

**Caltech/MIT Enterprise Forum  
October 11, 2008**

**Successful Companies Through Incubation  
*SoCal Incubators Serve the High Tech Industry***

**SPEAKERS**

**Doug Howe**

*Interim Director*

i3 Advanced Technology Incubator  
College of the Canyons

Douglas E. Howe is Founder and Principal in Emerson Management Solutions, a practice that provides retained consulting and interim executive-level management support to small and medium-sized business owners and management teams in the Southern California region.

Prior to launching his own practice, Howe was Director, Business Development for Rockwell Scientific Company's CMOS Image Sensors (CIS) business group, and applied his demonstrated leadership skills and breadth of knowledge in the broadcast television and digital imaging industries to Rockwell's commercialization initiative. The CIS business group was successfully spun off in early 2004 as AltaSens, Inc., an independent commercial enterprise with a valuation of \$11 million.

Howe joined Rockwell Scientific in September, 2002, culminating more than 13 years of experience in electronic and digital imaging product marketing, and business development. From 1999 until joining Rockwell Scientific, he held senior marketing management positions in two pre-revenue start-up companies, focused on filling unique needs in the high-growth consumer digital camera market. From 1997-1999, Howe served in marketing and general management positions with Vivitar Corp., a \$125 million consumer imaging company, leading a successful turnaround and restructuring of that company and returning it to profitability. From 1989-1997, Howe held general management and business development positions with Nikon, Inc. and Olympus America, Inc. in New York, launching successful digital imaging initiatives for both these companies in commercial and consumer imaging markets respectively.

Earlier, Howe held increasingly responsible positions in sales and marketing in the pay television industry, with General Electric Company's COMBAND Products Operation in Portsmouth, VA and Carlsbad, CA-based Oak Communications Inc., a \$220 million computer-based, cable TV control systems business.

During his more than 25 years of business experience, Howe has developed core competencies in the areas of general management, domestic and international sales and marketing, strategic business and market development, new product development and technology launch, marketing communications, financial planning and budgeting and immersion in Pacific Rim/European business and culture.

Howe's technical knowledge and exposure include chip-level imaging system integration (both video and still imaging), imaging and applications software packages including device drivers and compression architectures, communications protocols for data transmission, digital encryption signal security technologies, wireless signal delivery technologies and Internet applications/issues.

Howe earned his M.B.A. in Marketing from The Wharton School at the University of Pennsylvania, following seven years of service as a combat aviator in the United States Navy, during which he completed 185 combat missions and over 300 carrier landings. He received a B.A. in languages from Defiance College in Defiance, Ohio. Among his many outside activities, he is an Adjunct Professor of Marketing at Pepperdine University's Graziadio School of Business and Management.

**John Waller**

*Managing Director, New Ventures*  
Idealab

As Managing Director at Idealab's New Ventures Group, Mr. Waller utilizes his expertise and entrepreneurial skills to develop new companies and assist existing companies with business development and improvement. Since joining this successful incubator firm in 2007, he has helped facilitate eSolar's corporate launch by formulating their business model, and currently serves as President of X1 Technologies, overseeing all business operations.

In 1998, Mr. Waller founded Green Thumb Ventures, an incubator and investment company that funds and develops seed level internet and technology enterprises. The firm's charter is to finance ideas of early stage companies, and facilitate the recruitment of professional management and funding. To date, Green Thumb boasts an exceptionally high success rate, with over ninety percent of portfolio companies having been purchased, received follow-on financing or achieved profitability. Among Green Thumb's recent successes was the sale of Urchin, Inc. to Google (NASDAQ: GOOG) in March 2005.

Mr. Waller co-founded Resume.com, a consumer career services company, in 1999, and became the company's CEO and President. He built the company from a three person start up into a multi-million dollar business, and oversaw a team of 15 managers and editors as well as a network of more than 100 career specialists. Mr. Waller grew revenues to over \$160,000 per month during the period of the 'dot-com' crash and developed strategic partnerships with *The New York Times*, *Boston Globe*, Kinko's, Hot Jobs/Yahoo!, McGraw-Hill, and over 100 other publishers and Internet-based employment sites. In 2002, Mr. Waller negotiated the sale of Resume.com to Adecco S.A. (NYSE: ADO), the largest staffing company in the world. For the first year following the sale, he acted as President, spearheading the transitional period and facilitating a smooth synthesis of the two companies.

