



STANFORD UNIVERSITY



ASIA TECHNOLOGY INITIATIVE

Stanford ATI Entrepreneurship Conference 2006

Date: August 16, 2006

Location: 333 Cailun Road, Pudong Scientific Convention Building, Zhangjiang High-Tech Park, Shanghai

Registration and Detailed at <http://chenluyi.com/ati/conference/>

Official Website <http://ati.stanford.edu/conference/>

Stanford Asia Technology Initiative (ATI): Founded in 1999, Asia Technology Initiative (ATI) is a Stanford-affiliated student-organized entrepreneurship program whose goal is to build long-term ties between Stanford University and Asian academia and industry. Through its unique summer internship program for Stanford students, ATI has generated incredible interest and excitement both in Silicon Valley and in Asia. In addition to participating in overseas hi-tech internships, the students engage in preparatory entrepreneurship seminars at Stanford and coordinate culminating summer global entrepreneurship conferences at their respective sites.

Over the years, ATI has launched successful global entrepreneurship programs in Shanghai, Tokyo, Bangalore, Hong Kong, Singapore, and Taipei. ATI has secured a formidable list of advisors that include Stanford's administrative leadership, renowned Silicon Valley venture capitalists and industry luminaries in Asia.

Conference summary: The culmination of the 7th Annual Asia Technology Initiative program will be a global entrepreneurship conference. In the past, the conference has attracted hundreds of attendees, including the CEOs of major US and Chinese technology firms such as SINA, Alibaba.com, and InfoSys; venture capitalists; government officials; representatives from top universities in China; and local media. In addition to providing unique networking opportunities for the high-profile attendees—especially the chance for U.S. based companies to meet up-and-coming Chinese entrepreneurs—this year's conference will focus on the rapidly changing nature of the web. Panels will facilitate discussion on Web 2.0, alternative energy, and the issues of intellectual property in China.

Conference Objectives

- To allow venture capital firms to see first-hand the private equity market in China, and to expose Chinese entrepreneurs to successful venture capital models.
- To build networking bridges between the VCs and entrepreneurs in China, and between academics and industry practitioners.
- To put on a high caliber conference in all respects, including panel topics, content, speakers, and attendants
- To create a conference that is both fun and valuable for all participants.

Audience:

- local entrepreneurs
- technology professionals interested in entrepreneurship

- investor community
- legal community specialized in investment / intellectual property
- local MBA students interested in pursuing entrepreneurial career

Keynote Speakers

James H. Boettcher General Partner, Focus Ventures

Jim was a founding partner of Focus Ventures in 1997. While at Focus, he has led successful investments in Cosine Communications, Telera (Alcatel) and Netscaler (Citrix). He is currently responsible for Focus's investments in ClearCube, Infoblox, Pure Digital, Starent Networks and Teknovus.

In addition to his investment work, Jim spearheads Focus's efforts in Asia, to which he brings to bear his 30 years experience in the region. Jim has initiated customer and partner relationships for numerous Focus portfolio companies including inCode Telecom, NetScaler, PixelWorks, PureDigital and Silicon Optix. Jim is frequently tapped to speak about his experiences at events hosted by organizations such as *Asian Venture Capital Journal* and *International Business Forum*.

Jim has an Electrical Engineering degree from the University of Wisconsin and MBA (as an Arjay Miller Scholar) and MA degrees from Stanford University. Prior to attending business school, he worked for four years as a telecommunications engineer in the U.S. Air Force, specializing in analog/digital voice systems and digital networking.

John Bravman Vice Provost, Stanford University

John C. Bravman earned his B.S. ('79), M.S. ('81), and Ph.D. ('84) from Stanford in materials science and engineering. He is vice provost for undergraduate education, the Bing Centennial Professor of Materials Science and Engineering, and dean of the Freshman-Sophomore College. He has also served as senior associate dean for student affairs for the School of Engineering and as acting vice provost for student affairs. In recognition of his excellence in teaching, Professor Bravman has received several awards, including the Gores Award, Stanford's highest honor for teaching. In his spare time, Professor Bravman enjoys photography, cooking, and discussing politics and economics.

Xudong Zhu Director General of Science and Technology Bureau of Pudong New Area, Shanghai

Education:

1990.9-1993.7 Ph.D. in Road and Transportation Engineering, Tongji University.
1987.9-1990.7 Master in Engineering and Machinery, Wuhan University of Water Transportation Engineering

Experience Record:

2004-date Director General of Science and Technology Bureau of Pudong New Area
2000-2004 Vice Director of the Development and Planning Bureau of Pudong New Area
1998-2000 General manager of Pudong Architecture and Construction Management Co.Ltd.

