

**Angling in the Sea of Social Networks:
*The Future of Venturing in the Community Internet***

SPEAKERS

John Delacruz, *Co-Founder*, JournalFire, Inc
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John Delacruz is Co-Founder of JournalFire, an online service to connect researchers and help them capture and share the science that happens between publications.

John also serves as Investment Screening Manager for the Pasadena Angels, a local group of angel investors who have funded over 60 companies in Southern California. He has been the recipient of the Caltech Demetriades-Tsafka-Kokkalis Prize in Entrepreneurship and was named one of the Next Dorm Room Billionaires by Popular Science magazine.

John holds a BA in Neurobiology with High Honors from Dartmouth College. He is currently on sabbatical from a PhD program in Computation and Neural Systems at Caltech.

Melissa Leonard, *Serial Entrepreneur*

Melissa Leonard has been the head of technology efforts within the Internet, financial, media, and government sectors. As both an entrepreneur and innovator, she has started numerous innovation groups and led strategy and business development efforts in multiple industry areas, including the Internet technology space. She was Founder and CEO, ExecuEdge LLC; Co-Founder of eEnterprise Solutions; and VP, Strategy and Business Development of Integrated Virtual Networks.

Melissa has also had significant corporate management experience working, for instance, with Twentieth Century Fox leading international strategic initiatives, and traveling internationally to meet with and advise senior leadership on process and technology changes. Her current entrepreneurial focus is social networking and mobile applications and she leads a venture in this space. Melissa obtained her MBA from UCLA, and has completed additional post-graduate studies (MIT/Harvard).

Scott Morrow, *President & CEO*, ThisNext

Prior to joining ThisNext, Scott Morrow worked for IAC/Citysearch as Executive Vice President, Product & Marketing where he repositioned the brand and successfully launched the merchant and consumer Web sites, including integrated video. Prior to IAC, Morrow worked for more than five years for CNET Networks where he served as vice president, marketing and sales for the Download.com business unit. Earlier, Morrow held executive marketing and sales positions at the Edison Schools division of Whittle Communications. Morrow has also launched several entrepreneurial ventures. Morrow holds a bachelor of arts in economics from the University of Tennessee and a MBA from the J.L. Kellogg Graduate School of Management, Northwestern University.

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ThisNext is a social shopping site that helps consumers discover and purchase the best products on the web. Shoppers can interact with community-validated trend spotters and discover recommended products in top categories such as fashion, home, design, eco, gadgets, and more. ThisNext is leading the industry in monetizing user generated content with a brand friendly environment for advertisers to reach an influential audience. Founded in 2006, ThisNext is funded by Anthem Venture Partners and Clearstone Venture Partners.

Doc Searls, *Senior Editor*, [Linux Journal](#), [Berkman Fellow](#), Harvard University

In addition to his role at the Linux Journal, Doc Searls is co-author (with fellow Berkman Fellow David Weinberger and others) of "The Cluetrain Manifesto," and one of the world's best-known and widely read bloggers. His work as a journalist, speaker and advocate of the Internet led to a Google-O'Reilly Open Source Award for Best Communicator in 2005. In "The World is Flat," Thomas L. Friedman calls Doc "one of the most respected technology writers in America." Doc became a Berkman Fellow in August, 2006. His work with Berkman is focused in three areas: 1) the growing power and independence of individuals in networked markets; 2) the need for user-centric identity technologies and standards; and 3) the importance of both to the continued freedom and growth of the Internet.

His current projects include identity-related events (either sponsored by or involving the Berkman Center), and research toward a book on individual empowerment in networked markets -- and the role of that empowerment in the healthy growth of the Internet. Doc looks forward to collaborating with other Berkman Fellows on these projects, and to taking advantage of student and faculty resources as well. Doc has a B.A. in Philosophy from Guilford College, and is a Visiting Scholar with the Center for Information and Society at the University of California, Santa Barbara.

Andrew Shaindlin, *Executive Director*, Caltech Alumni Association
Acting Assistant Vice President, Development & Alumni Relations, Caltech

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). He 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.

