

Program

SILICON VALLEY COMES TO OXFORD: THE OXFORD FORUM ON ENTREPRENEURSHIP AND INNOVATION

NOVEMBER 2007

WELCOME TO SILICON VALLEY COMES TO OXFORD, 2007

MONDAY, NOVEMBER 19TH, 2007

THE Saïd Business School is delighted to welcome such an impressive group of entrepreneurs, venture capitalists and others involved in Silicon Valley to this event, the seventh in our annual series for a full day of stimulating and challenging debate and discussion.

The School, with its commitment to both entrepreneurship and the successful management of science and technology based companies, has already gained a great deal from its increasingly strong links with the academic and corporate communities of California and in the Thames Valley. My colleagues and I believe that these continue to provide a base for substantial business and intellectual ties between the two regions.

As we announced last year, the School intends to found a Centre to bring together all the current work we do here in the study of technology and entrepreneurship. The Centre will work closely with practitioners to establish and sustain best practice, and to create a demand for debate and dialogue around the type of themes discussed each year at the Silicon Valley Comes to Oxford event. The Centre will link with undergraduate and MBA programs, the 1,400+ high-tech companies around Oxford, and academics and business throughout the world.

Some of these activities are already underway in the Oxford Science Enterprise Centre under Fiona Reid's direction, based here in the Saïd Business School and including a developing research program, courses for 400 scientists across the University every week during term time, the largest University Business Plan competition in the UK and support for our budding entrepreneurs in the MBA class and the 3,000 members of the Oxford Entrepreneurs student society.



These ambitions require support from our friends and supporters, in the form of contributions to meetings like this and through one-off or annual giving to support Oxford students, faculty and research.

I would like to thank all the contributors who have worked hard and made time in their busy schedules to be here. I hope you all enjoy the event and look forward to meeting you during the day.

Colin Mayer

Colin Mayer
Peter Moores Dean
Saïd Business School



STUDYING AND RESEARCHING INNOVATION

IN a neat twist on an old adage, we teach at the Saïd Business School what we do. The School, founded a decade ago as one of the newest academic units in an 800 year old globally-renowned University, demonstrates a culture of innovation and exploration in research, in teaching, and in engagement with practitioners and the worlds of policy. The Silicon Valley Comes to Oxford event is one example of this spirit and practice.

Innovation is once again central in conversations about competitiveness in business, provision in the social sectors, and long-term sustainable renewal across a wide number of political and economic sectors including national prosperity. In analytical terms, innovation is at the heart of the value creation processes, and our approach at Oxford's Saïd Business School highlights the centrality of innovation for entrepreneurial activity and ventures. Our work in innovation and entrepreneurship builds on the Oxford historical legacy, the formidable skills and talents of our faculty and students, and the fact of our own recent founding. This mix creates direct and remarkable opportunities to both 'exploit and explore', in the jargon of the innovation gurus. We develop these opportunities in research, teaching, and engagement with wider publics.

and Innovation Strategy, Social Entrepreneurship, Leadership and Innovation, New technology venture formation, Design-led innovation, Venture finance and Private Equity.

Research focus and capabilities

The intellectual capital of the School directly engages a social science and history-informed view of business, with specialty emphases across traditional management disciplines. Our research and policy contributions typically extend studies of entrepreneurship as traditionally defined – such as a focus on the traits of successful entrepreneurs – to develop thought leadership agendas in emerging issues of policy and practice including design-led innovation in technology firms, public sector entrepreneurship and innovation, social marketing in the creation of new markets, radical product innovation, entrepreneurship beyond the enterprise, and innovation journalism.

Engagement with policy and practice

The School is also home to dedicated centres – the Oxford Science Enterprise Centre (OxSEC), the Skoll Centre for Social Entrepreneurship, the James Martin Institute for Science and Innovation, and Executive Education – within the last we have a growing portfolio of programmes for entrepreneurs including a new program on 'innovation leadership,' customised for leading global firms.