Membership of Professional Societies: Vice Chairman, Science and Technology Committee of Pudong New Area

Kaiser Kuo China Bureau Chief, Red Herring magazine

Kaiser has been a business and technology journalist since 2002, contributing to publications including Time, Time Asia, China Economic Review, Telecom Asia, Asia Inc, and Asia

Computer Weekly before joining Red Herring as China bureau chief. Previously, he was English editor-in-chief of Internet startup ChinaNow.com and Creative Director for wireless value-added service provider Linktone. Kaiser came to China after graduating in Political Science from the University of California, Berkeley. He co-founded China's first heavy metal band, Tang Dynasty, in 1989, and after a stint in graduate school at the University of Arizona, where he received an MA in East Asian Studies focusing on modern Chinese intellectual history, he returned to the band from 1996 to 1999. He remains active in the Beijing music scene, as guitarist of original Mandarin metal band Chunqiu and bassist of AC/DC tribute band The Dirty Deeds. He lives in Beijing with his wife Fanfan, two-year-old daughter Guenevere, and five-month-old son Johnny.

Conference Panels

The Business Value of Web 2.0: Competition and Innovation with Web 2.0 in China

Web 2.0 has become a global phenomenon, resulting in many new startup companies focusing on this area. Although many Venture Capitals have invested in companies with Web 2.0 concepts, the business model remains unclear to many. Web 2.0 entrepreneurs must find a unique competitive advantage in order to beat the competition and understand how to market a promising business model to interested VC's. VC's must also face the question of, "How do we find next potential 'Google' from countless new fledging companies?"

Moderator:

Andrew Qian Founder and Managing Director, New Access Capital

Andrew is the Founder and Managing Director of New Access Capital, a boutique investment consulting company. He was formerly a Vice President with SOFTBANK China. Prior to his VC/finance career, Andrew practiced US corporate law with premier law firms in New York and Hong Kong, where he participated in the IPOs of China Southern Airlines and China National Offshore Oil Company.

At New Access, his team successfully completed several private placement and cross-border M&A deals in the past 2 years, with transaction amount over \$100 million. Its existing or former clients include the 9.com (NASDAQ: NCTY), Focus Media (FMCN), Norstar Media (www.it168.com), DNS (www.dns.com.cn), China Broad Media (www.cnr8.com) and Shanghai Chinllenge Gases.

Andrew earned a Juris Doctor degree from Yale University Law School and an MA in political science from UCLA. He grew up in Shanghai and attended college in Beijing. He is President of the Yale Club of Shanghai, and an executive member of the Chinese National Youth Association Returnees Council. He was formerly an advisor to the Shanghai Xuhui District government.

Panelists:

Yujianjun, CEO, city8, Chinese map search company

Born in 1976, Yu Jianjun holds the Master of Technology degree from Xi'an Jiaotong University. Prior to establish Shanghai Jietu software Ltd., he was the Marketing manager of Xi'an Da'hai Infomation Ltd., As the present General Manager of Jietu, as well as the CEO of City8.com, Yu is responsible for the company management and the product marketing both in China and abroad. Making great contribution, he accomplished to double the revenue consecutively in each year since 2002.

The company has grown into one of the world's leading developers and marketers of virtual tour software with over 3,000 customers from 50 countries. Featured customers include Intel, Siemens, Boeing, FBI, Boeing, NASA (National Aeronautics and Space Administration), Harvard University, US House of Representatives and Los Alamos National Laboratory etc.

From late 2005, Yu started planning city8.com, which features local search with real street view. City8 combines 360 degree panorama with GIS map to provide unique visual local search service. City8 targets an online city platform to serve the net citizen in more direct, detailed, comprehensive way.

Jack Gu, Founder and CTO, Podlook.com

Jack graduated from Shanghai Jiaotong University in 2000 (major electronic engineering). He joined Microsoft and worked for 5+ years as tech leader, security consulting, product development, product support, etc. In Oct 2005, Jack started his own business, podlook.com. Podlook is the first Chinese podcast directory site and also the largest one so far. It wins nearly all the Chinese web2.0 award like "Best Web 2.0 Site in China 2005", "Most worthy of Attention Chinese Web 2.0 Site 2006", "Internet 2.0 New Website 100", etc.

