

Thirty-Thirty Incubator Seminar Series

Mar 23, 2011

30 minute presentation, 30 minute Q&A

Venture Capital and University Based Start-Ups

- What are VC's looking for to invest in?
- What do VC's NOT invest in?
- Who should want venture capital?
- How do you build your company to attract venture capital?
- What is the current status of the overall VC industry?
- Regional differences in venture capital between northern and southern CA?

Panelists:

Gilman Louie – Partner of Alsop Louie Partners

Maneesh Goyal – Principal of Miramar Venture Partners

Jeffrey Lee – Associate at Mission Ventures

Moderator:

Bryce Benjamin – CEO in Residence for the Lloyd Greif Center for Entrepreneurial Studies at USC Marshall School of Business

Thirty-Thirty Incubator Panel Series

The California NanoSystems Institute has organized a series of panel discussions to address business development and spin-out issues facing the incubator companies and entrepreneurial faculty / students. Each event will feature a thirty minute panel discussion, followed by thirty minutes of questions from the audience. To guide discussions, the Thirty-Thirty series is geared towards start-ups at the UCLA / CNSI Technology Incubator.



Gilman Louie

Bio: Gilman Louie is a partner of Alsop Louie Partners, a venture capital fund focused on helping entrepreneurs start companies. He is the founder and former CEO of In-Q-Tel, a strategic venture fund created to help enhance national security by connecting the Central Intelligence Agency and U.S. intelligence community with venture-backed entrepreneurial companies. Previously Gilman built a career as a pioneer in the interactive entertainment industry, with accomplishments that include the design and development of

the Falcon F-16 flight simulator as well as being the person who licensed Tetris, the world's most popular computer game, from its developers in the Soviet Union. During that career, Gilman founded and ran a publicly traded company called Spectrum HoloByte which ultimately was acquired by Hasbro Corporation, where he served as chief creative officer of Hasbro Interactive and general manager of the Games.com group before founding In-Q-Tel.

Gilman has served on a number of boards of directors, including Wizards of the Coast, Netwitniss, Ribbit, Zephyr Technologies, the National Venture Capital Association, the CIA Officers Memorial Fund and currently chairs the Mandarin Institute and the Federation of American Scientists. He serves as a member of the Markle Foundation Task Force on National Security in the Information Age, serves as a member of the Technical Advisory Group for the

United States Senate Select Committee on Intelligence, chairs the committee on Persistent Forecasting of Disruptive Technologies for the National Academies, and was recently appointed as member of the National Commission for Review of Research and Development Programs of the United States Intelligence Community.

In 2006, Gilman was presented with the Directors Award by the Director of the Central Intelligence Agency for his service in creating In-Q-Tel and providing service to the intelligence community. In 2002, he was listed as one of fifty scientific visionaries by Scientific American. Gilman completed the Advanced Management program/International Seniors Management Program at Harvard Business School and received a Bachelor of Science in Business Administration from San Francisco State University.



Maneesh Goyal

Bio: Maneesh is a Principal of Miramar Venture Partners. He joined Miramar in 2006. Maneesh works with Miramar portfolio companies to identify growth drivers, potential business partners and evaluate prospective investment opportunities. Maneesh focuses on the medical information technology markets. Currently, Maneesh serves on the board of the following Miramar portfolio companies: RealPractice.

Maneesh has more than nine years of product development and operational experience in the high tech industry. Prior to Miramar, he spent six and a half years at Broadcom Corp where revenues grew from \$36 million to over \$2 billion during his tenure. At Broadcom, he was instrumental and led efforts in the development and evolution of the cable, satellite, and television chip sets. Maneesh began his career conducting research at Brown University's Experimental Pathology Lab to determine the effects of HIV on the Vitamin D pathway.

Maneesh's prior investing experience includes an associate position at El Dorado Ventures. He also has product strategy and business development experience in the areas of video-on-demand services and RF CMOS components.

Maneesh has published papers in several technical journals and is the holder of three U.S. Patents. Maneesh holds a BS degree in Biomedical Engineering from Worcester Polytechnic Institute, graduating with Distinction and Eta Kappa Nu honors. He received his MS degree in Electrical Engineering, from the University of Southern California and his MBA from UCLA's Anderson School of Management where he was a Deutschman Venture Fellow.



Jeffrey Lee

Bio: a. Jeff joined Mission Ventures as an Associate in 2007. He has more than five years of product development and operational experience at high tech companies. Most recently Jeff was at Cisco Systems, where he held technical responsibility for the company's \$1B+ Catalyst 2900 series of Ethernet switches. He also was part of the founding design team for Cisco's successful Commercial Switching and VDSL product lines.

Jeff received his MBA with high honors from the Anderson School of Management at UCLA where he was a SIF Fellow and a Dean's Scholar. He also holds a Bachelors degree in Electrical Engineering from Stanford University.

Moderator



Bryce Benjamin

Bio: Mr. Benjamin has been a successful angel entrepreneur in Los Angeles since the early 1980's when he learned the craft from David Goodman, third on the all-time genealogy chart of West Coast Venture Capitalists. Over his career, Bryce has alternated between stints as investor and CFO, COO or CEO in nearly a score of companies. From 1991 to 1997, he served as COO of Brandon International, a component manufacturer, where he was instrumental in expanding the firm's annual revenues over 600% through a combination of organic growth and acquisition. He was an early investor and board member for IntelliChoice, Inc. until it was sold to Primedia in 1997. Bryce served as Chairman of MyCarPage.com, an ASP of CRM tools for the automotive industry, from 1999 through early 2005 when the company was successfully recapitalized in a management buyout. Bryce was the Founding CEO and Chairman of Language Weaver, Inc., the world's leading provider of statistical-based language translation software, and served in those capacities from January 2002 through April 2007. Language Weaver was acquired by SDL, Plc. in July 2010. Bryce is currently the *CEO in Residence* for the Lloyd Greif Center for Entrepreneurial Studies at USC Marshall School of Business and a member of the Los Angeles Chapter of the TechCoastAngels. He also serves on the board of Veechi, Inc., a HR technology tools provider, and on the boards of two non-profit entities; Project:Possibility, an organization with the mission to develop and distribute open source software to people with disabilities; and VitalLink, whose goal is to provide realistic exposure to career options and career guidance to teenagers. Bryce is a graduate of the University of Wisconsin, Madison and received a Master in Business Administration with Distinction from the Harvard Business School.