, Saudi Arabia, Serbia, Singapore, Spain and Switzerland.
Alex Kazim  
Senior Vice President, hp.com

Alex is currently SVP at hp.com. Prior to that, Alex managed all of the Ongo’s operations, employees and strategic growth plans. An accomplished Silicon Valley leader, Alex held several high-level positions during his nine-year tenure at eBay Inc. He served as president of Skype, eBay’s Internet communications company. As senior vice president of new ventures, Alex was responsible for developing eBay’s product offerings worldwide. When he worked as vice president of marketing and business operations for PayPal, the eBay-owned online payment company, Alex increased revenue from $200 million to $700 million. He first joined eBay as director of engineering, and prior to that, he was CEO of the video game company Ix Entertainment. With a degree in mechanical engineering from Rice University, Alex began his career as a software developer at Apple.

Victor McCray  
Founder and CEO, Ocular Dynamics, LLC

Victor McCray received his B.S. in Chemistry from Xavier University and his M.D. from the University of Illinois. He completed a residency in general surgery at the University of California, San Francisco-Fresno. As a resident, he participated in several research projects, which led to a number of presentations, publications and research awards. Following residency, Victor joined Stanford University’s Biodesign, a program focused on developing leaders in biomedical technology innovation.

He is co-founder and CEO of Ocular Dynamics, a Silicon Valley startup creating the world’s most comfortable contact lens surface: allowing patients who suffer from dry eye disease the opportunity for symptom free wear.

Victor has been a guest speaker at the UC Entrepreneurship Academy, Biomed Entrepreneurship Academy and Ignite Entrepreneurship Conference.

Ken McGuire  
Founder and COO, Innovations Health Devices

Ken McGuire is the President and CEO of Innovations Health Systems, a healthcare holding company launched in July 1, 2012. Ken is also the President and Chief Operating Officer of Kinova USA, which was established in January of this year, and is one of several health care service companies formed under the Innovations Health Systems umbrella.

Prior to launching Innovations Health Systems, Ken was the President and CEO of Horizon West HealthCare, Inc., which was the largest privately-held healthcare company in Sacramento with 27 healthcare facilities in California and Utah employing 3,000 employees and with annual revenue of $230 million. Ken was brought to Horizon West as CFO to apply his significant experience and education to rescue a company mired in debt and facing significant cash-flow hurdles. Based on his rapid salvaging of the company’s finances and his strong leadership style, Ken was promoted to president and CEO five months after his arrival. In less than three years, Ken affected a comprehensive restructuring of all aspects of the company, allowing for it to be sold for a generous multiple.

Before entering the healthcare arena, Ken had a successful banking career, with his most recent roles including serving as Senior Vice President and National Sales Manager for Wachovia Bank. In this position he managed five regional sales managers and more than 60 sales officers who were responsible for originating business credit opportunities in the 48 contiguous states. Prior to Wachovia, Ken was the Vice President and Production Manager at Bank of the West, where he managed commercial
Speakers

Since 2009, Ken has been a regular guest lecturer at the UC Davis Graduate School of Management and in 2013 he became a member of the adjunct faculty where he teaches a course in Turnaround Management.

Recognizing the need to give back to his community, Ken is the Board Chair for Court Appointed Special Advocates (CASA) of Placer County. In this role he leads a board and provides assistance to the Executive Director for this non-profit with a focus on providing support services for disadvantaged youth.

In 2004, Ken obtained his MBA from University of California at Davis with a focus in finance and accounting. In 1995, he obtained a Bachelors in Science degree from the University of California at Davis in Managerial Economics, with a minor in Rhetoric and Communications.

Dave Mount
Partner, Kleiner Perkins Caufield & Byers

David Mount joined Kleiner Perkins Caufield & Byers in 2008 and focuses on investments in the Green Growth Fund, which include smart grid, lighting, wind, storage, industrial efficiency and energy enterprise software sectors. He has worked closely with the teams at Hara Software, Luca Technologies, OPOWER, OSIsoft, Silver Spring Networks and UpWind Solutions.

