

**KatE145: Technology Entrepreneurship
Opportunity Analysis and Execution Project Mentors**

Katherine Barr

Partner, Mohr Davidow Ventures

Team mentoring with Erin Turner

Katherine Barr is a member of the investment team at MDV focused on Internet-enabled companies. Prior to joining MDV, she was a Senior Consultant at Vantage Partners (spin-off of the Harvard Negotiation Project) helping high tech clients such as IBM, Cisco and HP to better negotiate and manage their critical business relationships (including customer, supplier, outsourcing service provider or buyer, and alliance partners). Before Vantage, she worked as a Product Development Manager at HSA, an education technology startup in Boston, leading a team that developed multi-media products and online learning systems.

Katherine teaches a yearly Professional Education Negotiation program for the School of Engineering at Stanford. During her graduate studies at Stanford, she was a research and teaching assistant for the US-Asia Technology Management Center in the Dept. of Electrical Engineering. She was also involved in running the E-Challenge business plan competition for BASES (Business Association of Stanford Engineering Students).

Katherine received her B.A. from McGill University, and completed an M.A. and the M.S. core curriculum in Management Science and Engineering at Stanford University.

Erin Turner

Senior Director, Trion World Network

Team mentoring with Katherine Barr

Erin Turner is Senior Director of Publishing & Web Services for Trion World Network, the publisher and developer of games and original entertainment for a connected world. At Trion, Turner leads the online publishing division to deliver connected-client applications & services for the global market. This includes product strategy and development for web, mobile, e-commerce, and syndication.

Armen Berjikly

Founder & CEO, Experience Project

Team mentoring with Daniel Dorosin

Armen Berjikly graduated from Stanford with a BS in Computer Science, and a MS in Management Science, with a focus on Entrepreneurship. Armen was also a Mayfield fellow, and worked at his Mayfield company, Echelon Corporation, after graduation as a product manager responsible for launching an enterprise hardware and software product line in the green energy space from paper requirements to final delivery. After a close friend's diagnosis with a serious illness, Armen started work on Experience Project, Inc, an online venue for people to connect with others who share their life experiences and can provide each other with personalized support and information.

Daniel Dorosin

Partner, Fenwick & West LLP

Team mentoring with Armen Berjikly

Mr. Dorosin has over 15 years of experience in counseling emerging growth companies in all aspects of their business, both as outside counsel and as a corporate executive. At Fenwick & West, he focuses on the representation of start-up companies and venture capital

firms in their investments in portfolio companies. He has a particular expertise in guiding start-ups and investors through complex commercial negotiations and financing transactions, joint ventures, strategic partnerships and mergers and acquisitions.

Previously, Mr. Dorosin was Vice President, Corporate Development and General Counsel at Instill Corporation. Prior to Instill, Mr. Dorosin was Vice President, General Counsel and Secretary of Cidco Incorporated (NASDAQ: CDCO) and was Senior Vice President, Business Affairs, General Counsel and Secretary of Crystal Dynamics. Mr. Dorosin began his career at the Palo Alto law firm of Gray Cary Ware & Freidenrich, where he was elected partner in the corporate group in 1993. Mr. Dorosin, who is a frequent lecturer at continuing education courses, graduated from Stanford University in 1982 with a BA in Economics with Distinction and received his JD from UCLA in 1986. He lives in Palo Alto with his wife Fern and their son and daughter.

Education: University of California, Los Angeles, J.D., 1986
Stanford University, B.A. with distinction in economics, 1982

Soujanya Bhumkar

CEO, Cooliris

Soujanya Bhumkar is the CEO of Cooliris, which is creating the world's best client for rich content navigation and discovery. At Cooliris, Soujanya leads the business functions while staying especially focused on user acquisition.

Prior to Cooliris, Soujanya co-founded Vazu, which was in the business of connecting desktops to mobile phones. Vazu was unsuccessful - a fact that continues to enhance his driving force.

