

Caltech/MIT Enterprise Forum
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ENTREPRENEURSHIP ON ESTABLISHED ePLATFORMS:
Venture in a Connected World

KEYNOTE SPEAKER

Bill Gross

*Chairman
Idealab!*

Bill Gross is an incurable entrepreneur who has been starting companies since he was twelve years old. While still in high school, he formed Solar Devices, Inc. to manufacture and market kits and plans for converting solar power to electrical and mechanical energy. The earnings from this venture helped fund Bill's first year at the California Institute of Technology.

During his undergraduate years at CalTech, Bill patented a speaker design and formed GNP Inc. to market this product and others that were to follow. In 1984, GNP created a spin-off, GNP Development, which developed products to enhance Lotus 1-2-3. Two years later Lotus acquired GNP Development and Bill developed products at Lotus from 1986 to 1991. These products were marketed by Lotus Development as HAL and Lotus Magellan.

When Bill's son entered kindergarten, Bill turned his attention to designing innovative educational software and formed Knowledge Adventure. Knowledge Adventure grew to be the #3 educational software publisher in the world and sold in 1996 to Cendant Software.

Bill's current venture, Idealab, was founded in 1996 to create successful technology businesses that solve an important problem and which can make a difference to society. Idealab's current network of public and private companies includes businesses ranging from solar energy to robotics to optical wireless broadband.

Bill currently serves on the board of many companies as well as being the Chairman of the Board of Idealab and a member of the Board of Trustees of the California Institute of Technology and a member of the Art Center College of Design Board of Trustees.

PANELISTS

Matt Ackley

*Senior Director, Platform Solutions Group
eBay*

Matt Ackley is senior director of the Platform Solutions Group at eBay. Supporting eBay's vision to be the leading platform for global online commerce, Ackley is chartered with creating a thriving ecosystem between eBay, its community of users and 3rd party developers and solution providers.

Ackley's primary responsibilities include providing overall direction for the marketing, management and technical operations of the group as well as overseeing strategic partnerships. Prior to this role, Ackley was senior director of the eBay Developers Program.

Ackley joined eBay in 2003 as part of eBay's acquisition of FairMarket, which provided technology solutions and services to online marketplaces. As vice president of product management, Ackley led the development of the FairMarket's platform-based application approach to online marketplaces as well as the company's early deployment of application programming interfaces (APIs).

Prior to FairMarket, Ackley co-founded Social Goods, LLP and worked with Anderson Consulting. Ackley holds a Bachelor of Science degree in Biomedical Engineering and Electrical Engineering from Duke University, and a Masters in Business Administration from Harvard University.

Henri Asseily

Co-founder/CTO

Shopzilla (formerly, Bizrate)

Henri Asseily co-founded Shopzilla, Inc. (formerly BizRate.com) in July 1996 and has been serving as its Chief Technology Officer since its inception. Shopzilla is now one of the largest web shopping properties and is recognized as the technological leader in shopping search, with an index of over 28 million products from more than 50,000 stores. Shopzilla, Inc. also operates the BizRate consumer feedback network and powers shopping search for many of the Web's largest consumer sites including AOL, Lycos, Time Warner's RoadRunner and many others. Prior to founding Shopzilla, Mr. Asseily founded and managed a real estate development fund in the Middle East. He also worked as a robotics engineer for Novafloor SA in France, and as a field supervising engineer for Krupp Polysius AG in Germany. Mr Asseily holds a B.A. in Mathematics and Economics from the University of Pennsylvania, and an MBA from its Wharton School of Business.

Mitchell London

Chairman

Venture Foundry, Inc.,

Chairman

Trustworthy Communication

Mitchell London is chairman of Venture Foundry, Inc. a Seattle area venture incubator. An original member of the Seattle Alliance of Angels (an accredited investor forum), he is presently assisting Redmond WA based KidMail.net, a safe electronic communication service for kids.

Mr. London has a long time, abiding interest in consumer-focused software for multimedia, communications, and electronic commerce. Earlier in his career Mr. London was founder and CEO of ConnectSoft Inc, a software company noteworthy in the early '90s as a pioneer of consumer eCommerce services (winner of Windows Magazine's top 100 awards in 1991 and 1992 for systems that merchandised clip-art and fonts). Mr. London is also a former Microsoft employee, who had played a key role in the very early development of Windows. Mr. London earned a BS degree in Electrical Engineering and Computer Engineering from Carnegie Mellon University.