David has been investing in energy and technology since 2003. Before joining KPCB, he worked on the petrochemical and oil and gas portfolios at Sankaty Advisors, a unit of Bain Capital. He also worked at AES, evaluating geothermal projects in Southeast Asia, and at MissionPoint Capital, pursuing growth equity opportunities in green energy markets.

David received a B.A. degree from Yale University and an M.S. degree in environment and resources from Stanford University. He completed his M.B.A. at the Stanford Graduate School of Business, where he was an Arjay Miller Scholar. He remains involved in course development at the Stanford Graduate School of Business and School of Earth Sciences.

Mark Otero
General Manager, Electronic Arts, Capital Games

Mark is a game fanatic. He organized Dungeons and Dragons (2nd edition) and BattleTech paper & dice games for over 12 years before pursuing his dream of making online games. Originally from Seoul, South Korea, Mark moved to Sacramento at the age of 12 and later received his Bachelor of Science degree in Computer Science from the California State University at Sacramento (CSUS). In 2007, he received his Masters in Business Administration (MBA) degree with a Marketing concentration from the University of California, Davis. When Mark, a fanatical workaholic (often compared to the Energizer Bunny), is not obsessing over gameplay mechanics and game design, he enjoys time with his wife and their two dogs (Jake and Rocket). He's currently living his dream as a game maker at KlickNation.
Brook Porter
Partner, Kleiner Perkins Caufield & Byers

Brook Porter joined Kleiner Perkins Caufield & Byers in 2010. His focus is on innovative low-carbon solutions to transportation, chemicals and power generation, as well as on energy storage.

Before joining KPCB, Brook had worked in renewable energy for more than a decade, during which time he co-founded multiple companies. His most recent role was as chief operating officer of Primafuel, a biofuel technology company recognized by the World Economic Forum in 2008 as a technology pioneer. At Primafuel, Brook was responsible for all aspects of engineering and operations, and he played a critical role in multiple financings for the company. Earlier in his career, Brook co-founded a hydrogen fuel cell technology company acquired by Intelligent Energy, a UK-based company known for its compact Proton Exchange Membrane fuel cells. During his time at Intelligent Energy, he managed a multi-million-dollar research program on advanced hydrogen generation. Brook was also a co-developer of the ENV Fuel Cell Motorcycle, recognized by TIME magazine and Popular Science as one of the best inventions of 2005.

Brook is named on multiple U.S. and international patents in the field of renewable energy. He holds a bachelor of science degree in chemical engineering from the University of California, Berkeley, with an emphasis in environmental technology.

Mark Randall
Chief Strategist, VP Creativity, Adobe

As a serial entrepreneur, Mark’s career conceiving, designing and marketing innovative technology spans nearly twenty years and three successful high-tech start-ups. He has fielded over a dozen products which combined have sold over a million units, generated over $100 million in sales and won a total of 15 Product of the Year, 12 Best of NAB, 7 Best of Comdex, 2 PC Magazine Technical Excellence awards, and two Emmy awards.

Products that Mark’s startups developed are used by half the Fortune 500, all branches of the U.S. government, and thousands of schools around the world. His products have been featured in Time, Newsweek, Fortune, Forbes, Wired, Rolling Stone, USA Today and NY Times. As an innovator Mark has ten U.S. patents, he’s been named to Digital Media Magazine’s “Digital Media 100” and he is one of Streaming Magazine’s “50 Most Influential People”. As an entrepreneur he’s won a national Addy award, a DemoGod award and Advertising Age’s Corporate Video of the Year.

Mark speaks and teaches frequently on entrepreneurship, innovation and strategy and has appeared on CNN, ABC, NBC and CNBC. He sold his most recent startup, Serious Magic, to Adobe Systems where he is now Chief Strategist, VP Creativity. Mark also collects exceedingly rare but mostly worthless old computers and can do two cool magic tricks.
Pedro Santos  
Founder and CEO, OsComp

Pedro conceived and invented OsComp’s near-isothermal multiphase compression technology while finishing his graduate studies in 2009 and has pioneered the additional technological and engineering developments focused on reducing the cost of transporting gas including delivered CNG on trucks and ships. He is the primary inventor named on all 7 of OsComp’s patent applications.