Haidong Pan, co-founder and Chief Executive Officer of Hoodong (Beijing) Technologies

Haidong Pan, Ph.D., co-founder and Chief Executive Officer of Hoodong (Beijing) Technologies Co., the largest Chinese Wiki website globally. Before that, Dr. Pan served as Chief Information Officer (CIO) with AsiaEC.com, the largest online e-procurement office supplies company in China. While studying in Boston University, Dr. Pan acted as co-president of Harvard China Review and organized its annual conference that attracted mainstream media in both US and China. Besides that, the MIT talent forum he organized as conference chair stirred the returning enthusiasm among overseas Chinese students and scholars. As excellent overseas student, Dr. Pan was interviewed by Xinhua News agency and People Daily. Mr. Pan obtained Ph.D. in systems engineering from Boston Univ., M.S. from Tsinghua Univ., and B.S. from Beijing Science & Technology Univ. He also joined the "Advanced History Studies Program" in Dept. of History, Peking Univ. Dr. Pan is a council member of All-China Youth Federation and committee member of Overseas Returnee Association ACYF.

Co. Benjamin Joffe, Founder and Organizer, Mobile Monday Beijing

Benjamin is the CEO of the Beijing-based consulting company Plus Eight Star Ltd (+8*), which focused on mobile and Internet business consulting in China, Japan and South Korea. Benjamin is also a founding member and organizer of Mobile Monday Beijing, the Beijing chapter of Mobile Monday, the global information and networking event and community for mobile professionals.

Prior to this, Benjamin has been in charge of Asian business development for Newt Games, a mobile content company in Tokyo and Seoul, a market analyst and IP&L manager for the software and patent portfolio for France Telecom in Tokyo, and a market research consultant in various technology fields.

A MS in both Engineering and Acoustics by training, Benjamin has lived, worked and studied in China, Japan and South Korea for the past 7 years.

David Ding, Co-founder, 8box.cn

In 2006, David co-founded 8box Music(8box.cn), the first internet music service based on social filtering and personalization in China. Before 8box, as co-founder member, David worked in Roambox to provide innovative mobile information & entertainment solutions since 2004. Meanwhile, he was the Director of Networking of Silicon Valley-China Wireless Technology Association, which promotes entrepreneurship, business development and technology exchanges between wireless industries in the United States and China. He also once worked for IBM on developing rich Internet applications. After graduation, he spent one year working in Hong Kong on research of multimedia modeling and retrieval. David received his Master degree from Zhejiang University with a major in Computer Science.

Nick Yang, President and Co-founder, Kongzhong Corporation

Nick Yang graduated from Stanford University with a Masters in electrical engineering in 1999. After graduation, he founded ChinaRen.com with two other friends and became CTO of the company. In 2000, ChinaRen.com was sold to Sohu.com, where Nick continued as CTO. In March 2002, he quit Sohu.com and co-founded KongZhong Corporation, where he serves as President of the company. KongZhong Corporation is a leading provider of advanced second generation (2.5 G) wireless valued-added services in China. As the strategic partner of China Mobile which has the largest mobile subscriber base in the world, KongZhong is leading the industry in terms of revenues of WAP, MMS and JAVA from China Mobile. On July 9, 2004, KongZhong was listed on Nasdaq (Nasdaq: KONG).

Intellectual Property Issues: Strengthening Foreign IP in China

Multinational firms often hurt themselves by trying to develop their business models in China in the same way they would approach a market in the Western world. If these foreign corporations provide more reasonable prices and guidelines here, especially in the software and entertainment industries, how much would this increase the value of their intellectual property? How could entrepreneurs within China use a similar business strategy to protect their IP and compete with foreign groups?

Moderator:

Po Chi Wu Co-founder, Dragon Bridge Capital

Dr. Po Chi Wu is a highly experienced and successful international venture capitalist who has turned his attention to high growth opportunities offered by China's emergence as a global economic power. He focuses on fast-growing companies in information technologies and life sciences, where his unique insights and hands-on approach add significant value. His specialty is "Intellectual Capital Formation", which includes development of exceptional human resources, and superior business strategies.

Dr. Wu is a co-founder and one of the Managing Directors of DragonBridge Capital, a merchant bank serving Chinese and US technology companies, helping them become global citizens. He is also a co-founder and former Managing Director of Alameda Capital. Before this, he was co-founder and President of Allegro Capital, which managed Strategic Value I, L.P., a fund which returned almost four times the invested capital, and almost double the original paid-in capital within three years to its investors.

His work experience as a venture capitalist began in late 1985, when he was invited to co-found a venture capital subsidiary of China Development Corporation (now China

Development Industrial Bank), a publicly traded investment and development bank in Taiwan. After that, he was a partner with one of the world's largest international venture capital firms, Advent International Corporation, where he opened and headed the California office and was responsible for some of the firm's investment activities in Asia and in the US.