ENTREPRENEURS

Douglas DeVoe

President/CEO/Founder

KelDev Technologies

Doug DeVoe has over 12 years of experience in the field of New Media Development that includes graphic design, web development, and advanced application development with a specialty in audio and video technologies. Prior to KelDev he founded of StreamSearch.com, the largest search engine for audio and video on the web, and served as the VP of Internet Technologies where he oversaw the complete development of the product. Other companies that Doug has founded include Horizon Productions, a multimedia Internet production company and Digital Broadcast Network, a leading ISP. With these areas of expertise and experience, Doug has been able to successfully create KelDev Technologies that utilizes propriety technologies which allows companies to utilize advanced audio technologies within their Internet products with little integration requirements. Doug obtained his undergraduate degrees in Journalism, Psychology and Philosophy from the University of Missouri, Columbia, MO.

Steve Loyola
Founder & CEO
Best Web Buys

Steve Loyola is the founder and CEO of Best Web Buys, Inc., which develops and operates the BestWebBuys.com comparison shopping website. The site began as a book price comparison site in July 1997 (as BestBookBuys.com) and has since added music, video/DVD, bikes, and electronics categories. It has won numerous awards including the Cool Site of the Year (book category) in 1998, "Best Textbook Site" in SmartMoney magazine's "2000 Internet Guide", and Forbes "Best of the Web" in 2001. Before Best Web Buys, he served as Director of Research and Development for an Internet technology company in Silicon Valley that focused on supply chain management. Most of his career was spent at the Jet Propulsion Laboratory, where he led many software development projects, including various Deep Space Network and Space Station scheduling and forecasting software tools, as well as business applications.

After receiving a B.S. in Biology from Caltech, Steve earned two Masters Degrees: Computer Information Systems from Claremont Graduate School and Computer Science from U.S.C. Steve is an active and charter member of the International Society of Online Entrepreneurs.

MODERATOR

Michael M. Krieger
Attorney
Willenken Wilson Loh & Stris
And
Lecturer
UCLA Computer Science Department

Michael Krieger is an at Willenken Wilson Loh & Stris llp in Los Angeles. He has practiced high technology business and intellectual property law for more than 20 years, focusing on strategic counseling, litigation strategy and preventive methods to both secure and exploit clients' key IP assets.

With degrees in mathematics (B.S., Caltech; Ph.D., UCLA) and law (UCLA), he was on the MIT Mathematics and UCLA Computer Science faculties and also a Fulbright Scholar prior to practicing law. His e-world experience spans internet research in the '70s, pre-web electronic commerce, governance issues in forming ICANN, and litigation/counseling for web-based ventures, in addition to IP litigation for patent holders and content providers. Relatedly, he was among the first to publicly comment on Public Key Encryption legal issues, participated in formative meetings re open source software (1999), and was personal advisor to Internet pioneer Jon Postel as he oversaw the US government's privatization of Internet administration. His clients have ranged from start-ups to industry leaders, as well as the United Nations and international web-based initiatives. He also has served as an expert in technology litigation. He is on the board of the Enterprise Forum.

PROGRAM PRODUCERS

Michael M. Krieger
Attorney
Willenken Wilson Loh & Stris
And
Lecturer
UCLA Computer Science Department

Richard Hsu

Attorney at Law

Townsend & Townsend & Crew LLP

Mr. Hsu is Chair of the Technology Licensing Practice Group, where he counsels and provides companies advice on all licensing transactions and associated intellectual property issues. 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. In addition to structuring and negotiating technology transactions, Mr. Hsu also provides strategic intellectual property advice and advises clients on innovative business strategies. Mr. Hsu has assisted numerous clients to develop and implement strategies to acquire, protect, enforce and commercialize various forms of intellectual property.

Prior to joining Townsend, Mr. Hsu was a Senior Attorney in the Intellectual Property group of Venture Law Group PLC, a Menlo Park, California-based law firm where he represented over 100 venture backed startup technology companies. Mr. Hsu was also former general counsel at Cyrano Sciences, Inc. (Pasadena, California), a venture backed Caltech company where his pivotal management role was featured on television station KWHY and in the Los Angeles Daily Journal (March 1998).

A frequent lecturer on licensing and intellectual property issues, Mr. Hsu has published a book on patents (Fairmont Press 1997) and written articles for the San Francisco Daily Journal, New York Times, Communications of the ACM and the Los Angeles Business Journal. He has also been quoted in numerous publications, including the Caltech News, Corporate Counsel and the Los Angeles Times.

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Bingham McCutchen is a national legal powerhouse with more than 850 lawyers in 11 offices spanning the United States and abroad, focused on serving clients involved in complex financial transactions, a full range of corporate and technology matters, and high-stakes litigation.