

Caltech/MIT Enterprise Forum
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Social Networks and the Entrepreneurial Reality:
Fertile Platform or Investment NutWorks?

KEYNOTE SPEAKER

Jason Feffer
CEO, Founder
SodaHead.com

Jason Feffer has a highly successful, eight-year history of Internet startup experience, leading up to his most recent endeavor, Sodahead.com. Prior to Sodahead.com, Mr. Feffer was instrumental in launching MySpace in 2003, which sold to News Corp for \$580 million. During his three years with MySpace, Mr. Feffer served on the executive committee as VP Operations while the membership grew to over 100 million. To date, Mr. Feffer represents the most senior member of MySpace to have launched his own Internet based company.

In 1999, Mr. Feffer joined his first dot-com startup, Creative Planet (acquired by United Entertainment Media and Entertainment Partners), where he lead the technology efforts of two dozen web sites that generated advertising revenue from a loyal readership of several hundred thousand film and television professionals. Preceding his efforts in the dotcom world, Mr. Feffer worked at Davidson & Associates (acquired by Vivendi Universal Games) and then Activision on online and offline entertainment and educational projects. Mr. Feffer holds a bachelor's of fine arts degree from the University of Southern California's school of Cinema-Television. A second-generation Angelino, Mr. Feffer has a wife and three children.

SodaHead.com, which launched in 2006, is the next generation in Internet forums: it pairs questions and answers with social features such as custom profiles, video and pictures, groups and messaging. Combined with the most advanced polling widget, SodaHead offers the premier opinion-based network on the Internet. Mohr Davidow Ventures led the funding, which included Tech Coast Angels.

ENTREPRENEURIAL VENTURE

Mark Jeffrey
Chief Technical Officer
Mahalo.com

Mark Jeffrey is currently CTO of Mahalo.com, Inc., a new social-powered search engine backed by Sequoia, CBS, Newscorp, Elon Musk and others. Prior to Mahalo, Mark co-founded three internet companies and wrote two novels. In 2002, he co-founded business social networking company ZeroDegrees, Inc. and sold it to IAC/InteractiveCorp in 2004 with more than one million registered users. In 1999, he co-founded and was CEO of SuperSig, Inc. an html email company with customers including Williams-Sonoma, ITXC (a VoIP company), and Yahoo / Launch Media.

Mark has been named one of '50 to Watch' by Variety Magazine, selected as one of the "Digital Coast 50' by the Silicon Alley Reporter, and one of the "Heroes of Multimedia" by Entertainment Weekly. His first company, The Palace, Inc., was backed by Time Warner, Intel and Softbank in 1995 and sold to Communities.com in 1998. The Palace was a popular avatar virtual world environment that grew to 10 million users at its peak. Selected 'The Best of 1996' by

Entertainment Weekly, it received numerous other awards and coverage including a Webby Award nomination. A podcast audiobook of Mark's first novel, "*Max Quick Book One: The Pocket and the Pendant*" has received over 1.7 million downloads to date.

PANELISTS

Joe Jasin

Vice President, Corporate Development
SK Telecom International

Joe Jasin has built an international career within the wireless telecommunications industry, with depth of experience that spans more than 14 years. His background includes roles in technology, business operations, corporate strategic investments and founder of two wireless businesses. Currently he serves as Vice President of Corporate Investments for SK Telecom, the largest mobile operator in Korea. SK Telecom's investments include the U.S.-based MVNO Helio, and, a \$1 billion dollar investment in the Chinese mobile operator China Unicom.

Mr. Jasin's outside activities also focus in large part on Asia. He presently holds positions with numerous committee and industry groups. Mr. Jasin is the founder and chair of the Software Development Forum's Mobile Internet group; formal advisor to the U.S. State Department's Office of Commerce and Information Policy APEC Telecommunications Affairs; and member of CTIA's Wireless Internet Caucus

The U.S. -based SKTI team manages business incubation, corporate partnerships and investments, serving as the business gateway to global partners for parent company SK Telecom. SKTI enables SK Telecom to compound its high-technology edge and international expansion by investigating, developing and delivering transcending innovative companies through technology transfer, integration and investment.

