

**War Stories from the Front Line**  
**Critical Insights on Building a Successful Venture in Challenging Times**

**SPEAKERS**

**Jonathan Greenblatt**

*CEO*

GOOD Worldwide, Inc.

[www.good.is](http://www.good.is)

Jonathan Greenblatt is a successful social entrepreneur, and an acknowledged thought leader on ethical branding. Founded in 2006, GOOD Worldwide is an integrated media company for people who want to live well and do good. Its products include the award-winning print title, *GOOD magazine* and [www.GOOD.is](http://www.GOOD.is) <<http://www.GOOD.is>> an online destination updated daily with fresh editorial and video features. The company has received considerable praise for its unique content that blends entertainment and relevance as well as its innovative programs such as the Choose GOOD campaign through which it allows consumers to donate 100% of their subscription fee to non-profit organizations. Choose GOOD already has generated more than \$1 million for leading non-profit organizations around the world.

Greenblatt co-founded Ethos Water, the premium bottled water that helps children around the world get clean water. In 2005, Starbucks Coffee Company purchased Ethos Water, one of only a handful of non-coffee business acquisitions in Starbucks' 30-plus year history. Greenblatt then joined the company as Vice President of Consumer Products and served on the Board of Directors of the Starbucks Foundation until his departure from Starbucks in 2006.

Greenblatt started his career on the 1992 "Clinton for President" campaign. After working at the national headquarters in Little Rock, AR, Greenblatt served as an aide in the Clinton White House and US Department of Commerce. He is a faculty member at the Anderson Graduate School of Management at UCLA where he teaches social entrepreneurship.

**Beau Laskey**

*Managing Director*

Steamboat Ventures

[www.steamboatvc.com](http://www.steamboatvc.com)

Beau Laskey is a Managing Director of Steamboat Ventures. Beau has spent the last 15 years in technology, finance and operational leadership roles where he focused on media, entertainment and consumer infrastructure technologies.

Beau currently serves on the boards of [Kapow Technologies](#) and [Ontela](#). Beau's prior investments include Zyray Wireless, acquired by [Broadcom](#) (NASDAQ: BRCM), Clarity Technologies, acquired by [Cambridge Silicon Radio](#) (LSE: CSR), [Sircon](#), acquired by Vertafore, [Arbor Networks](#), [Alfalight](#), [Arxan Technologies](#), [IntelePeer](#), [RockeTalk](#), [Greenplum](#), and [Xtera Communications](#).

**Caltech/MIT Enterprise Forum**  
**January 10, 2009**

Early in his career, Beau was a Managing Director of EDF Ventures in San Diego, an early stage venture capital fund. Beau started his career as an officer in the SEAL Teams and completed deployments with SEAL Team One and Eight to Southeast Asia, the Middle East and the Mediterranean.

Beau received a BS in Economics and General Engineering with Merit as a graduate of the US Naval Academy, and received an MBA with Distinction in Entrepreneurship and Corporate Strategy from The University of Michigan Business School.

**Tom McGovern**

*CEO*

Snap.com

[www.snap.com](http://www.snap.com)

Tom McGovern is a founder and CEO of Snap.com a distributed media company which offers services in the visual search (Snap.com) and content distribution (Snap Shots) sectors. Snap is financed by the Mayfield Fund and Idealab.

In 1999, Tom founded a successful e-commerce company with Idealab, which was acquired by PETsMART, Inc. a leading multi-channel marketer. Tom served as President and CEO of the division of PETsMART, managing the Internet and traditional direct marketing businesses. Tom returned to Idealab in 2003 to explore new internet marketing and search opportunities. Prior to that, Tom was Senior Vice President with Warner Bros. and a management consultant. He started his career at Price Waterhouse.

Tom serves on a number of private company boards and is a graduate of the Harvard Business School and earned his B.S. from the University of Colorado.

**Phil Ressler**

*President & Chief Executive Officer*

BigStage.com

[www.bigstage.com](http://www.bigstage.com)

Prior to joining Big Stage, Phil served as Vice President at Clearstone Venture Partners, where he provided operating perspective on investment evaluations, decisions and guidance of portfolio companies.

Phil has been engaged in building businesses in technology, consumer electronics and advertising sectors since 1979, including 16 years in executive and management positions in software and Internet companies. His technology career is comprised of executive marketing positions in raw start-up, growth-stage and public companies ranging from pre-product, pre-revenue to billion-dollar environments. Phil has been part of executive teams that raised over \$100 million in capital for growth companies and he has created market demand for well over \$600 million in incremental new product sales in the software sector, in addition to sustaining base revenues.

Whether in turn-around or start-up efforts, Phil has propelled early-stage and established companies through mainstream acceptance and revenue growth from groundbreaking product innovations, including object-oriented development tools, enterprise client/server tools and databases, collaborative groupware, software change management, Internet and enterprise

**Caltech/MIT Enterprise Forum**  
**January 10, 2009**

business performance applications. His technology career includes executive positions at Nantucket Corporation, Lotus, Gupta, Continuous Software, inquiry.com and Callidus Software.

Phil received an MA in political development and comparative politics from University of Connecticut and a BA in political science from Indiana University of Pennsylvania.

**Matt Ridenour**

*Managing Director*

Momentum Venture Management LLC

[www.mvmpartners.com](http://www.mvmpartners.com)

Prior to founding Momentum Venture Management, Matt spent more than 10 years working in private equity, venture capital and as a CEO in successful early-stage companies. He has been a principal in more than 25 private market transactions with an aggregate value of more than \$200 million.