Pedro has been the recipient of numerous technical awards including the Goradia Innovation Prize in 2011, and was a winner in 8+ technical and business competitions. OsComp is a recipient of multiple grants from the National Science Foundation and the US DOE National Energy Technology Laboratory (NETL), most recently awarded a contract from the Research Partnership to Secure Energy for America (RPSEA) which is managed by the US Department of Energy. He has been featured on Compressor Tech Magazine, Chemical Engineering Magazine, and received the Dominican Republic presidential award in 2012 recognizing the most accomplished professional in the country under 35 years of age. He was named by Forbes as one of its inaugural “30 under 30” award in the field of energy in December 2011.

Prior to starting OsComp, Pedro served as an operations director with a Latin American affiliate of Ingersoll-Rand, one of the World’s largest compression technology and equipment companies, using his expertise to reduce the total operating costs of manufacturing operations throughout the Americas. He holds a certification as one of the youngest professionals to have attained the United States’ Department of Energy’s Airmaster+ certification in compressed air systems and has completed more than 80 industrial energy audits for compression systems.

Pedro received Bachelor of Science degrees in engineering from the Pontificia Universidad Catolica Madre y Maestra and the Rochester Institute of Technology, graduating from both with highest honors and an Master of Business Administration from the Massachusetts Institute of Technology’s Sloan School of Management (MIT Sloan) in Cambridge, MA.

Nicholas Seet  
Co-founder and CTO, SIVI, Founding CEO, Auditude

Nicholas has been a serial-entrepreneur since his first startup concept was funded and he left his software-development position at Deloitte Consulting. Since that time he has worked to refine his business skills, serving at different times as CTO, CEO, and Founder of Auditude. A part of Auditude (called IntoNow) was spun-off in 2010 and was acquired by Yahoo in 2011. In November that same year, Auditude was acquired by Adobe Systems.

Nicholas received his MBA from the UCLA Anderson School of Management in 2005. While there he participated in and won the UCLA Knapp Business Plan Competition as well as the Rice University Business Plan Competition, receiving over $1 million in funding and prizes.

Nicholas received a BS in engineering and BA in economics at Harvey Mudd College in 1999. Nicholas is Chinese by ethnicity and was born in Australia. He has two daughters, Anya and Maya. He enjoys public speaking, creative writing, and being with his wife Vivien.

Founder and CEO, AT Dynamics Inc.
Tracy Shafizadeh  
Associate Director, Lipomics Services, Metabolon

Tracy Shafizadeh received her Ph.D. in nutritional biology from the University of California, Davis. She is a associate director of Lipomics Services, a division of Metabolon. For the past 10 years, Dr. Shafizadeh has worked in the areas of personalized medicine and diagnostic development, specifically focused on the role of nutrition and metabolism in cardio-metabolic disease. Prior to joining Metabolon she served as product development manager at Tethys Bioscience, where she led the development of diagnostic tools designed to assess the risk of developing Type II Diabetes. Dr. Shafizadeh has also served in scientific and business development roles at Lipomics Technologies and numerous consulting positions for the nutrition and agTech sectors.

Dr. Shafizadeh is a 2005/06 Business Development Fellow Alumna from the Child Family Institute for Innovation and Entrepreneurship. She is a frequent guest speaker and mentor in the institute’s academies.

Andrew Smith  
Founder and CEO, AT Dynamics Inc.

Mr. Smith is Founder and CEO of ATDynamics, Inc., a company supplying aerodynamic “TrailerTails®” for tractor-trailers capable of saving the North American trucking industry over $20 billion in fuel expenditures and 40 million tons of carbon emissions over the next decade. Mr. Smith is responsible for taking ATDynamics from a business plan to a multimillion dollar company with 25+ employees servicing the largest and most fuel efficient trucking companies in the country. Mr. Smith’s career has focused on the commercialization of environmental technology including work with wind energy, electric vehicles and sustainable international development. When not focused on solving energy, economic development and conservation challenges, Andrew is a high altitude mountaineering expedition leader and a father. He holds an undergraduate degree in Physics from Middlebury College and an MBA from the Tuck School of Business at Dartmouth.