Dr. Wu is currently a Visiting Professor at the Mundell International University of Entrepreneurship (Beijing), an International Finance Advisor to the City of Guangzhou and serves on the Advisory Council of the Lawrence Hall of Science at the University of California at Berkeley, his alma mater. He has been involved with several non-profit organizations as: a Director and former President of the Chinese Software Professionals Association (Silicon Valley), a Trustee of the Asian Art Museum of San Francisco Foundation and Chair of the Technology Committee and a member of the Advisory Board of the Institute for Genetic Medicine at the University of Southern California.

Dr Wu's dedication to education and the cultural history of China can be traced back through several generations of illustrious scholars in his family. His great grand-father was a Hanlin Scholar in the Ching Dynasty, perhaps one of the last to be selected by the demanding traditional examination procedure. On receiving one of the highest grades, this Hanlin Scholar was awarded a very high government position. Dr. Wu's father, Professor Wu, Ta-You, was a highly respected theoretical physicist who retired in 1995 from the Presidency of the Academia Sinica in Taiwan at the age of 88. Until 1998, Professor Wu still taught one class a week because that kept him young. Professor Wu died in March 2000.

Po Chi Wu's educational background includes a Ph.D. in Molecular Biology from Princeton University and B. A. degrees in Mathematics and Music from the University of California at Berkeley (1966).

Panelists:

Dexi Qiao Partner, King & Wood Law Firm, Shanghai Office

Mr. Dexi Qiao specializes in intellectual property protection with special focus on patent prosecution and enforcement. Mr. Qiao started working at the State Intellectual Property Office in 1980. He has participated in the establishment of Chinese patent legal system and the legislation of patent laws and regulations. He also led the legislation work of Chinese Patent Law and its administrative rules, the regulations regarding protection of new plant varieties, and the regulations concerning protection of integrated circuits designs. Mr. Qiao has represented the Chinese government at numerous WIPO meetings and negotiations and is an executive member of number of Chinese and international organizations in relation to I.P. Mr. Qiao is an expert in all patent related legislations and practice.

Mr. Qiao Dexi joined King & Wood in 2004. Before joining King & Wood, he worked with the State Intellectual Property Office, in which he served as Director of the Legal Department and, afterwards, Director of the International Cooperation Department. He was elected in 2002 as vice Chairman of the WIPO Intergovernmental Committee for Genetic Resources, Traditional Knowledge and Folk Cultures.

Mr. Qiao obtained Bachelor in English Language and Literature from the East China Normal University and M.S. in Science and Technology Information (Patent) from the Graduate School of China Science & Technology University.

Benjamin Zhao Founding Partner, HHP Attorneys-At-Law

Mr. Zhao's particular focus includes foreign direct investment, intellectual property law, e-commerce, banking and real estate. Many of his clients are renowned companies such as

McDonald's, Haier New York Life Insurance, Roche, Volkswagen Financial Service, Züblin AG and he also advises a big number of wholly foreign owned enterprises, equity joint ventures or contractual joint ventures invested by European companies. His work includes helping domestic and overseas investors establish representative office, equity joint venture, contractual joint venture and wholly foreign owned enterprise in China, as well as provide answer and solution in legal sense with regard to land, premises construction, equipment purchase, technology import, tax, foreign exchange, product export, domestic distribution of product, intellectual property protection, labour issues, M&A etc. during the establishment and running of enterprises. In terms of intellectual property law, Mr. Zhao has acted for a lot of foreign companies and foreign investment enterprises on matters relating to intellectual property registration, intellectual property transfer, intellectual property permit and intellectual property tort.

Mr. Zhao has published a number of articles and books with topics ranging from company law of China, legal system of China to the international law of the sea, to note one of them, "The Legal System of the People's Republic of China," published by Joint Publishing (Hong Kong) Co., Ltd in 2000. Mr. Zhao graduated from the Fudan University School of Law, LL.B, LL.M.

Mathew Daniel, Director of Marketing, r2g.net

Mathew is a 15-year veteran of the advertising industry and made the transition to the online space in the early days of the dot com boom, living through the years of irrational exuberance with the then leading web developer Organic after which he went on to lead the interactive and strategic planning disciplines for Y&R Wunderman in Hong Kong and China

His combined interests in new media technology and music then led him to be part of R2G, the first centralized digital music distribution platform in China which aims to promote the consumption and monetization of legitimate digital music content.

