



Are you with us?

The Founders

James Gutierrez
Sami Inkinen
Erik Mikysa
Shoshanna Stussy
Andres Obregon
Jihye Whang

OUR MISSION

To *inspire* you to find and pursue your entrepreneurial dreams. To help you find and explore *new opportunities*. To give you the *skills and tools* you need to launch and grow your ideas now or in the future. To provide you with a *network* of insiders and a sense of their lives as entrepreneurs. To infuse the GSB with fresh ideas such as peer to peer learning and career planning workshops. We have a specific plan to execute each element of this mission.

OUR FOCUS

Realizing that our members vary from operating entrepreneurs to those exploring a spectrum of career options, we will emphasize the following core themes:

- ❑ **Broad menu** – Pick and choose from a broad menu of events and activities that offer you inspiration, new opportunities, skills and tools, and valuable contacts
- ❑ **Peer to peer learning** – Ever wonder what personal lessons you could learn from your classmates? We believe strongly in peer learning and will organize events to facilitate
- ❑ **International focus** – What happened to that idea you developed while sipping Sangria in Spain last summer? Entrepreneurship should not be limited to technology or Silicon Valley.
- ❑ **Institutionalized knowledge and enhanced efficiency** – Tired of disparate emails and the hassle of WebApps/T-drive-/Excel sign-up files? What about workshops that go by without preserving the knowledge gained? We'll launch a website, easy web forms and a newsletter
- ❑ **Career development** – How should you prepare yourself for a future as an entrepreneur? Consulting? In industry? At a Startup? We will design workshops to help you decide

TEAM OVERVIEW

Most of us have either started companies or are currently starting them and chose Stanford because of entrepreneurship. We want to make sure we all get what we expected by lining up a solid year of entrepreneur-related events.

- ❑ **James Gutierrez** (co-pres) Focus on peer learning, founder mentoring, and career dev.
- ❑ **Sami Inkinen** (co-pres) Focus on international and outreach with other grad schools
- ❑ **Erik Mikysa** (co-pres) Focus on skill development and enhancing club operations
- ❑ **Shoshanna Stussy** (co-chair) E-conference panels and communication
- ❑ **Andres Obregon** (co-chair) E-conference workshops and marketing
- ❑ **Jihye Whan** (co-chair) E-conference logistics

VPs will work with the co-presidents to develop specific events and activities for club members. They are the primary contacts for their respective areas, and generally own the processes. Positions remain open for enthusiastic members of class 2005 and 2006 wanting leadership roles.

Sam Ulloa (E-Treks), **Alberto Kritzler** (CES/BASES resources), **Ryan Frederick** (Workshops), **Mohan Lakhamraju** (International), **James Hsu** (Mixers), **Dave Kashen** (Alumni and Mentoring Program) and **Seth Frank** (Career Development).

Detailed List of Proposed Initiatives

New Events

E-treks

- o Bay-area start-ups
- o Sand Hill Road

Alumni interaction

- o Umbrella under which members can approach entrepreneurs for mentorship
- o Establishment of database of entrepreneurs or leveraging CES' databases

Video and Movie Screenings

- o Relevant movies for entertainment, socializing and inspiration (e.g. Startup.com)
- o E-conference panels, etc. from years past

Continued Events

Presentations

- o Brown Bag Lunches (e.g. hear about a founder talk about a new company)
- o Evening Deep Dives (e.g. an few engineers present on an industry problem)

Workshops

- o 'Starting and Growing a Business' series (e.g. "day one", "raising capital", etc.)
- o Learn specific how-to skills from experts (e.g. Networking, Sales, Org. Design)

Mixers

- o with engineers, law students, other grad students (network across the street)
- o GSB-only (share interests, find thought partners and co-founders)

Dinners

- o with professors, entrepreneurs, e-club members

Enhanced Communication

Web site

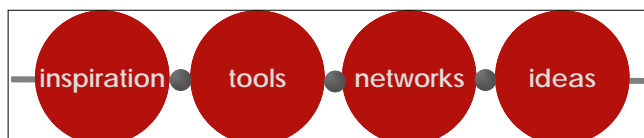
- o Calendar of events
- o Easy opt-in for dinners, etc. avoiding WebApps, T-drive, .xls, etc.
- o Materials from past events
- o Visit www.fullpro.com/eclub to see demo site

Newsletter

- o Upcoming events

E-conference

Scope:



Panels, workshops and small group discussions

- o Focus on all stages of the entrepreneurial process.
- o Expand the number of workshops, panels and small group discussions offered.