Michele Wong  
CEO, Synergex International Corporation

Michele Wong has served as the CEO of Synergex International Corporation since 1996. She started with the company in 1982. Under her leadership, the company has grown from a 20-employee, one-product firm into an internationally recognized technology innovator with a wide range of products installed in all 50 US states and more than 80 nations. In addition, Michele currently serves as interim executive director of the Powerhouse Science Center – future home of the Discovery Museum, overseeing current operations while spearheading the Museum's capital campaign.

Michele has been named one of the “Best and Brightest in Sacramento” by Sacramento Magazine, and her executive experience includes positions on the boards of the Leukemia & Lymphoma Society, KVIE Public Television, the Sacramento Metro Chamber of Commerce, Sacramento Area Regional Technology Alliance (SARTA), and the University of California, Davis External Research Advisory Board.

She is a frequent guest speaker in our Entrepreneurship Academies and workshops.
Hyatt Place UC Davis  
173 Old Davis Road Extension  
Davis, CA 95616

UC Davis Center for Entrepreneurship  
Graduate School of Management  
Gallagher Hall – Great Room  
University of California, Davis  
9399 Old Davis Road  
Davis, CA 95616

Putah Creek Lodge  
University of California, Davis  
Putah Creek Dr.  
Davis, CA 95616

de Vere’s Irish Pub  
17 E Street  
Davis, CA 95616
Site Visit One A
HP, webOS
Sunnyvale, CA

Since its debut in 2009, webOS has had a faithful following of users and developers. HP has opened up webOS to the Open Source community to further innovate this web-centric platform. Learn more about the next generation of webOS by visiting our Open Source project sites for Enyo (enyojs.com) and Open webOS (openwebosproject.org).

Guest Speaker and Host: Alex Kazim, Senior Vice President

Site Visit One B
MediaSpike
Mountain View, CA

MediaSpike provides a native monetization platform for applications - taking the time, expense, and pain out of advertisers and developers trying to individually find and pair with each other. MediaSpike has been built from the ground-up to be a frictionless end-to-end solution for advertisers and developers alike. Imagine, with a few mouse clicks, the generic energy potion could become a real energy drink. An uninspired game coffee map could be rebranded to a major coffee chain. A generic game character could be replaced with a mascot. Imagine background music with the latest top-40 hits, in-game televisions that play the latest movie trailers - the possibilities are endless with the MediaSpike platform!

We make it simple for advertisers to occupy an available placement, to preview the placement in-game before it goes live and to set impression targets. We make it trivial for game developers to make interactive placements available in their game worlds and to approve of individual ads before they go live. We provide up-to-date statistics on live placements so you can track how well a particular ad is doing and how users are reacting to it in-game.

Guest Speaker: Blake Commagere, Founder and CEO, MediaSpike
Host: Riaz Karamali, Partner, Pillsbury Winthrop Shaw Pittman LLP

Pillsbury Winthrop Shaw Pittman LLP
Palo Alto, CA

Having done cutting-edge legal work for hundreds of Silicon Valley success stories, Pillsbury’s Silicon Valley office understands the key challenges and opportunities facing emerging growth companies. Our attorneys have extensive experience in corporate transactions including initial public offerings, mergers and acquisitions, complex commercial and corporate arrangements, and securities litigation. We also offer considerable knowledge and experience in all aspects of intellectual property law—both prosecution capabilities and trademark and patent litigation.

The Silicon Valley office provides counsel to a range of clients, from emerging companies—the Fortune 500 companies of tomorrow—to large public companies and major institutions.
Site Visit Two A
Coursera
Mountain View, CA

Coursera is an education platform that partners with top universities and organizations worldwide, to offer courses online for anyone to take, for free. We envision a future where everyone has access to a world-class education. We aim to empower people with education that will improve their lives, the lives of their families, and the communities they live in.