Soujanya also co-founded Tamarind, a profitable company in the business of HR performance evaluation. Tamarinds' premise is that "your opinion about someone else's performance is proportional to your own performance - as determined by the network". Before Tamarind, Soujanya worked at Panopticon as the first business employee, solving the challenge of intelligent recommendations for online merchandizing. Soujanya and his team grew the business and in assisted the company's \$100M acquisition by Kana in late 2000. Soujanya subsequently headed the integration team.

In 1999, Soujanya completed his full-time MBA from the University of Chicago after working in the consumer food industry with Pioneer Foods and Nestle. Soujanya has a Masters in Chemical Engineering and stays extremely close to his family and friends.

Shawn Carolan

Managing Director, Menlo Ventures

Shawn joined Menlo Ventures in 2002 and has focused primarily on connected software and services. He represents Menlo Ventures on the boards of CinemaNow, IMVU, PlayPhone, Playspan and TeleNav, and is involved with the firm's investments in ePAC and MobiTV. Before joining Menlo, Shawn was a management consultant for Booz-Allen & Hamilton, after spending most of his career in software development and engineering

management positions. He was Manager of Software Architecture for Open Port Technology, a start-up that created Internet-based messaging software for data carriers, where he authored US Patent #6,965,569. Prior to that, Shawn worked at Motorola's Cellular Infrastructure Group and Wireless Data Group, Sprint PCS, and the University of Illinois' Center for Computational Electromagnetics. Shawn is a graduate of the Stanford University Graduate School of Business (M.B.A.) and the University of Illinois, Champaign (B.S. and M.S. in Electrical Engineering).

Charles Hudson **Director of Business Development, Gaia Online**

Charles is the Director for Business Development at Gaia Online, the fastest growing online hangout for teens. In his role, Charles focuses on distribution and content licensing opportunities for Gaia.

Prior to Gaia, Charles was a Manager for New Business Development at Google, focused on developing new partnership opportunities for the company's early-stage products in the advertising, mobile, and e-commerce markets. Prior to joining Google, Charles was a Product Manager for IronPort Systems, a leading provider of anti-spam hardware appliances. Earlier in his career, Charles was a Sr. Associate with In-Q-Tel, the strategic venture capital group for the Central Intelligence Agency. In his role as a Senior Associate, Charles covered the information security sector, with a focus on identifying investment opportunities with the potential to deliver significant value to the CIA and the commercial market in the short and long term.

Charles holds an MBA from the Stanford Graduate School of Business and a B.A. in Economics and Spanish from Stanford University. In addition to his work at Google, Charles is on the Advisory Board for BizWorld, a non-profit focused on educating students about business, and the MIT/Stanford Venture Lab, a non-profit focused on connecting entrepreneurs, ideas, and capital.

Keith Lee **CEO, Booyah, Inc.**

Keith Lee is CEO of Booyah Inc, a stealth startup company funded by Kleiner Perkins Caufield & Byers. Booyah focuses on emerging technologies in the mobile and web space. Specifically, Booyah is creating a consumer facing product focused on life's aspirations, user experience, entertainment, and content creation.

Mr. Lee has a proven track record in the interactive entertainment industry. From 2002 to 2005, Mr. Lee worked at Insomniac Games as Lead Programmer and Project Manager. In 2006, he transitioned to be Lead Producer at Blizzard Entertainment, the creator of World of Warcraft, Warcraft, Diablo, and Starcraft franchises.

Prior to entering the gaming industry, he worked at several investment banks, including Morgan Stanley and Goldman Sachs. Mr. Lee graduated with a BS in Computer Science and a BA in International Relations and Economics from Stanford University.