Diversity and new International presence

- o Build upon the success of this year's non-traditional panels
- o Add an international scope while taking advantage of our Silicon Valley location.

Wide range of student involvement

- o Opportunity for students to lead and plan a panel related to their interests.
- o Opportunity for students to get to know local entrepreneurs

LEADERSHIP BIOS



After leaving Nokia in 2000, **Sami Inkinen** (co-chair) co-founded a wireless software company, acquired Eur1.7M of funding, recruited core team, closed initial deals with TV broadcasters such as CNBC in Singapore, and after 3 years of operations sold the profitable company to a German acquirer. Sami has also worked for McKinsey&Company and an online stockbroker from inception to IPO. Currently Sami is starting a venture in audio technology developed by a Stanford PhD. Sami holds a Masters Degree in Engineering in applied math and business strategy.



Erik Mikysa (co-chair) is currently working to start a business, FullPro Protective Gear, from scratch with a cross-functional (engineering, law, GSB, HBS) team. He is forgoing an internship this summer to work exclusively on launching FullPro. Prior to the GSB, Erik was a successful consultant at BCG and then moved to Delta Air Lines, where he negotiated technology deals with start-ups. In addition to FullPro, Erik is working to launch a new program at the GSB – The Global Exchange – coming soon.



In 1999, **James Gutierrez** (co-chair) founded Magic Beanstalk (MBS), a provider of corporate recruiting software and event management services to small companies in the US and Brazil. As CEO, he raised \$5M in venture capital, built a team of 40+ employees, and established key customer relationships. In 2001, he restructured MBS, hired a new CEO, and successfully sold the company to Pure Carbon (later bought by Workstream (NASDAQ: WSTM)). James then worked as a venture investor in Spain, where he helped restructure a \$300M company in Germany. At Stanford, James co-founded the *Havana Beach Club* to create a forum for peer learning and co-organized the “Bouncing Back” panel at the E-conference. He is writing a case with Prof. Barnett for the entrepreneurship course.



Shoshanna Stussy (e-conference co-chair) was most recently an associate at WaldenVC, a cross-stage media technology venture capital firm. She spent three years in VC where she worked with entrepreneurs from a variety of technology industries. Prior to Walden, she was an Equity Research associate at Deutsche Bank, in the firm's New Media group. She is currently working with a GSB team on an entrepreneurial project for a music technology start-up. This year Shoshanna co-coordinated the panel, "Creative Approaches to Financing."



Andres Obregon (e-conference co-chair) left Wal-Mart Stores to pursue much desired entrepreneurial plans. His first venture TextilesInternet, a B2B e-marketplace, was swept by the dot-com crash. That did not stop Andres from co-founding Mercadio. His tech start-up develops system integration solutions. His responsibilities as CEO included securing funding from investors, overview of operations as well as management of client relationships with the likes of Ford Motor Co. and Philips Electronics. At Stanford, he was part of the Latin American Business Conference leadership team.



Jihye Whang began her career at Motorola Semiconductor Products. After completing her Master's degree in Electrical Engineering and Computer Science at MIT, she joined Tyco designing wireless chipsets for Nokia & Samsung cellular phones. Recently she was employed at Hittite Microwave Corporation (HMC) playing critical role between development teams, partners and the management. Jihye was the webmaster for the Entrepreneur Conference www.econference.org and a co-leader for the “Entertainment & Technology” panel. She is currently pursuing entrepreneurial opportunities with her hardware & software engineering colleagues.