Tony Karrer, Ph.D.

Chief Executive Officer/Chief Technical Officer
TechEmpower

Tony Karrer is CEO/CTO of TechEmpower, a software, web and eLearning development firm based in Los Angeles. He has twenty years' experience as a CTO and leader of software development. Dr. Karrer also has 11 years experience as an associate professor of Computer Science. He has been the CTO for several start-ups, most notably eHarmony. His work in eLearning and Performance Support has won awards and has led him into engagements at many Fortune 500 companies including Credit Suisse, Royal Bank of Canada, Citibank, Lexus, Microsoft, Nissan, Universal, IBM, Hewlett-Packard, Sun Microsystems, Fidelity Investments, Symbol Technologies and SHL Systemhouse. Dr. Karrer was valedictorian at Loyola Marymount University, attended the University of Southern California as a Tau Beta Pi fellow, one of the top 30 engineers in the nation, and received a M.S. and Ph.D. in Computer Science. He is a frequent speaker at industry and academic events and is the author of eLearning Technology an award winning eLearning blog.

Stuart MacFarlane

Managing Director
Momentum Venture Management

Stuart brings more than 10 years of consumer internet and new media experience to Momentum Venture Management, with a strong track record of launching popular online destinations. He joined Momentum after serving as founding CEO of Insider Pages, a social network-powered search engine backed by Idealab, Sequoia Capital, and Softbank Capital, and which was acquired by Citysearch in 2007. Previously he was VP of New Ventures at Idealab,

where he advised portfolio companies in business development, fundraising and new product development. Prior to joining Idealab, Stuart was Managing Director of Digital Media Services at Loudeye Technologies, Co-Founder and Chief Operating Officer at MXG Media, and was also a consultant at Bain & Company. He started his career in the pharmaceutical industry with SmithKline Beecham. He holds an MBA from Harvard Business School and a Bachelor's Degree from Cornell University.

Andrew Shaindlin

Executive Director

Caltech Alumni Association

An alumni relations professional since 1989, Andy Shaindlin became Executive Director of the Caltech Alumni Association in 1999. Previously he worked at Brown University (his alma mater, A.B. 1986, International Relations) and at the University of Michigan (Ann Arbor).

Andy is the author of the only blog for alumni professionals: Alumni Futures (<http://www.alumnifutures.com>) and also has written numerous articles and book chapters on technology in higher education. Involved with the Council for Advancement & Support of Education (CASE) since 1989, he was vice chairman of its Commission on Alumni Relations, and chaired EDUCAUSE's Task Force on Identity Management in higher education. He co-chaired the CASE Technology Forum and chaired the Minary Conference on Alumni Education. Andy has presented at dozens of conferences, including CASE's Advancement Summit, the Canadian Council for the Advancement of Education, the Council of Alumni Association Executives, and the European Association for International Education.

Andy is a member of the Association of Private College and University Alumni Directors, and serves on the Advisory Board of Higher Ed Experts, and on the CASE Web Advisory Committee. He also serves as a paid consultant on occasion. In his spare time he is pursuing a M. Ed. at Claremont Graduate University. He lives in Pasadena, California with his wife and daughter, and the family's two dogs.

MODERATOR

Michael M. Krieger, J.D., Ph.D.

Willenken Wilson Loh & Lieb LLP
and Astrobotic Technologies, Inc.

Michael Krieger has practiced high technology business and intellectual property law for more than 20 years. His practice focuses on strategic counseling, litigation and preventive methods to both secure and exploit clients' key IP assets, from patents to web content. This emphasis ranges from patent litigation to issues involving development, licensing, services, and dispute resolution in the software and Internet arenas. His clients have included both start-ups and industry leaders, as well as the United Nations and technology transfer initiatives. He also has been an expert in technology litigation.

