

**Caltech/MIT Enterprise Forum
Financing the Southern California New Technology Company in 2002:
Demonstrating Your Business Model
Tuesday, April 16, 2002**

Panelists

**C. BRYCE BENJAMIN
Chairman & CEO
MyCarPage.com**

Bryce Benjamin has been successfully involved with venture capital backed companies for two decades, alternating between stints as investor, CFO, COO or CEO in nearly a score of companies. From 1991 to 1997, he served as COO of Brandon International, a component manufacturer, where he was instrumental in expanding the firm from \$3MM to \$18MM annual revenues through a combination of organic growth and acquisition. He was an early investor and raised the capital for IntelliChoice, Inc., which was sold to Primedia in 1997 for a 12X return to investors. Besides MyCarPage.com, Bryce currently serves as CEO of Language Weaver, Inc., a startup venture in the automated language translation software marketplace. He received his Master in Business Administration with Distinction from the Harvard Business School.

**MARK J. BRENEMAN
Senior Vice President
Silicon Valley Bank**

Mark Breneman is the Senior Vice President and Manager of Silicon Valley Bank's Los Angeles Office. He is responsible for developing relationships with and providing banking and lending facilities to leading high tech and life science companies in the Los Angeles area. Prior to managing the Los Angeles Office Mark founded the Emerging Technologies Division of Silicon Valley Bank's Southern California Region where he focused on consulting pre-ventured backed technology start-ups. Mark is a 12 year banking veteran and participates in several profession organizations including: the Cal Tech / MIT Enterprise Forum, Board Member; Software Council of Southern California, former Board Member; Tech Coast Venture Network, former Board Member; and the Los Angeles Venture Association.

**RENÉE E. LABRAN
Partner
Rustic Canyon Group**

Renée E. LaBran is a partner in Rustic Canyon Group, a venture capital firm. Prior to joining Rustic Canyon Group, Renee held a variety of executive positions with the Los Angeles Times over a six-year period in new media, advertising and strategic planning, responsible for revenues in excess of \$300 million and more than 200 employees, oversight of new media strategy, and representation of Times Mirror in companies in which it was a strategic investor. She also co-founded CareerPath.com, a leading on-line recruitment sight as well as Classified Ventures. Prior to the Times, Renee was a management consultant with Monitor Company in the U.S. and Europe, and managed the Los Angeles office. Renee earned an MBA with honors from Harvard Business School and was Phi Beta Kappa at University of California, Berkeley, where she graduated with a bachelors degree in economics.

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**JEFFREY STARR
General Partner
Mission Ventures**

Jeffrey Starr joined Mission Ventures in 1999. In addition to his involvement in all areas of the Mission Ventures investment process, Jeffrey has been instrumental in providing consultation and direction to several of the portfolio companies, especially in the areas of strategy, sales, and marketing. Prior to Mission Ventures, Jeffrey worked in a series of VP level and senior marketing positions with companies such as Magic Software Enterprises, Amdocs, and Data General Corporation. Jeffrey has executed leadership roles for numerous start-ups involved in e-commerce enablement, web site content management, knowledge management, and call center systems during start-up, rapid growth, IPO, and acquisition periods. He also worked as an Analyst for Booz, Allen, & Hamilton. Jeffrey's education includes an MBA from Harvard Business School, and a BA from Columbia University.

Moderator & Producer

**Ira D. Moskatel
Partner
Arnold & Porter**

Ira Moskatel has represented businesses that are heavily dependent on technology and intellectual property for more than 25 years, bringing the sensibilities of both a lawyer and a Caltech-educated scientist. His practice includes advising companies in computer software and hardware, entertainment, publishing, communications, and electronic commerce, and on the tax planning of major transactions. In addition, he was a co-founder of Teradata Corporation, a manufacturer of massively parallel database computers that was acquired by AT&T in 1992, several years after a successful initial public offering and served as a member of the Board of Directors of Peter Norton Computing, Inc., prior to its acquisition by Symantec Corporation. He is a former chair of the Caltech/MIT Enterprise Forum and has been a member of its executive committee since its founding year. He holds a B.S. in Engineering and Applied Science from Caltech, and a J.D. from USC Law School, where he was elected to Order of the Coif and the Board of Editors of the Southern California Law Review.