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ARCHIVES - 2004

University of California San Diego Workshop Agenda

8:30-9:00

Refreshments

9:00-9:10

Introduction

Steve Halpern – Managing Director, William J. von Liebig Center, Jacobs School of Engineering, UCSD

9:10-9:45

Entrepreneurship in a University

Mike Heller-Professor of Bioengineering and Electrical & Computer Engineering, UCSD

9:45-10:30

Finding and Assessing Opportunities

Roger Bohn – Associate Professor of Management, IR/PS, UCSD

Paul Kedrosky – Academic Director, William J. von Liebig Center, Jacobs School of Engineering, UCSD

10:30-10:45

Break

10:45-11:30

Customers for New Technologies (Panel)

T. (Soma) Somasundaram – Chair – Associate Professor of Marketing, School of Business, USD

Hal DeLong- Independent Consultant

Rob Hutter- Partner, Revolution Ventures, Inc.

Dick Larkin – Vice President, Internet, TransWestern Publishing

Avi Spier- Founding President and CEO, Allon Therapeutics

11:30-12:00

Delivering the Pitch

Diane West – President & Co-Founder, 2Connect

12:00-12:10

Lunch Prep

12:10-1:00

Lunch

Ray Smilor - Executive Director of the Beyster Institute, Rady School of Management, UCSD

1:00-1:45

Identifying and Protecting Intellectual Property (Panel)

Craig Andrews – Chair - Co-chair of Heller Ehrman's Venture Law Group

Ken Olson - Board member and individual investor

William Decker-Assistant Director, Physical Science Licensing

Joseph Maloney- Partner, Mayer, Brown, Rowe & Maw LLP

1:45-2:30

Creating a Compelling Business Plan

Steve Halpern – Managing Director, William J. von Liebig Center, Jacobs School of Engineering, UCSD

2:30-2:45

Break

2:45-3:30

Financing New Technologies (Panel)

Paul Kedrosky – Chair - Academic Director, William J. von Liebig Center, Jacobs School of Engineering, UCSD

Brian Ganz – Chairman & Chief Technology Officer, RoboDesign

Tim Rueth – Private Investor/Consultant, Tech Coast Angels

Tod Lauerma- Chief Business Officer, Egea Biosciences

David Urso – Principal, Forward Ventures

3:30-4:00

Closing Comments

Paul Kedrosky – Academic Director, William J. von Liebig Center, Jacobs School of Engineering, UCSD

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