Andy is Chairman of the Commission on Alumni Relations for the Council for Advancement & Support of Education (CASE), and is a member of the CASE Board of Trustees. He 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. He's recently been named to the editorial board at the International Journal of Educational Advancement. 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.

Mark Suster, *Partner*, [GRP Partners](#)

Mark joined as a partner of GRP, one of the largest VC's in Southern California with \$1.2 billion under management, in 2007 after having worked with GRP for nearly 8 years as a two-time entrepreneur. Most recently Mark was Vice President, Product Management at Sale force.com

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following its acquisition of Koral, where Mark was Founder and CEO. Prior to Koral, Mark was Founder and CEO of BuildOnline, the largest independent global content collaboration company focused on the engineering and construction sectors, which was acquired by the Sword Group.

Earlier in his career, Mark spent nearly ten years working for Accenture in Europe, Japan and the U.S. Mark received a BA in Economics from the University of California, San Diego, and an MBA from the University of Chicago. He is a dual citizen of the US and the UK.

Michael M. Krieger, Ph.D., *Attorney at Law*, Willenken Wilson Loh & Lieb LLP

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 ranged from start-ups to 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), Michael 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. Michael serves on the Board of the Enterprise Forum, and was member of the founding Board of the Business Technology Center in Altadena. 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 which specializes on litigation of IP and complex business matters.

Special Thanks for Assistance with this Program

Joe Andrieu - CoFounder, SwitchBook Software
blog.joeandrieu.com

Richard C. Hsu, Esq. - Townsend and Townsend and Crew LLP
www.townsend.com

Andy Wilson - *Managing Director*, Momentum Venture Management, LLC
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Stephanie Yanchinski, the Enterprise Forum staff and
The Caltech Office of Technology Transfer

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Area of Practice

Mr. Orlanski's practice focuses on securities. Mr. Orlanski was named a Southern California "Super Lawyer" by Los Angeles Magazine in 2006, 2007 and 2008.

Professional/Civic Activities

Mr. Orlanski has been a member of the State Bar Corporation Committee; a Lecturer, California Continuing Education of the Bar; Los Angeles County Bar Association Annual Update on Developments in Securities Law; he has been a member of the Corporation Commissioner's Blue Ribbon Adversary Committee, and a Lecturer and Chairman for the University of California, Los Angeles Extension Courses on "Going Public," and "Off-Balance-Sheet Financing." Mr. Orlanski has been a member of the Federal Regulation of Securities – Business and Corporation Law Subsection of the Los Angeles County Bar Association and is a member of the Executive Committee of the Caltech/MIT Enterprise Forum, and a cofounder of the Acorn Angels, a network of high technology and Internet investors. He was a director of elabor.com of Camarillo, California, a venture backed Internet software provider for labor management, Simeus Foods International, a Texas based meat processor, and is currently a director of Gamecolony.com, an on-line chess tournament company. Mr. Orlanski was also a member of the Ernst & Young Entrepreneur of the Year Selection Committee for Los Angeles.

Publications

- "Stock for Assets Acquisition," *Los Angeles Bar Bulletin*, 1970.
- "Going Public Through the Back Door," *Virginia Law Review*, 1972.
- "Privately Offered Securities -- Federal and State Regulations," *R.E.S.S.I.*, September-October 1973.
- "Usury and Third Party Payments," *Los Angeles Bar Bulletin*, 1975.
- "The Key to the Mortgage Lock-In," *Sonnenblick-Goldman Newsletter*; "The Resale of Securities Issued in Reorganization Proceedings," *Am. Bank. Law Journal*, 1979.
- "The California Private Offering Prospectus," *The Review of Securities Regulations*, Spring-Summer 1984.
- "High Technology Leveraged Buyouts: They Said It Couldn't Be Done," *The Journal of Buyouts & Acquisitions*, August-September 9, 1985.
- "Positioning for the Public Offering," *Bio/Technology*, October 1985.
- "Going Public," *Medical Device & Diagnostic Industry*, June 1986.
- "Issuance and Qualification of Corporate, Securities and Corporate Finance," *California Transactions Forms*, Bancroft Whitney, 1996.

