

Caltech/MIT Enterprise Forum
October 11, 2003
WHY BE AN ENTREPRENEUR?
What It Takes to Succeed

KEYNOTE SPEAKER

Jeff Lawrence
President & CEO, Clivia Systems
Co-founder, Former President and CEO, Trillium Digital Systems
Trustee of the Lawrence Foundation.

Jeff Lawrence co-founded and was President & CEO of Trillium Digital Systems, until it was acquired by Intel in 2000. He then became CTO of Intel's Network Communications Group. Jeff has been involved in the development of software, hardware and systems for communications products for the network infrastructure since 1980. He has a BSEE from UCLA and was co-recipient of the Greater Los Angeles Entrepreneur of the Year award.

PANELISTS

Louise Wannier
Chief Executive Officer, Enfish Corporation.

A successful entrepreneur, Louise has a diversified background with experience in new business development, technology transfer and corporate finance. Prior to establishing Enfish, Louise was a co-founder, member of the board of directors and Chief Operating Officer of Gemstar Development Corporation, the makers of VCRPlus+, and then Chief Executive of Gemstar Europe. She worked to build Gemstar into a \$65m turnover company within three and a half years with substantial profitability. VCRPlus+ is widely recognized as the most successful launch of a new consumer electronics product since the Sony Walkman.

Julie M. Schoenfeld
President and CEO, OEwaves

Ms. Schoenfeld co-founded OEwaves in 2000 to commercialize ground-breaking signal source technologies developed for NASA by OEwaves co-founders, Dr. Lute Maleki and Dr. Steve Yao. Ms. Schoenfeld spearheaded the effort to form the company and license over 20 patents and pending patents from Caltech, which operates the Jet Propulsion Laboratory (JPL) for NASA. To date, OEwaves has raised over \$11 Million from venture capital and government contracts under Ms. Schoenfeld's leadership. Prior to OEwaves, Ms. Schoenfeld served as the President and CEO of Net Effect Systems, Inc, building the company and selling it to Ask Jeeves, Inc. (NASDAQ: ASKJ) for over \$288M. She has held sales and marketing positions for various companies including Hewlett-Packard, where she worked in product management launching the industry leading network management product, OpenView. Ms. Schoenfeld holds a B.S. in Engineering from Tufts University and an M.B.A. from The Harvard Graduate School of Business. Ms. Schoenfeld is a member of the Young Presidents' Organization and a Member of the Advisory Board for Maryvale.

Stephen D. O'Connor, PhD
Chief Executive Officer, Nanostream, Inc.

Dr. O'Connor brings to Nanostream extensive experience in managing successful technology firms. He is the founder of four technology companies in Southern California, including Clinical Micro Sensors (CMS). As Chief Scientist at CMS, he helped develop the company until its acquisition by Motorola for \$300M. Dr. O'Connor founded Nanostream in 1999 and has guided all aspects of the company's growth. He completed his doctorate in Physical Chemistry at the California Institute of Technology.

Siamak Yaghmai
Founder and Chief Executive Officer
Medical Technology Transfer Corporation.

Educated and practicing originally as an architect, Sia Yaghmai has been the Chief Executive Officer of MTT for the last nine years, developing and managing outpatient diagnostic centers, including primary care, imaging, lab, pharmacy and occupational health services, based on leading-edge concepts of patient care management developed at UCLA. That venture has leveraged relationships with corporate purchasers of health care services and financing arrangements from vendors in a fashion so that no outside equity investment has been required. Two years ago, he co-founded Medaxis Corporation, a company devoted to the development and marketing of software implementing those and other concepts in health care and process management, this time requiring equity investment, but not from venture capitalists. Sia holds a Bachelors and Masters in architecture from the University of California at Berkeley.

MODERATOR

Ira D. Moskatel, Arnold & Porter. Ira Moskatel's law practice focuses on the representation of businesses that depend on intellectual property or technology, with emphasis in licensing, mergers and acquisitions, joint ventures and strategic alliances. Ira was a founder of Teradata Corporation, a manufacturer of massive parallel database computers (acquired by AT&T several years after a major public offering) and served as a member of the Board of Directors of Peter Norton Computing, Inc. before its acquisition by Symantec. He is a past chair of the Caltech/MIT Enterprise forum and has served as Chair of the Law and Technology Section of the Los Angeles County Bar Association. He has lectured and written extensively for major publications on legal aspects of technology, electronic commerce and data security. Ira received a Bachelor of Science in Engineering and Applied Science from the California Institute of Technology and a J.D. from the University of Southern California Law Center, where he was elected to Order of the Coif and the Board of Editors of the Southern California Law Review.