

**Caltech/MIT Enterprise Forum
June 16, 2007**

**Entrepreneurial Opportunities in Software:
Examining Open Source and How Companies Make Money With It**

KEYNOTE SPEAKER

Peter Coffee

Director of Platform Research

Salesforce.com

(Formerly - Technology Editor for eWeek)

Peter Coffee is Director of Platform Research at salesforce.com. He joined the company in January of 2007 after spending 18 years as a technology analyst and columnist at the industry magazines *eWEEK* and *PC Week*. He currently works with enterprise and commercial developers to clarify their requirements for use of the Salesforce Platform in developing and deploying Software-as-a-Service applications.

Peter was previously the first manager of PC planning at The Aerospace Corporation, where he also worked in space systems applications of artificial intelligence techniques. Before that Peter was a Senior Engineer working in arctic project management and chemical facility construction at Exxon. He holds an engineering degree from MIT and an MBA from Pepperdine University, where he also served as a faculty member for information systems management; he has held other faculty appointments in computer science at UCLA and in business analytics at Chapman College. He is the author of two books, *How to Program Java* and *Peter Coffee Teaches PCs*.

VENTURE CAPITALIST

Jim Armstrong

Managing Director

Clearstone Venture Partners

A successful and experienced early stage venture investor across a variety of enterprise and consumer facing technology companies, Jim has established himself as a leading investor in Southern California. Since joining Clearstone early in its formation, Jim has applied his experience and industry contacts to help Clearstone companies deliver a strong record of venture performance. Jim's work at Clearstone is focused on

information technology investments, with particular interest in consumer internet, application software and internet enabled business processes. In each of the last four years, Jim was recognized as one of the top 100 Venture Capitalists in the United States by *Forbes Magazine* in its annual Midas List.

Jim joined Clearstone Venture Partners in 1998 from Austin Ventures, a leading venture fund, where he spent three years supporting investments in a variety of early stage companies. Jim also worked with Idealab, the business innovation center, helping to guide and fund a variety of early Internet companies.

VENTURE CAPITALIST *(cont.)*

Jim led Clearstone's current investments in internet companies SupplyFrame, Internet Brands (formerly CarsDirect), Vast, and LeisureLink, as well as in software companies Integrien, Siderean and Composite. Jim actively represented Clearstone's early stage investments in former portfolio companies Comet Systems (acquired by Miva), PayPal (acquired by eBay as a public company), United Online (NASDAQ: UNTD), Jump Networks (acquired by Microsoft) and TriVida (acquired by BeFree).

ENTREPRENEURS

Winston Damarillo

Chief Executive Officer

DevZuz (formerly Simula Labs)

Winston Damarillo is Chief Executive Officer of DevZuz (formally Simula Labs). A proven serial entrepreneur with a track record of building successful technology startups, Winston is also the founder of Gluecode Software, an open source application infrastructure company that he grew to profitability before securing Series A funding, and subsequently selling to IBM. Winston is also a co-founder of Exist Engineering. Since its inception in 2001, Exist has maintained profitable operations while growing at over 100 percent annually.

Prior to his roles at Gluecode and Exist, Winston was among the highest performing venture capital professionals at Intel Corporation, helping lead the majority of his investments to either a successful IPO or a profitable corporate acquisition. Winston's Intel career also included leadership roles in managing strategic software relationships, channel development, product engineering and new business development. He began his career in technology in 1992 with Apex Technologies, a pioneer in developing electronic processing solutions for medical claims.

Steve Shreeve

Open Source Entrepreneur

Member of Board & Founding CEO

Medsphere Systems Corporation

Steve Shreeve is a seasoned technologist with more than 20 years of experience in a variety of system architectures and programming environments. He has effectively leveraged numerous open source technologies to create several award winning mission-critical applications. He was the founding CEO of Medsphere, which became the leading provider of open source software for the healthcare industry. At Medsphere, he was instrumental in closing more than \$13M in venture financing and the first \$25M in customer contracts.