MBA/EMBA programmes

Our MBA program, ranked in the top 3 in Europe after only 10 years, features a core Entrepreneurship Project and courses on Technology



oxford
SAID BUSINESS SCHOOL



	1st Afternoon Session		2nd Afternoon Session		Evening				
13:00	14:00	15:15	15:45	17:00	17:30	18:00	19:15	20:00	
Welcome <i>Dean Colin Mayer</i> Opening Plenary Panel ALL VIPs <i>Chair: Dr. Victor Seidel</i>	GARAGE 2 Master Class Paul Graham & Jessica Livingston Biz Stone Michael Malone Allen Morgan Joe DiNucci Chris Sacca Kim Polese		Tea Entrance Hall	GARAGE 3 Master Class Paul Graham & Jessica Livingston Biz Stone Reid Hoffman Maria Sendra Chris Sacca Allen Morgan Bob Goodson, Harjeet Taggar, Kulveer Taggar & Kiril Makharinksy		Break <i>VIPs can return to hotel</i>	PANEL 1: YOUNG ENTREPRENEURS <i>Chair: Ben Mumby Croft</i> Bob Goodson Paul Graham Jessica Livingston Kiril Makharinsky Jerry Sanders Biz Stone Harjeet Taggar PANEL 2: INNOVATION & MEDIA <i>Chair: Marc Ventresca</i> Reid Hoffman Susan MacTavish Best Michael Malone David Nordfors Jonah Peretti Turo Uskali PANEL 3: THE NEXT BIG THING <i>Chair: Victor Seidel</i> Bill Byun Allen Morgan Kim Polese Joe DiNucci Christopher Sacca Maria Sendra	Drinks for all Entrance Hall	Invited Dinner Common Room at Saïd Business School
	Tutorials Bill Byun Bob Goodson Maria Sendra Harjeet Taggar Jerry Sanders Kiril Makharinsky Maria Sendra Reid Hoffman Susan MacTavish Best			Tutorials Bill Byun Jerry Sanders Joe DiNucci Kim Polese Michael Malone Susan MacTavish Best					

DESCRIPTIONS

THE GARAGE

Many Silicon Valley companies got started in a garage (HP, Google, Apple included) and it could be argued that the whole Silicon Valley technical economy was started in a garage. So, inspired by the garage, the Business School once again creates a garage for the SVCO event where students, entrepreneurs, venture capitalists can work in a structured way on real business problems. Once again we are pleased to welcome back Mark Cowan to facilitate the Innovation and Creativity sessions.

TUTORIALS

The opportunity for students, entrepreneurs and corporate guests to have a relaxed discussion in the Oxford tutorial tradition with seasoned innovators and business people. These drop-in sessions will be held throughout the afternoon in a free form way; so if you have a business idea, a business plan or want to discuss a specific idea, drop in to the tutorial area and start the discussion with one of our visiting luminaries.

MASTER CLASSES

Over the past few years, the Saïd Business School has used master classes to facilitate active discussion between speaker and audience, resulting in a vibrant and enjoyable learning experience. Typically the speaker introduces the subject, talking perhaps from their own experience, before accepting questions and engaging in debate with the audience. The classes are not recorded and are held in small lecture theatres with audiences typically of 20-30 to ensure an intimate environment. There are approximately 10 classes to choose from on a wide variety of aspects of the main subject with some classes repeating to allow students to attend more than one.

PANEL DEBATES

A small panel, and informed audience, debating a key issue for entrepreneurship with an audience of science & technology corporate guests, MBA students and alumni from the Saïd Business School and members of the Oxford Entrepreneurs student society. The debate will be facilitated by a member of Saïd Business School faculty.

SPEAKERS

ALBERT BRUNO

William T. Cleary Professor, Santa Clara University



Albert V. Bruno, Ph.D. is the William T. Cleary Professor at Santa Clara University, where he has at various times served as

founding director of the Center for Innovation & Entrepreneurship, associate and acting dean, and marketing department chair. Professor Bruno earned an MBA and Ph.D. at the Krannert School of Management at Purdue University. He has an international reputation as a consultant and seminar leader. He has lectured and consulted for a variety of US and international organizations including Smith Kline, Applied Materials, Amdahl, Cadence Design, Chevron, Apple Computer, Peat Marwick, Olivetti, IBM, 3M, and many others. He has given seminars in many international locations including, Paris, Rouen, Florence, Rome, Milan, Athens, Jakarta, Hong Kong, Singapore, Mexico City, and Buenos Aires.