With degrees in mathematics (B.S., Caltech; Ph.D., UCLA) and law (UCLA), he spent 15 years on the MIT Mathematics and UCLA Computer Science faculties and as a Fulbright Scholar prior to practicing law. This background catalyzed early involvement with the law affecting encryption, the domain name-trademark clash, and open source, as well as IP litigation for content providers and patent holders. He organized and frequently teaches a graduate seminar in technology law and business issues for UCLA's Computer Science Department. Currently he is Of Counsel to the Los Angeles litigation boutique Willenken Wilson Loh & Lieb LLP, and is serving as General Counsel/VP Business Development for Astrobotic, a start up committed to winning the Google Lunar X-Prize during Summer, 2009.

CO-PRODUCERS

Lynn Foster

Emerging Technologies Director
Greenberg Traurig L.L.P.

Lynn E. Foster is the Emerging Technologies Director of Greenberg Traurig, L.L.P., one of the largest law firms in the United States. In this position he advises technology companies on technology transfer, patent licensing, strategic partnerships and raising capital. Prior to joining Greenberg Traurig Mr. Foster held technology industry positions in corporate, entrepreneurial and government settings, among them managing software development in the aerospace industry, heading a startup, and managing a seed stage commercialization grant program. He serves on Advisory Boards for the Nano Science and Technology Institute and the International Engineering Consortium, as well as the Executive Committee of the Caltech/MIT Enterprise Forum. He authored the first *Nanotechnology Trade Study* and has directed eight Nanotechnology conferences and trade missions. He holds an MBA and a B.S. in Production and Operations Management.

Stephanie Yanchinski

Executive Director
Entretech

As Founding Executive Director, Ms. Yanchinski has launched Entretech with Caltech and the City of Pasadena in 2000. Entretech has grown to over 250 members, and has become the premier business development and networking organization in Greater Los Angeles. Entretech offers networking events and business training workshops, group purchase programs, a referral service and an interactive website. It recently expanded its reach to include Greater Los Angeles with the three intellectual powerhouses UCLA, USC and Caltech now on its Board.

A graduate of McGill University, in Canada, Ms. Yanchinski trained as a scientist and pursued medical research in hormone metabolism in Canada and the UK, where she earned a second degree before turning to a career in science journalism. She worked for the leading British science publication *New Scientist* as Biosciences Editor, where she won Britain's foremost prize for science reporting. As European bureau Chief for McGraw Hill's newsletter *Biotechnology Newswatch*, and through her writings for *Business Week*, the *Financial Times* newspaper, *The Times* and *Guardian* newspapers and European investment newsletters, she tracked the emergence of the biotechnology industry in Europe.

An award-winning writer and marketing and communications specialist with a science background, Ms. Yanchinski successfully built and managed a business consulting company serving a diverse clientele in the high tech arena. First established in London UK, she operated successfully in Europe, Singapore and Toronto, Canada. In Toronto, she drove the foundation stages of a \$20 million medical science incubator, located in the downtown core and ran a \$1.5 million CEO mentoring and training program. Ms. Yanchinski has authored two books on biotechnology. As Executive Director of Entretech she is responsible for overseeing all aspects of strategic planning and operations, including fund-raising, membership, programming and promotion.

Richard Hsu

Partner
Townsend and Townsend and Crew L.L.P

Richard Hsu is a Partner at the law firm of Townsend and Townsend and Crew LLP, and Chair of its Technology Transactions Practice. Based in Palo Alto, he has extensive experience in licensing, development, acquisitions, service, purchase and other partnering agreements for a

variety of industries, including semiconductors, life sciences, medical devices, hardware, software, nanotechnology, entertainment, multimedia and telecommunications. Prior to joining Townsend, Mr. Hsu was a Senior Attorney at Venture Law Group. Before moving to the Bay area, he was general counsel for Cyrano Sciences, Inc. (acquired by Smiths Detection), a venture-backed company founded by Caltech Nobel Laureate Robert H. Grubbs. Mr. Hsu holds degrees from Columbia Law School (JD) and Caltech (BS).

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We are a strategic partner to our clients and have broad and extensive experience representing companies from start-up through liquidity in complex private and public transactions. We assess our clients' business needs and develop innovative legal strategies to help them achieve their goals, directly undertaking those matters for which we have substantial expertise, and identifying and managing the most appropriate legal resources to handle specialty areas outside of our core disciplines.