Sergio Monsalve **Principal, Northwest Ventures**

Sergio is a venture capital investor at Norwest Venture Capital (www.nvp.com) where he is focused on investments in the consumer internet and software sectors. Prior to NVP, Sergio was the first business executive and Vice President of Marketing at Photobucket, Inc., which was sold to News Corp for \$300 Million. At Photobucket, Sergio drove viral marketing, public awareness, and user experience, which helped accelerate Photobucket's growth to more than 25 million unique visitors per month in just a few years from inception. Photobucket is now one of the top 50 most visited sites on the internet and the leading photo & video hosting and sharing service on the internet. Prior to Photobucket, Sergio was Director of New Ventures at eBay, Inc. where he developed and led eBay's digital goods marketplace and its consumer created content efforts. Sergio was responsible for launching several successful products and services including catalogs via a partnership with CNet. Prior to that, Sergio was General Manager of the consumer electronics marketplace at eBay, which he grew from \$150 million to over \$500 million in gross merchandise sales in 3 years. Prior to eBay, Sergio was the co-founder and led sales and marketing at Cymerc from inception to more than \$15 million in sales. Sergio has also worked in a variety of roles at various business software and services companies such as Siebel Systems, Portal Software, and Morgan Stanley. Sergio serves on the board director of Adzilla and Fatdoor; he is also an advisor to several startups. Sergio is an officer of the Harvard Business School Tech Club, which he helped start and grow to one of the largest alumni networking organizations in the country.

Sergio holds an MBA from Harvard Business School and a Bachelor of Science Degree in Industrial Engineering from Stanford University.

Rajat Paharia

Founder & CEO, Bunchball, Inc.

Rajat Paharia is the CEO and founder at Bunchball Inc. Prior to Bunchball, Mr. Paharia served as a Director in the Software Experiences Practice at IDEO, where he spent four years executing and managing design and innovation work for clients in a diverse range of industries. Before IDEO, Mr. Paharia worked in various engineering, research and management positions for ViewStar, IBM Research and Philips Consumer Electronics. Mr. Paharia received his BA in Computer Science from UC Berkeley and MS from Stanford University in Computer Science, with a focus on Human Computer Interaction. Bunchball partners with companies looking to enhance their online communities by adding casual gaming products that give the communities a new level of interaction and loyalty

Eric Ries

Internet Advisor, Kleiner Perkins Caufield & Byers

Eric Ries became a Venture Advisor at Kleiner Perkins Caufield & Byers, after co-founding and serving as Chief Technology Officer of IMVU. He is the co-author of several books including *The Black Art of Java Game Programming* (Waite Group Press, 1996). While an undergraduate at Yale University, he co-founded Catalyst Recruiting. Although Catalyst folded with the dot-com crash, Ries continued his entrepreneurial career as a Senior Software Engineer at There.com, leading efforts in agile software development and user-generated content. In 2007, BusinessWeek.com named Ries one of the Tech's Best Young Entrepreneurs. He serves on the advisory board of several technology startups including pbWiki, Bunchball, SpeedDate, Causes and KaChing.

Spencer C. Tall**Managing Director, Allegis Capital**

Spencer C. Tall joined the Allegis team in 2004. Prior to Allegis Capital, Mr. Tall was a co-founder and General Partner with APV Technology Partners for three funds over 10 years. In addition, Mr. Tall was a co-founder of Asia Pacific Ventures LLC, a consulting and advisory service firm where, over a 13-year period, he assisted more than 50 technology companies in their Asia expansion plans. Mr. Tall currently serves on the boards of Allegiance, IMVU, Symplified and AvaLAN Wireless. Prior investments include E.piphany (EPNY), Web TV (acquired by MSFT), One Touch Systems (acquired by Hughes Satellite), Locality (acquired by e2Grow), and North Systems. Mr. Tall has a Bachelor of Science degree in Political Science and Japanese from BYU.

Neil Young**Founder & CEO, ng:moco**

Neil Young is the founder and CEO of ng:moco, a KPCB and Maples Investment funded iPhone gaming platform. Neil was one of the rock star game development executives who was responsible for top-selling games, such as The Lord of the Rings titles to The Sims 2. He was also an executive in charge of EA's most important upcoming title, "Spore," which also included an iPhone game. Most recently, he was running the Blueprint Group at EA, which included EA's Maxis division, the Spore franchise and the relationship with Steven Spielberg.