BILL BYUN

MD, Samsung Ventures



Bill Byun is a Managing Director of Samsung Ventures, a global venture capital investment team, based in Silicon Valley California

office. Bill currently serves as a board director of GCT Semi, Phaselink, Silicon Systems, and SiGe. Bill is also an investor and a board observer of Alereon, AMEC, Atrenta, Inphi, Quellan, Reactrix, Serus and Sonics. Prior to Samsung Ventures, Bill was a sales and marketing executive with Philips, KLA-Tencor, and Applied Materials. Bill received a BS in Mechanical Engineering from University of California at Santa Barbara and an MBA from Oxford University.

JOE DiNUCCI



Joe DiNucci is a sales and marketing veteran of nearly thirty years in Silicon Valley and forty years in high technology, in some legendary

companies. Bubble and post-bubble: Joe worked in executive positions at Immersion, DTAKT Systems, Sextant Technologies, Sensei Partners LLC, and

Asymetrix; Pre-bubble: Joe recruited the initial sales force and the first customers for E.piphany and in the early 90s was VP Marketing for Silicon Graphics and MIPS. Joe spent 17 years at Digital Equipment Corporation and left when the stock was \$175. Joe has served on the boards of two public companies.

BOB GOODSON

CEO, YouNoodle



Bob was one of the first employees at Yelp, contributing to product design, sales and business development. Yelp is a site where people go to find and share reviews

on local businesses. One of Time Magazines 7 Coolest Websites and Business Weeks Best of the New Web, Yelp raised \$16M venture funding.

Bob recently left Yelp to begin work on a new San Francisco-based startup. YouNoodle builds software for university entrepreneur communities, helping members to connect based on their skills and interests to develop the hottest projects.

Bob began a sabbatical from the Oxford MPhil in Medieval English Literature when recruited by PayPal co-founder Max Levchin, who he met at the SVCO event in 2003. Having set up profitable design and publishing companies as an undergraduate, Bob became cofounder and Chairman of Oxford's largest free student community, Oxford Entrepreneurs.

PAUL GRAHAM

Partner, Y Combinator



Paul Graham is an essayist, programmer, and programming language designer. In 1995 he developed with Robert Morris

the first web-based application, Viaweb, which was acquired by Yahoo in 1998. In 2002 he described a simple Bayesian spam filter that inspired most current filters. He's currently working on a new programming language called Arc, a new book on startups, and is one of the partners in Y Combinator.

Paul is the author of On Lisp (Prentice Hall, 1993), ANSI Common Lisp (Prentice Hall, 1995), and Hackers & Painters (O'Reilly, 2004). He has an AB from Cornell and a PhD in Computer Science from Harvard, and studied painting at RISD and the Accademia di Belle Arti in Florence.

REID HOFFMAN

Founder, LinkedIn



Reid was LinkedIn's founding CEO for the first four years before moving to his role as Chairman and President,

Products in February 2007. Prior to LinkedIn, Reid was Executive Vice President of PayPal. At PayPal, Reid was in charge of all business relationships: business development, corporate development, international, government relations, and banking/ payments infrastructure. During his tenure at PayPal, Hoffman was instrumental to the acquisition by eBay and was responsible for partnerships with Intuit, Visa, MasterCard and Wells Fargo. Reid also has held management roles in large technology companies, including Fujitsu Software Corporation and Apple. Currently, in addition to LinkedIn, Reid serves on the Board of Directors for SixApart, Mozilla (Firefox), and Kiva.org. Reid has degrees from Stanford and Oxford Universities, with Dinkelspiel and Marshall Scholarships.

JESSICA LIVINGSTON

Founding Partner, Y Combinator



Jessica Livingston is a founding partner at Y Combinator, a seed-stage venture firm based in

Cambridge, MA, and Mountain View, CA. She is the author of Founders at Work, a collection of interviews with founders about the early days of their startups. Previously, she was vice president of marketing at investment bank Adams Harkness. In addition to her work with startups at Y Combinator, Livingston organizes Startup School. She has a BA in English from Bucknell.