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- “What is Different About Going Public in 2004?” *American Venture*, July 2004.
- “Grey Area: Qualifying for Private Equity,” *American Venture*, September 2004.
- “Where to Buy In,” *Energy*, Fall 2006.

Bar Membership
California

Education

J.D., University of Southern California School of Law, 1967 (Order of the Coif; Editor, *Southern California Law Review*)

B.A., University of California at Los Angeles, 1964

Representative Experience

- Represented Cirracor, Inc., in a \$90 million reverse merger with Panda Ethanol (stock symbol: PDAE.OB)
- Represented privately held Hydra Media, Inc. in two \$30 million aggregate private equity investments made by a large private equity fund
- Represented Roth Capital Partners, LLC, as underwriter’s counsel in \$58 million public stock offering by Access Integrated Technologies (NASDAQ: AIXD)
- Represented Roth Capital Partners, LLC as underwriter’s counsel of \$30 million public stock offering by Natus Medical (NASDAQ: BABY)
- Represented Cove Apparel, Inc., in \$21 million reverse merger with Euroseas, Ltd. (Stock Symbol: EUSEF, OB)
- Represented privately held Conesys, Inc., in asset acquisition of Jerrik, Inc., a privately held manufacturer of fiber optic components
- Represented Grove Capital in \$9 million private placement and reverse merger with Halozyme Therapeutics, Inc. (NASDAQ: HALO)

K&L Gates LLP

Venture Capital Practice

The global law firm of K&L Gates LLP, with 1900 lawyers on three continents, represents both providers of private capital and companies, management teams and entrepreneurs who use private capital to acquire, create and grow companies. Our VC team covers the spectrum of transactions in the private equity market, from formation to investment to liquidity transactions; more than 50 corporate partners focus on structuring, negotiating, documenting and completing private equity and venture capital transactions. K&L Gates is listed among the “Most Active Law Firms” by *Private Equity Analyst* in its annual rankings for 2007 for both private equity and venture capital deals, and fund formation work. *The PIPEs Report* ranked K&L Gates as the eighth most active issuer’s counsel in the PIPEs industry, based on the number of placements in 2007.

We advise both high-growth companies and sophisticated sources of capital in executing cutting-edge transactions. Our services span the company growth curve, from start-up to profitability to IPOs and public acquisitions, and our services span the globe, from local deals to the most complex cross-border transactions. We have deep experience with high-growth and technology-driven ventures, and we have the legal resources that matter in this sector— from transactional IP to nuanced executive compensation to multi-party restructurings and innovative financing rounds.

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We advise and represent some of the world's most prominent information technology companies on cutting-edge issues, influencing technology and intellectual property law as our clients shape their industries. We also represent many start-up and early stage, emerging growth companies. We work with them from formation, through the various stages of their financing activities, and in their strategic joint venturing, acquisitions and disposals and liquidity transactions. Some of the world's leading businesses, including Microsoft, Starbucks and T-Mobile, have turned to us for assistance and guidance with their most important opportunities and challenges as young companies. The breadth of our practice in this area was recognized by *The American Lawyer*, which ranked us among the top ten law firms used most often by "hot growth" medium-sized companies. Our lawyers also represent capital sources, such as hedge funds, business development companies and other institutional investors, in making leveraged investments in technology-oriented companies, including software developers, ISPs, computer service firms and a wide variety of other technology-intensive businesses. These investments include senior secured loans, second lien loans and mezzanine debt, and are frequently accompanied by equity kickers or private equity investments.

Internet Safety Practice

K&L Gates Internet Safety practice helps clients protect their online brand, intellectual property, Internet commerce sites, and computer systems from Internet threats and cyber villains. The group also assists clients in locating the source of Internet attacks, tracking and prosecuting online pirates and sellers of counterfeit goods, and identifying Internet scoundrels who attempt to act anonymously. Using unique resources and an extensive staff of trained technical investigators, our lawyers locate and prosecute spammers, phishers, hackers, pharmers, cyber pirates, domain squatters, and purveyors of counterfeit and pirated goods using the Internet or other electronic means.