



## SELA Summit 2009 Calendar

### DAY 1: Monday, April 6, 2009

- 9:00 AM – 10:00 AM Bruce Cahan, Founder & CEO  
Urban Logic, Inc. (<http://www.urbanlogic.org>)  
Location: Career Development Center, 1<sup>st</sup> Floor
- 11:00 AM – 12:00 PM Constanza Nieto, Founder & CEO  
Global Tech Bridge (<http://www.globaltechbridge.com>)  
Location: Career Development Center, 1<sup>st</sup> Floor
- 12:15 PM – 1:30 PM Lunch
- 2:00 PM – 3:00 PM Alvaro Fernandez, Co-Founder & CEO  
SharpBrains (<http://www.sharpbrains.com>)  
Location: Career Development Center, 2<sup>nd</sup> Floor
- 4:00 PM – 5:30 PM Writing the Business Plan: A Case Study  
Freddie Seba, VP of Business Development  
Nexxo Financial Corp. (<http://www.nexxofinancial.com>)  
Location: Career Development Center, 1<sup>st</sup> Floor
- 6:30 PM – 7:30 PM Dinner

### DAY 2: Tuesday, April 7, 2009

- 9:00 AM – 12:00 PM Morning at TechBA (<http://www.techbasv.com>)  
Latin American Entrepreneurship  
The TechBA Program  
Meet the Mexican Entrepreneurs  
Location: Off-Campus, TechBA Silicon Valley Offices
- 12:45 PM – 1:45 PM Lunch
- 2:00 PM – 3:00 PM Cristina Fernandez, Research Analyst  
Kauffman Foundation (<http://www.kauffman.org>)  
Location: Hillel House, Kehillah Hall
- 4:00 PM – 5:00 PM Roberto Martinez, CEO  
Nearsoft (<http://www.nearsoft.com>)  
Location: Career Development Center, 2<sup>nd</sup> Floor
- 6:00 PM – 8:00 PM Pitching & Presenting Workshop: Making the Case  
Theresa Lina Stevens, Founder & CEO  
Lina Group, Inc. (<http://www.linagroup.com>)  
Forrest Glick, Director of Educational Technology  
Stanford Tech Ventures Program (<http://stvp.stanford.edu>)  
Location: Terman Engineering Center, Room 556
- 8:15 PM – 9:30 PM Dinner

**DAY 3: Wednesday, April 8, 2009**

- 9:00 AM – 10:00 AM  
Alicia Morga, Founder, Chairman, & CEO  
Consorte Media (<http://www.consortemedia.com>)  
Location: Career Development Center, 1<sup>st</sup> Floor
- 12:15 PM – 1:30 PM  
Lunch
- 2:00 PM – 3:00 PM  
Richard Boly, National Security Affairs Fellow  
Hoover Institution (<http://www.hoover.org>)  
Location: Career Development Center, 1<sup>st</sup> Floor
- 4:30 PM – 5:30 PM  
Entrepreneurial Thought Leaders (ETL) Seminar  
Jen-Hsun Huang, Co-Founder, President, & CEO  
NVidia Corporation (<http://www.nvidia.com>)  
Location: Skilling Auditorium
- 6:30 PM – 8:00 PM  
Panel Discussion: Building Downturn-Ready Companies  
*Moderators:* Ken Gullicksen and Drew Lanza, Partners  
Morgenthaler Ventures (<http://morgenthaler.com>)  
*Panelists:*  
Dalton Caldwell, Founder  
imeem (Consumer Internet) (<http://www.imeem.com>)  
Andrew Cleeland, President & CEO  
Ardian (Healthcare) (<http://www.ardian.com>)  
Guido Appenzeller, Founder  
Voltage Security (Energy) (<http://www.voltage.com>)  
Martin Rsocheisen, Founder  
Nanosolar (Cleantech) (<http://www.nanosolar.com>)  
Location: Graduate School of Business, Bishop Auditorium
- 8:15 PM – 9:30 PM  
Dinner

**DAY 4: Thursday, April 9, 2009**

- 9:00 AM – 10:00 AM  
Rob Balian, Co-Founder  
Swavv Innovations (<http://www.swavv.com>)  
Location: Career Development Center, 1<sup>st</sup> Floor
- 11:00 AM – 12:00 PM  
Ximena Ares, Ph.D., Licensing Liaison  
Stanford Office of Technology Licensing (<http://otl.stanford.edu>)  
Location: To Be Announced
- 12:15 PM – 1:30 PM  
Lunch
- 2:30 PM – 3:30 PM  
Going Green: A New Frontier of Choices and Opportunities  
Jorge Jaramillo, Founder & CEO  
Open Markets Company (<http://www.openmarketsco.com>)  
President, San Mateo County Hispanic Chamber of Commerce  
(<http://www.smchcc.com>)  
Location: Career Development Center, 1<sup>st</sup> Floor



4:00 PM – 5:00 PM

Legal Considerations for Entrepreneurs  
Evan Epstein, Chief Operating Officer  
Girvan Institute of Technology (<http://www.girvan.org>)  
Location: Career Development Center, 1<sup>st</sup> Floor

6:30 PM – 7:30 PM

Dinner

**DAY 5: Friday, April 10, 2009**

9:00 AM – 12:00 PM

Venture Capital Panel: Business Plan Presentations  
Sergio Monsalve, Partner  
Norwest Venture Partners (<http://www.nvp.com>)

Carol Sands, Founder & Managing Member  
The Halo Funds (<http://www.halofund.com>)

Erika Williams, Managing Director  
The Erika Williams Group (<http://>)  
Location: Career Development Center, 2<sup>nd</sup> Floor

7:30 PM – 9:00 PM

Closing Banquet at Coupa Café (Y2E2)  
(<http://www.coupacafe.com>)