Jacob Taylor

Co-Founder & CTO

SugarCRM

Jacob Taylor is the leading architect for SugarCRM and defines, manages and develops the core Sugar technology. Jacob has designed Sugar to be one of the most conducive open source application projects for community development and contribution, because of its modular architecture, high quality coding and superior scalability. He is one of three co-founders of SugarCRM, and has a reputation for engineering excellence. Previous to co-founding SugarCRM, Jacob Taylor was the Senior Development Manager at E.piphany in charge of platform infrastructure and services. Jacob is credited with scaling E.6 to thousands of concurrent users, creating J2EE based architecture and integrating CTI and Email.

Prior to E.piphany, Jacob worked at Symantec Corporation where he contributed to the AntiVirus Enterprise Management Console development, capable of managing hundreds of thousands of servers and workstations. Jacob designed and implemented Quarantine, and Scan and Deliver Virus Submission System.

MODERATOR:

Stan Tomsic

Partner

ACODA Technology & Investments, LLC

Stan Tomsic is a partner of ACODA Technology & Investments, LLC, which specializes in strategic assistance to technology, software and services companies by providing management, funding, marketing guidance, mergers and acquisitions and business expertise to help companies attain their highest success goals.

Prior to ACODA, Stan held executive and management positions with Candle Corp., MVS Software, Inc., Goal Systems International, Inc., Arkhon Technologies, Inc. and Sentryl Software, Inc. His experience in the software industry spans almost thirty years. During his career, Stan has produced record revenues for several companies which earned him numerous achievement awards including ICP Million Dollar Sales awards for eleven consecutive years.

In 1988 Stan co-founded MVS Software, Inc. and helped make the company the leader in automated operation products. Later in 1992 Stan founded Arkhon Technologies, Inc. which developed cutting edge software products for the automated network and systems management market. As Founder and CEO, he negotiated fourteen alliance and partnership arrangements with such companies as Hewlett Packard, Oracle, Inference, RSA Data Security and Security Dynamics.

In 1996 Stan was recruited by the venture firm Wies, Peck and Greer to join Sentryl Software as Executive Vice-President, where he was instrumental in bringing the

MODERATOR (cont.):

company to profitability and in its subsequent acquisition by Fujitsu Corp. Stan now specializes in helping companies increase their revenue flow, obtain funding and position their organizations and products to achieve their corporate strategic objectives.

Stan serves as a member of the board of directors and advisor for several technology and software companies, is a member of the Caltech/MIT Enterprise Forum Executive Committee, and is an active member in the Technology Council of Southern California, **Entretech** and Japan Exchange Trade Organization (JETRO).

PROGRAM PRODUCERS

Stan Tomsic

Partner

ACODA Technology & Investments, LLC

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.

SPONSORS



Founded in 1991 as the Software Council of Southern California, now the Technology Council, has a 15 year history of supporting technology companies across throughout the region.

- The Technology Council develops targeted, content-driven programs that encourage interactive discussions between presenters and attendees, as well as two flagship events - VentureNet™ and the annual Industry Awards - that are regarded as among the most influential in the region.
- The Technology Council provides opportunities for executives to meet and develop mutually beneficial relationships with people that will make a significant difference in their ongoing corporate and professional development, including both peers from other technology firms and senior partners from some of the most highly-regarded and well-respected professional services and capital firms.
- The Technology Council is a resource for referrals, and disseminates important industry information through the press, its website and the *SCScribe newsletter*.



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The firm offers a wide range of services to their individual and business clients. Because they are relatively small, clients benefit by getting personalized, quality service that is beyond comparison. Below we have listed the services that are offered to clients:

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- Estate & Trust Tax Preparation
- Accounting Software Selection & Implementation
- Buying & Selling a Business
- Estate Planning
- Retirement Planning
- Business Consulting
- Business Entity Selection