SUSAN MacTAVISH BEST

Best Public Relations



Susan MacTavish Best has worked extensively with European and North American companies providing them with

strategic public relations counsel since 1995. Prior to starting Best Public Relations in 1998, Susan worked at Wilson McHenry Company, a marketing communications firm working

with a number of technology companies. In recent years, Susan has worked extensively with clients including craigslist, Esurance, Lulu.com, Smugmug and Olivia Cruises and Resorts.

Susan is on the advisory board of the Diabetes and Wellness Foundation, a national non-profit that helps diabetics lead healthy lives. She is also a Director of Glasshouse, an educational non-profit for entrepreneurs and professionals across all industries and at all stages of their businesses.

MICHAEL MALONE

President, Malone-Grove Productions



Once called "the Boswell of Silicon Valley", is one of the nation's best-known technology writers. He has covered Silicon Valley and high-

tech for more than 25 years, beginning with the San Jose Mercury-News as the nation's first daily high-tech reporter. His articles and editorials have appeared in such publications as the Wall Street Journal, the Economist and Fortune, and for two years he was a columnist for the New York Times. He was editor of Forbes ASAP, the world's largest circulation business/tech magazine, at the height of the dot.com boom. Malone is best-known as the author or co-author of a dozen books, notably the best-selling "The Virtual Corporation".

Malone has also hosted three public television interview series, and most recently was co-producer of the award-winning PBS miniseries on social entrepreneurs, "The New Heroes." He has been the ABCNews.com "Silicon Insider" columnist since 2000.

KIRILL MAKHARINSKY

Co-Founder, YouNoodle



Kirill is the co-founder of YouNoodle.com, and until recently managed the analytics and metrics at Slide.com, the largest personal media

network in the world. After starting his first company at 18, Kirill was the founding member of the BounceWithIt.com network; the founder of Enternships.com (a recruitment service for startups) and AmI WorthIt.com; as well as the Marketing Director at ClickUni Ltd (clickuni.com). Kirill graduated from Oxford University with a double first in Applied Mathematics; and was the Real World UK Graduate of the Year 2006.



ALLEN MORGAN
MD, Mayfield



Allen Morgan has spent nearly 25 years counseling entrepreneurs throughout the startup company process, first as a well-known Silicon

Valley lawyer and, since 1999, as a partner at Mayfield. Having closed more than 650 venture capital financings, mergers and acquisitions, IPOs and other public offerings in his career, Allen brings a broad base of startup experience to bear on behalf of entrepreneurs. At Mayfield, Allen's principal focus is on two major investment areas: enterprise software applications and infrastructure, particularly innovative solutions that enhance knowledge-worker productivity, as well as on startups in the area of consumer internet, interactive entertainment and new media. More specifically, Allen focuses on social networking, wikis, blogs, and RSS businesses.

DAVID NORDFORS

Senior Research Scholar, Stanford Center for Innovation in Learning



David is a Senior Research Scholar at the Stanford Center for Innovations in Learning, Stanford University. He is also Special Advisor to the Director

General, VINNOVA - the Swedish Governmental Agency for Innovation Systems.

KIM POLESE

CEO, SpikeSource, Inc.



Kim Polese is the CEO of SpikeSource, Inc., a software company based in Silicon Valley. The company is backed by venture firm

Kleiner Perkins Caufield & Byers and has developed an advanced automated testing technology for certifying open source software. SpikeSource provides a continual "UL" -style certification and update service for companies who are depending on open source software applications to run their core business operations. The automation enables the delivery of low-cost, fully supported open source

software applications to business of all sizes worldwide. SpikeSource's products include Email, Business Intelligence, Content Management, Document Management, CRM, and Web 2.0 Collaboration. The company sells its products through a global distribution channel with partners including NEC, Unisys and Intel.

Prior to joining SpikeSource in August 2004, Ms. Polese co-founded Marimba, Inc.

CHRIS SACCA

Head of Special Initiatives, Google



As Head of Special Initiatives at Google, and one of the primary strategists for global infrastructure, communications,

and related product development, Chris Sacca leads many of the company's most strategic relationships and transactions most recently including Google's efforts to provide San Francisco and Mountain View, CA with free citywide WiFi.