In 1994, Mr. Waller co-founded Interactive Imaginations, an internet advertising network which later became 24/7 Media (NASDAQ: TFSM). In addition to running the day to day operations, Mr. Waller developed the firm's business plans and financial models, and was instrumental in raising more than \$40 million in venture financing from sources such as Random House, General Electric, and Travelers Insurance. He grew the company to substantial revenue with over 120 employees and directed the growth of over 10,000 member web sites, delivering 2 million ad impressions each day. In 1998, Interactive Imaginations merged equally with two other companies to become 24/7 Media.

Mr. Waller began his career on Wall Street, joining Bull and Bear in New York City in 1993. He received his BS in Business Administration from the University of Southern California and received his MBA from the Anderson School at UCLA.

With a history of corporate success and a long list of media recognition, Mr. Waller is a frequent guest at investment seminars and on academic review panels. Recent appointments include judging for the UCLA Anderson School of Business MBA Program's business plan review panel, the Venture Capital Investment Competition, USC School of Business Venture Capital Roundtable and Claremont University Peter F. Drucker & Masatoshi Ito Graduate School of Management Business Plan Competition.

**Stan Tomsic**

*Administrator*  
Business Technology Center of Los Angeles County

Stan Tomsic was recently appointed Administrator of the Business Technology Center of Los Angeles County (BTC), which is a project of the Community Development Commission of Los Angeles County. The BTC is an accelerator incubator for technology-based, entrepreneurial companies that is dedicated to assisting start-ups and early stage technology firms to grow and prosper.

Stan has been a partner of ACODA Technology & Investments, LLC, a firm specializing in investments, mergers and acquisitions, strategic assistance, and business consulting for technology and services companies.

Stan's experience in the technology and software industries spans over 25 years. During his career, Stan produced record revenues for several companies which earned him numerous achievement awards including ICP Million Dollar Sales awards for eleven consecutive years.

Stan co-founded MVS Software, Inc. and helped make the company the leader in automated operation products. He also was founder and CEO of Arkhon Technologies, Inc. which developed cutting edge software products for the automated network and systems management market.

Later, 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 company's products to profitability and in its acquisition by Fujitsu Corp.

Stan specializes in helping companies increase their revenue flow, in obtaining funding and in positioning their organizations and products to achieve their highest level of corporate strategic objectives.

Stan is a member of the Pasadena Angels and serves as a member of the board of directors and advisors for several technology and software companies. He is Chairman of the Executive Committee of the Caltech/MIT Enterprise Forum, and is an active member in the Technology Council of Southern California, Japan External Trade Organization (JETRO) and Entrettech.

### **Bart Greenberg**

*Chairman*

Tech Coast Venture Network

Digital Media Center of Santa Ana, DMC Advisory Board

Mr. Greenberg, Partner, Venture Capital & Technology, Manatt, Phelps & Phillips, practices general corporate law with an emphasis on mergers and acquisitions, debt and equity financings and the cost-effective representation of entrepreneurs, start-ups and emerging technology companies. Mr. Greenberg serves as Co-Chair of the firm's Venture Capital and Technology practice group.

Mr. Greenberg's expertise extends to all types of general corporate matters, essentially serving as outside general counsel to most of his clients. Such matters include, among others, mergers and acquisitions, with an emphasis on consolidations and roll-up strategies; private securities offerings, with an emphasis on those for emerging technology companies, including so-called "friends & family," angel and venture capital financings; debt financings, including senior credit facilities, as well as mezzanine, subordinated and vendor-facilitated debt facilities; the formation of business entities, such as corporations, limited liability companies and joint ventures; shareholder and buy-sell agreements; employment and consulting agreements; and employee compensation matters, with an emphasis on providing equity incentives to employees through the use of restricted stock, stock options and phantom stock plans.

Mr. Greenberg is also a strong contributor to the community by his tireless support and active involvement in many local technology organizations including the Tech Coast Venture Network, where he currently serves as its Chairman; TechBiz Connection, where he currently serves on its Board; the Office of Technology Transfer & Commercialization, California State University, San Bernardino, where he currently serves as a reviewer and evaluator of grant applications; and the Digital Media Center in Santa Ana, California, where he currently serves on its Advisory Board.

### **Bruce Blomstrom**

*President*

Pasadena BioScience Collaborative

As President of the PBC and a Director of the Pasadena Angels, investors in early stage companies Bruce is also a director or advisor to several start ups.

From 1962-64, Bruce was Assistant Secretary in Uganda's Ministry of Commerce and Industry working on EEC, GATT and other international issues. On returning to the U.S., he joined the packaged food company, Libby, McNeill & Libby working on product management, international sales and business development matters.

