

Host:



Candace Denton
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PlugandPlayTechCenter.com CorporatePlay

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A Guide to Corporate Resources for Start-up Companies

April 22nd, 2009 5:00pm-9:00pm at Plug and Play Sunnyvale

On Wednesday, April 22nd, 2009, Plug and Play Tech Center Sunnyvale will be hosting **CorporatePlay**—an event focused on the programs, services, and resources corporations have to offer entrepreneurs and developers.

This will include a panel discussion about the pros and cons of corporate investment featuring VC's from HP, Foxconn, Best Buy Ventures, Siemens Venture Capital, and many more!

Qualcomm Ventures will be announcing a very exciting \$250,000 Business Plan competition!

Keynote Speakers:



Eric Klein, VP Java
Marketing Sun
Microsystems



Nagraj Kashyap, VP
and Head of Qualcomm
Ventures



Kuk Yi,
Managing
Partner of Best
Buy Capital



**Hans van
Rietschote**, Senior
Director , Office of
the CTO

Microsoft BizSpark



Anand Iyer,
Evangelist
Microsoft



Mark Trang,
Director of ISV
Marketing &
Programs



Connie Sheng, Director
of Global Investment ,
Foxconn



Bernard Slede,
Portfolio Manager
HP Corporate
Ventures



Chris Chase
Vice President,
Credit Suisse



Len Auletto
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A Member of SVB Financial Group

www.plugandplaytechcenter.com/corporateplay/



CorporatePlay

April 22nd, 2009 4:30pm-9:00pm

Corporate Resources for Entrepreneurs

Audience: 200+ Entrepreneurs, Developers, and University students from 12 Bay Area Universities

4:30pm-5:00pm Registration

5:00pm-5:20pm **Keynote:** Ofer Ronen formerly of Sendori, recently acquired by Ask.com discusses his process of building a company for two years and what it was like to be acquired by Ask.com

5:20pm-5:50pm **Corporate Service Partners Panel/Pitching:**
How service partners play an important role in the entrepreneurial eco-system
Greenberg Traurig Credit Suisse Hood & Strong
Orrick SVB
Hanson Bridgett Corefino

5:50pm-6:05pm **Costa Rican Coffee Break:** IsThmus Near-Shore Engineering sponsors; 1 minute mention from Johnny Vega

6:05pm-6:25pm **Keynote:** Eric Klein, VP of Java Marketing Sun Microsystems discusses Sun's commitment to entrepreneurialism through the Sun Startup Essentials program

6:25pm-7:00pm Corporate Pitching (5-10 companies 5 min each, 2.5 min change)
Large corporations discuss programs and services aimed at start-ups, and their interest in supporting innovation/entrepreneurialism

Companies: *Salesforce.com Cisco*
 Microsoft Symantec
 Nokia Siemens TTB

7:00pm-7:20pm **Keynote:** Nagraj Kashyap, Head of Qualcomm Ventures discusses Qualcomm's commitment to entrepreneurialism and announces a \$250,000 Business Plan Competition

7:20pm-7:30pm Start-up 1-minute pitching (10 Start-ups to participate in exhibit pit)

7:30-8:15pm **Corporate VC Panel:** will feature 5-7 corporate VC's or scouts discussing
Moderated by Krishna Kakarala—Goldman Sachs

- 1) The value in seeking new technology innovation for a larger corporation
- 2) What a start-up should know before pitching to a corporate VC
- 3) Generally what CVC's are looking for in an investment (importance of team, product, etc.)
- 4) How they may differ from a traditional VC
- 5) Discuss current market conditions with regard to exit strategy (IPO's are non-existent at this point in a cyclical market; how corporate acquisition/investment is a viable exit strategy alternative in today's climate)

Panel Participants:

Siemens VC
Foxconn
Intel Capital
SVB
Best Buy
HP

8:15pm-9:00pm Networking/Demo/Cocktails