Before joining Google, Mr. Sacca held a number of executive roles at one of the world's largest streaming and digital media distribution companies, Speedera Networks (acquired by Akamai Technologies), and was ultimately responsible for their legal and corporate development efforts. Previously, Mr. Sacca was an attorney with the Silicon Valley law firm of Fenwick & West where he handled venture capital, mergers & acquisitions, and licensing transactions for technology clients such as Macromedia, VeriSign, Excite@Home, and Kleiner Perkins.

JERRY SANDERS

Founder and Managing Director, San Francisco Science



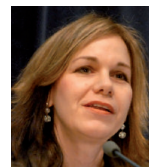
Gerald ("Jerry") Sanders is the founder and Managing Director of San Francisco ScienceTM (www.sfsmed.com), a technology development

group with special expertise in medical devices and software. A member of the New York and

California Bar Associations, Jerry is a graduate of Queen's College (B.A.) and The University of Texas (J.D.), Goethe Institute in Bonn, Germany, and a Certificant in Comparative Constitutional Law from the National Autonomous University of Mexico City, Mexico. Jerry is the subject of a popular Harvard Business School case study on entrepreneurship entitled: "The Jerry Sanders Case" and he is the founder of FASE: The French American Society for Entrepreneurs, sponsor of the annual Louvre Conference on Entrepreneurship.

MARIA SENDRA

Partner, Baker & McKenzie, San Diego



Chair of the Firm's Southern California Corporate and Securities Practice. She has extensive experience

with initial public offerings, venture financings, mergers and acquisitions, joint ventures and collaborations in research and development, manufacturing and international commercialization and distribution. Current strategic representations cover the gamut of U.S., European and Asian collaborations, acquisitions, and financings in a broad range of industries, including multi-media, wireless, e-commerce, biotechnology, semiconductor and retail segments. Deals range from straight technology or retail plays to complex multinational sales and technology platforms and blended tax, restructuring and financing strategies. Ms. Sendra currently serves on the Board of Directors of CIBER, UCLA Anderson's Center for International Business Education and Research and on the Board of CommNexus San Diego.

BIZ STONE

Co Founder, Twitter



Biz Stone is co-founder of Twitter, Inc and also helped make Xanga, Blogger, Odeo, and Obvious. Biz is also the author of Who Let the Blogs

Out?(2004) And Blogging: Genius Strategies for Instant Web Content (2002).

HARJEET TAGGAR

Co-Founder, Auctomatic.com



While studying law at Oxford Harjeet started his first company, bosu - buy or sell online. An online marketplace for students, as Managing Director

he quickly grew the site into the largest online student marketplace in the UK. After graduating in 2006, he worked on bosu full time - a few months later bosu underwent its first angel funding round, raising over £170,000. Bosu then became the first company from the UK to be accepted onto the Y-Combinator programme later that year, and in January 2007 he moved out to San Francisco with co-founder Kulveer Taggar. During the Y Combinator programme, Bosu morphed into Auctomatic, an online selling solution for eBay powersellers.

KULVEER TAGGAR

Co-Founder, Auctomatic.com



Kulveer Taggar is the co-founder of Auctomatic.com, a site that helps you sell on eBay and backed by investors including Paul Graham, Chris Sacca, Y Combinator and the creator

of Gmail, Paul Buchheit. Before launching Auctomatic, Kulveer started Bosu.com, a marketplace for students which grew to over half of British universities. Kulveer is currently the Vice-Chairman of the Oxford Entrepreneurs, after serving as a founding member and President, and starting the Idea Idol competition which is now in its 4th year. Kulveer also writes BBC Viewpoint pieces which summarise his progress.

TURO USAKLI

Visiting Researcher, Saïd Business School



Turo Uskali is currently a visiting researcher at Saïd Business School, Oxford University, and the Head of Information Business research

group at the Department of History and Ethnology at the University of Jyväskylä, Finland. Previously, he has worked as a visiting scholar at the Innovation Journalism Program at Stanford University (2006-2007), and as a researcher at the Department of Communication at the University of Jyväskylä, since 1999.

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