Bruce then moved to the healthcare field where he held numerous management positions with Abbott Laboratories including General Manager of subsidiaries in Japan, South Africa and Southeast Asia as well as Director of Corporate Planning. Subsequent positions included President and/or CEO of Divisions of Fresenius Medical Care, UniHealth, and Sunrise Medical. Mr. Blomstrom also served as Vice President of Corporate Planning for Whittaker Corp. and Senior Vice President of Alpha Therapeutics.

He is a Director of the Southern California Biomedical Council, a Trustee and Chairman of the Pacific Asia Museum, an Advisor to the Pasadena Symphony, a Fellow of the Huntington Library and a member of the Pacific Council on International Policy, The Economic Round Table, The Valley Club, The Twilight Club and The Athenaeum. He is also active in several MIT alumni organizations and three wine tasting groups. Bruce has published articles in the *Harvard Business Review* and the *Journal of Marketing*. Mr. Blomstrom has B.S. and M.S. degrees from MIT.

## ENTREPRENEURIAL SPEAKERS

### **Julie Schoenfeld**

*President and CEO*

Perfect Market, Inc.

Julie Schoenfeld, President and CEO of Perfect Market, Inc., has previously been a founding member and CEO of two other successful venture-backed start-up companies. Most recently, Julie served as the President and CEO of OEwaves, Inc. from its inception in 2000 to February of 2007. She remains on the Advisory Board of OEwaves. Prior to 2000, Julie served as the President and CEO of Net Effect Systems, Inc. In her 18-month tenure at Net Effect, she raised two rounds of financing from Greylock Management, Trinity Ventures and TL Ventures, built a world-class management team, launched the company and product, became a recognized industry spokesperson, and sold the company to Ask Jeeves, Inc. for over \$288M. Before Net Effect, she was VP Worldwide Sales for Stream International where she grew sales from \$30M to over \$200M in 3 years. Throughout her career, Julie has held sales, marketing, and management positions for various companies including Hewlett-Packard, where she worked in product management and helped launch the industry leading network management product, OpenView. Julie holds a BS in Engineering from Tufts University and an MBA from Harvard Business School.

### **Louise Wannier**

*Founder and CEO*

myShape

## MODERATOR

### **Mark Lieberman**

*Manager*

Community Development Commission of Los Angeles County

Mark Lieberman is Manager, Regional Economic Development for the Community Development Commission of Los Angeles County. Dr. Lieberman's responsibilities include the Business and Technology Incubator

programs, loan programs and enterprise zones. This includes the world class Business Technology Center of Los Angeles County (BTC) and LA Boost, a small business incubator. Dr. Lieberman is a founder and co-chair of Los Angeles County Technology Week, a series of events that promote technology in Los Angeles County.

Prior to joining the BTC, Dr. Lieberman was employed by a strategy and organization change consulting company, an international investment bank and as an international banker.

Dr. Lieberman is Assistant Professor of Clinical Entrepreneurship at USC. He holds a Doctor of Organization Change from Pepperdine University and an MBA from the Presidential/Key Executive Program at Pepperdine University. He has published in innovation with a recent article in the prestigious journal Cytotechnology, "Commercializing Medical Technology." Dr. Lieberman has consulted to a number of governments in entrepreneurship, incubation, entrepreneurship, angel and venture capital.

He is a member of the Pasadena Angels and the Tech Coast Angels. He is an active member in Professionals Network Group (PNG), and serves on the Executive Committee of the Pasadena group. Dr. Lieberman is also a member of the Advisory Committee for the Center for Technology Commercialization at the University of Southern California, the Advisory Board for the School of Business of Woodbury University, the Executive Committee for the Caltech/ MIT Forum and the Strategic Advisory Council for Entrettech.

## PRODUCER

**Stan Tomsic**

*Administrator*

Business Technology Center of Los Angeles County

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### **Private Equity & Venture Capital Practice ([www.pwcglobaltech.com](http://www.pwcglobaltech.com))**

PricewaterhouseCoopers is the service provider of choice to venture capital and private equity firms around the world. While we are known for providing specialized tax and assurance services to clients, we also recognize that venture capitalists succeed only when their portfolio succeeds. Consequently, our approach to serving venture capital and private equity clients is oriented around helping portfolio companies turn their visions into reality.

### **Vision To Reality Program ([www.pwcv2r.com](http://www.pwcv2r.com))**

The PricewaterhouseCoopers Vision To Reality program has helped countless start-up companies develop their business plans, secure financing, execute their strategy, build value and create wealth through IPOs, merger transactions and other liquidity events. From inception, each participating company has exhibited extraordinary potential, possessing the right combination of disruptive technology, management expertise, and entrepreneurial vision necessary to succeed in today's highly competitive technology marketplace.