

**Caltech/MIT Enterprise Forum
March 17, 2007**

**Online Commerce and Collaboration Opp's -
Search, Community and Markets**

COMMENTATORS

Kevin Jacques

Partner

Palomar Ventures

Kevin brings 15 years of operational, strategic, and investing experience to Palomar Ventures, which he joined as partner in July 2006. His career reaches widely across the information technology sector, including operating and investing experience in enterprise and infrastructure software, enterprise services, wireless, online consumer commerce and information services.

Prior to joining Palomar, Kevin was the CEO of GlobeRanger, a leading RFID middleware company based in Texas. Before joining GlobeRanger, Kevin spent nearly six years as a partner with Sevin Rosen Funds, a Texas and California-based early stage venture firm with nearly \$2 billion under management. While at SRF, Kevin led investments or played an active role with several companies, including TruLogica (acquired by Hewlett Packard), Fuego (acquired by BEA), InnerWireless, Traq Wireless, Clearlinx, and MetaCarta.

Earlier in his career, Kevin served as Director of Corporate Strategy and Product Development at online software reseller Beyond.com. Prior to this, Kevin spent seven years with The Boston Consulting Group, where he completed strategic and operational projects for clients in the desktop software, semiconductor, networking hardware, financial services, automotive, and petrochemical industries. Kevin holds a BS in Industrial Engineering from Stanford University and an MBA from the Wharton School. He currently serves on the boards of MetaCarta and Traq Wireless.

Louise Wannier

Founder and CEO

myShape.com

Now on her fourth venture, Louise Wannier is founder and CEO of myShape, Inc. Using patent-pending technology to match ready-to-wear outfits to a woman's size, body shape and fashion tastes, it is the world's first online retailer to give each woman a personal selection of clothes that fit and flatter. Previously, she built Enfish Software which made a secure personal/PC "google" to resolve information overload. Earlier, Wannier had been a co-founder, board member and COO of Gemstar (maker of VCRPlus+), where she was integral to building Gemstar into a profitable \$65m company in three plus years, on the road to an IPO.

Her entrepreneurial career began in Sweden with an interactive learning venture for Chalmers Industriteknik. Prior to that she spent six years at Ernst & Whinney (now Ernst & Young) as a Senior Manager for corporate planning and mergers and acquisitions services. She holds an MBA from UCLA's Graduate School of Management and a B.S. in Astronomy from Caltech, both with honors. Named a top 100 Marketer in 1993 by Advertising Age, in 2000 she received the Bridgagate20 Award, given to the top 20 technologists in Southern California. She currently is on the board of Entretch, a non-profit supporting the growth of high tech companies across Greater Los Angeles.

Siva V. Kumar

Co-Founder & CEO

TheFind.com

Siva Kumar is a seasoned technology entrepreneur with a history of building successful companies. Kumar is the founder and CEO of TheFind. Prior to this, Kumar co-founded multiple venture-funded start-ups including Onebox, BridgeSpan, Impresse, Vialto, Scalent Systems and Telera. With a history of building successful ventures, Kumar is currently a board member of SPOCK and advisor to VC-funded Mobio, Buz Networks, and SnapTell.

Kumar also served on the executive teams of two venture-funded startups - Chromatic Research Inc., as Vice President of Marketing, and Frame Technology, as Vice President of Marketing and as General Manager. After a successful IPO, Frame Technology was later acquired by Adobe Systems.

Kumar was Marketing Director for networking products at Oracle and also held product marketing positions at Apple Computer. Kumar began his marketing career at Intel Corporation, where he served as the senior product manager for the 80386 and 80486 microprocessors. Kumar holds an MBA from the University of Chicago, an MS from Pennsylvania State University and a BS from Indian Institute of Technology Madras at Chennai, India.

Craig Ogg

Co-Founder & CTO

ThisNext, Inc.

Craig Ogg is CTO of ThisNext, Inc., a social commerce company he co-founded in early 2005 that is backed by Clearstone Venture Partners and Anthem Ventures. Craig's experience includes 18 years in commercial software development and product design. Developing consumer internet services since 1996, he was among the first employees of Stamps.com. As Vice President of R&D developed the architecture of postage-by-internet. Other products he has been responsible for include CyberMedia's Oil Change, PeopleLink, and Nantucket's Clipper compiler for dBase. This is the fifth startup that he has co-founded, and the first of them to take venture financing

Touraj Parang

Co-Founder & COO

jaxtr, Inc.

Touraj put the "str" in jaxtr! Since founding the company with Phillip Mobin in 2005 to bring voice to social networks and blogs, Touraj has been spearheading the creation and development of the web-based components of jaxtr while overseeing business operations. Touraj has been involved with over 50 Silicon Valley companies since 1999 with a particular focus on social networking since 2003. Previous work experience includes making early stage investments in Internet and communications start-ups with Amidzad Ventures and Earlybird Venture Capital, a global VC firm, and practicing corporate law at Wilson, Sonsini, Goodrich & Rosati, and O'Melveny & Myers.

Touraj holds a J.D. from Yale Law School and majored in Philosophy and Economics at Stanford University.

ENTREPRENEURS *cont...*

Joel Toledano

Co-Founder & CEO

Krillion

Prior to founding Krillion, Joel was the Director of Business Development and Chief Negotiator for the Yahoo! Search business unit. There he was responsible for establishing and managing strategic partnerships, and executing new revenue-producing channels and business initiatives including Yahoo!'s Search, Access and Subscription Services businesses. He had previously managed day-to-day aspects of the company's sponsored search relationship with Overture Services until its acquisition by Yahoo!.

Prior to Yahoo! Search, Joel worked in business development for Yahoo! Consumer Services, where he was responsible for the development and implementation of Yahoo!-branded Internet access services, including services offered through alliances with SBC and other broadband and narrowband providers. Before joining Yahoo!, Joel ran business development for Rentals.com until it was acquired by Primedia in 2001. Joel started his career as an attorney with Wilson, Sonsini, Goodrich & Rosati where he represented public and private companies, successfully navigating many through a number of high-profile IPOs and acquisitions.

MODERATOR

Michael M. Krieger, Ph.D.

Attorney

Willenken Wilson Loh & Lieb, LLP

Michael Krieger has practiced high technology business and intellectual property law for more than 20 years. A member of the Los Angeles firm Willenken Wilson Loh & Lieb, his practice focuses on strategic counseling, litigation and preventive methods to both secure and exploit clients' patents and other 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. This technical background led to early involvement with encryption, domain name/trademark, and open source issues as well as IP litigation for content providers and patent holders. His clients have ranged from start-ups to industry leaders, as well as counseling for the tech transfer arena and the United Nations as well as other international technology initiatives. He also serves as an expert in technology litigation.

PROGRAM PRODUCERS

Michael M. Krieger, Ph.D.

Richard Hsu

Partner

Townsend and Townsend and Crew, LLP

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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