Prior to founding Momentum Venture Management, Matt served as CEO of UNX, the world's largest independent institutional equity trading platform, where he secured \$20 million in venture funding. He also founded Gazelle TechVentures, a \$60 million VC firm where he continues to serve on the executive committee. Previously he was a principal in Blue Capital, a private equity firm spun out of McKinsey & Company. Matt also spent two years focusing on private equity advisory at Bain & Company. Matt holds a BA in Economics from Dartmouth College, and graduated with High Honors as a Baker Scholar (top 5% in his MBA class) from Harvard Business School.

**Jeffrey M. Stibel**

*President*

web.com

[www.web.com](http://www.web.com)

Stibel currently serves as President and a member of the Board of Directors of Web.com (NASDAQ: WWWW). He was previously President of Website Pros (NASDAQ: WSPI) and CEO of Interland (NASDAQ: INLD), both of which merged to form Web.com. Prior to Web.com, Stibel was part of the founding management team at United Online (NASDAQ: UNTD), a technology company that owns and operates leading web services, including NetZero, Juno, and Classmates.com.

Prior to United Online, Stibel founded Simpli.com, a search engine marketing company currently owned by ValueClick (NASDAQ: VCLK). He serves on the Board of Directors for Web.com, Autobytel (NASDAQ: ABTL) and several private companies, including The Search Agency and EdgeCast. He also serves on the Board of Brown University's Entrepreneurship Program and Tufts University's Gordon Center for Leadership.

Stibel currently writes for Harvard Business School Publishing, and has authored numerous articles on a variety of subjects. He is the named inventor on the US patent for search engine interfaces. He received his Master's degree from Brown University and pursued his Doctorate in brain science and business at MIT's Sloan School of Management and at Brown University, where he was a Brain and Behavior Fellow.

**Caltech/MIT Enterprise Forum**  
**January 10, 2009**

**Andy Wilson**

*Managing Partner*

Momentum Venture Management, LLC

[www.mvmpartners.com](http://www.mvmpartners.com)

Andy has a strong track record as a senior executive in early stage companies and brings particular expertise in product development and operations. Prior to founding Momentum Venture Management, he served as Senior Vice President of Global Product Management and General Manager of New Ventures at Overture Services, a Pasadena-based advertising services and marketing company that was acquired by Yahoo! for \$1.7 billion.

Previously he was President & COO of RiverOne, a high-tech supply chain ASP, where he raised more than \$50 million of VC investment, built the management team and grew the organization to more than 150 employees. He spent three years at Bowne & Company (DESI), where he led the Western U.S. region from start-up to \$50 million in sales with 600 people, and was promoted to Senior Vice President Strategic Operations and Chief Information Officer (CIO) for the entire multi-hundred million dollar business unit. Andy holds an engineering degree with honors from Dartmouth College, and received his MBA with a concentration in operations and technology management from Harvard Business School.

**Kevin DeBré**

*Partner*

Stubbs Alderton & Markiles, LLP

[www.biztechlaw.com](http://www.biztechlaw.com)

Kevin advises companies engaged in building businesses based upon technology or intellectual property assets and he has particular expertise in structuring and negotiating intellectual property-driven deals. A business lawyer, a registered patent lawyer and a former engineer, Kevin handles a wide range of transactions from complex technology transfer arrangements and strategic alliances to licensing and merchandising agreements.

Kevin's clients include software companies, mobile commerce technology providers, electronics and hardware manufacturers, content publishers and Internet businesses. Kevin has been quoted in numerous high-tech industry publications and has appeared on Bloomberg TV. He is frequently a speaker at conferences on technology commercialization and intellectual property licensing and he has published several articles on IP licensing.

Kevin is the author of "Licensing of Trade Secrets and Know-How," a chapter of *Trade Secret Litigation and Protection in California*, an attorney's practice book published by the State Bar of California. In addition, Kevin is a contributing author of "Joint Ventures and Strategic Alliances," a chapter of *Intellectual Property in Business Transactions*, an attorney's practice book published by Continuing Education of the Bar, and is an update author of "Exploiting Trade Secrets by Licensing" and of "Form Licensing Agreements and Provisions," two chapters of *Trade Secrets Practice in California (Second Edition)* published by Continuing Education of the Bar.

**Caltech/MIT Enterprise Forum  
January 10, 2009**

Kevin was selected in 2008 and 2006 as a *Southern California Super Lawyer*, and is the founder and Chair of the Licensing Committee of the California State Bar Intellectual Property Section. Prior to joining Stubbs Alderton & Markiles, LLP, Kevin was a partner in leading international law firms, including Brobeck Phleger & Harrison, LLP, where he headed the firm's technology transactions practice in Southern California. After law school, he served as a judicial law clerk for Hon. John G. Davies, United States District Court for the Central District of California. Kevin received his J.D. from Hastings College of the Law and his B.S. degree from the University of California, Davis.



Stubbs Alderton & Markiles, LLP is a corporate, securities and intellectual property law firm focusing on the representation of emerging growth and technology companies, middle market public companies, large technology companies, investors, private equity funds, investment bankers and underwriters, and clients in the entertainment industry. The firm's attorneys provide technically excellent legal services in a consistent, highly-responsive and service-oriented manner with an entrepreneurial and practical business perspective. The firm's strategy is to partner with clients to provide legal services within the firm's expertise, and identify and manage the most appropriate legal and other resources to provide expertise outside of the firm's core disciplines.