Guest Speaker and Host: Andrew Ng, Co-founder

Site Visit Two B
Khosla Ventures
Palo Alto, CA

Khosla Ventures is a private equity and venture capital firm specializing in seed, start up, early venture, mid venture, late stage venture, emerging growth, and growth capital investments. The firm seeks to invest in sectors such as energy efficiency; sustainability; education; medtech; storage; mobile; pharmaceuticals; life sciences; computing; mobility; information technology; telephone equipment; wireless telecommunication services; mobile data services; internet with a focus on online services; personalized medicines; alternative energy; water utilities with a focus on water purification; cloud services; internet retail; silicon technology; high efficiency engines; new materials; and clean technology areas such as bio-refineries for energy and bioplastics, solar, battery, technologies in clean energy, big data, storage, security, healthcare, food, agriculture and semiconductors; and other environmentally friendly technologies. It seeks to invest in United States and China. The firm typically invests between $0.1 million and $20 million in its portfolio companies. It seeks to have a board seat in its portfolio companies. Khosla Ventures was founded in 2004 and is based in Menlo Park, California.

Guest Speaker and Host: Andrew Chung, Partner

Site Visit Three A
Kleiner Perkins Caufield & Byers
Menlo Park, CA

Kleiner Perkins Caufield & Byers (KPCB) is a venture capital firm located on Sand Hill Road in Menlo Park in Silicon Valley. The Wall Street Journal and other media have called it one of the “largest and most established” venture capital firms[1] and by Dealbook as “one of Silicon Valley’s top venture capital providers”.

KPCB specializes in investments in incubation and early stage companies. Since its founding in 1972, Kleiner Perkins Caufield & Byers has backed entrepreneurs in more than 500 ventures including AOL, Amazon.com, Citrix, Compaq, Electronic Arts, Genentech, Genomic Health, Google, Intuit, Juniper Networks, Netscape, Sun, Symantec, Verisign, WebMD and Zynga. KPCB focuses its global investments in three practice areas – digital, greentech and life sciences.

Guest Speakers and Hosts: Dave Mount, Partner and Brook Porter, Partner
**Site Visit Three B**
**Plug and Play Tech Center**
Sunnyvale, CA

Plug and Play Tech Center is a business accelerator that specializes in growing tech startups. Headquartered in Sunnyvale, CA, Plug and Play’s global network includes 300+ tech startups, 180+ investors and a community of leading universities and corporate partners. From unique industry networking events, education and immersion programs to M&A, Plug and Play has everything tech startups need to get organized, connect and grow.

**Guest Speaker and Host:** Yassi Taromi, Startup Camp Director

**Site Visit Four A**
**Google**
Mountain View, CA

Google provides search and advertising services, which together aim to organize and monetize the world’s information. In addition to its dominant search engine, it offers a plethora of online tools and platforms including: Gmail, Maps, YouTube, and Google+, the company’s extension into the social space. Most of its Web-based products are free, funded by Google’s highly integrated online advertising platforms AdWords and AdSense. Google promotes the idea that advertising should be highly targeted and relevant to users thus providing them with a rich source of information.

Google has also made strong moves into the web-based apps space with acquisitions of Jotspot (documents), 2Web Technologies (spreadsheets) and Zenter (presentations). The company has also made a splash with the acquisitions of YouTube, DoubleClick and Feedburner.

**Guest Speakers:** Matt Amacker, Staff Engineer and John Toccalino, OSP Manager  
**Host:** Zafir Khan, Associate Product Marketing Manager

**Site Visit Four B**
**Square**
San Francisco, CA

Square is making commerce easy for everyone. Whether a business needs to accept credit cards, manage a full point-of-sale system, or sell online, Square offers simple and affordable tools so businesses of all sizes can start, run, and grow. The company began with a free credit card reader for iPhone, iPad, and Android devices, allowing businesses to accept credit cards anywhere, anytime, for one low, transparent rate. Square now offers a full suite of hardware and software tools including Square Register, Square Stand, Square Market, Square Wallet, and Square Cash. Founded in 2009 and headquartered in San Francisco, Square is currently available in the United States, Canada, and Japan.

**Guest Speaker:** Ricardo Reyes, Vice President of Communications and Brand Marketing, Square  
**Host:** Crishia Herrera, University Recruiting