In the past 5 years, he has worked in the cities of Singapore, Hong Kong, Shanghai and Beijing and perused the particularly different social and cultural environments which dictate the approach to and adoption of IP. At R2G, he plays a key role in the safeguarding of the content copyright of music publisher and label partners whilst balancing it with the practicalities of shaping the right business models for the monetization of content in China.

Tony Chen, Legal Counsel, Jones Day Law Firm, Shanghai Representative

Tony has thirteen years of experience working with hi-tech and biotech companies in the United States and in China. His practice focuses on patent prosecution and litigation, technology transfer, and formation of technology start-ups. Tony is a member of the California Bar and is admitted to practice before the United States Patent and Trademark Office. In 2000, he founded a biotechnology company in Silicon Valley to develop technologies for drug discovery with the support of venture capital investors in the U.S., Europe and Asia.

In China, Tony Chen has represented multinational companies to enforce their intellectual property rights in civil actions and through criminal sanctions. He has also represented Chinese companies to build and acquire intellectual property on a worldwide basis. Furthermore, he consults Shanghai government on life science industry and intellectual property matters.

Tony received his J.D. from Harvard Law School and his bachelor's degree in Cell Biology from the University of Science and Technology of China.

His recent publications include: "Keeping China Healthy," The China Business Review, November–December 2004; "Crackdown on IPR Bandits," Financial Times, 8 September 2004; "ITC Investigation," Asian Counsel, July/August 2004; and "Western ways, good and bad," Financial Times, 21 July 2004.

Alternative Energy: TOPIC TO BE DETERMINED

Moderator:

Andrew Tang Managing Director, DFJ DragonFund China

Mr. Tang has over 15 years of operating, R&D, and investing experience in the semiconductor industry. Most recently, he was a principal and member of the investment committee at Infineon Ventures, where he oversaw and managed investments in Broadbus, Imago Scientific, Zettacom (IDTI), NuTool (ASMI), and Corrent. Prior to Infineon Ventures, he was an investment banker with Credit Suisse First Boston's technology group in Palo Alto. He worked on the Magma IPO (LAVA), as well as numerous M&A transactions. Prior to CSFB, Mr. Tang was a senior engineer and marketing manager at Intel Corporation. He was responsible for chip design as well as market enabling for the Pentium and Itanium processors. Mr. Tang holds an MBA from the Wharton School, MSEE and BSEE from Massachusetts Institute of Technology and University of Texas at Austin respectively.

Panelists:

Li Yongjun General Manager, Shanghai Pudong Science & Technology Investment Corporation Limited

1991.9-1995.6 B.S., Department of Material Science ,Shanghai Jiao Tong University
1995.6-2000.8 Ph. D. , School of Material Science and Engineering , Shanghai Jiao Tong University
2000.8-2000.9 Shanghai Pudong Technology & Trade Bureau
2000.9-2003.5 Section Chief,Shanghai Pudong Science & Technology Bureau, High-tech Industry Service Center
2003.5-2004.12 Director, Shanghai Pudong Technology Information Center
2004.12-Now Assistant Director, Shanghai Pudong Productivity Center
2005.9-Now General Manager, Shanghai Pudong Science & Technology Investment Corporation Limited

Schedule

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|---------------------|---|
| 8:30 - 9:00 | Registration |
| 9:00 - 9:20 | Opening Speech by John Bravman, Vice Provost of Stanford Univ. |
| 9:20 - 9:30 | Welcome from Xudong Zhu, Vice Chairman, Science and Technology Committee of Pudong New Area, Shanghai |
| 9:30 - 11:00 | Alternative Energy Panel |

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| 11:10 - 11:40 | Keynote Speech by Jim Boettcher, Focus Ventures |
| 11:40 - 13:10 | Lunch |
| 13:15 - 14:45 | Web 2.0 Panel |
| 14:45 - 15:00 | Tea break |
| 15:00 - 16:30 | IP Panel |
| 16:30 - 17:00 | Closing Speech by Kaiser Kuo China Bureau Chief, Red Herring magazine |

Stanford ATI Internship



Dragon Bridge Capital was founded by venture capitalists Barry Weinman and Dr. Po Chi Wu on the belief that those companies who set standards are the ones who will become global leaders. Dragon Bridge has offices in Beijing, Shanghai, Hawaii and California. Dragon Bridge will work principally with the most promising China-based technology companies that have demonstrated both the ability and the drive to be leaders in their market niches. These companies will be challenged and coached by DragonBridge's experts as they acquire the resources and skills they need to expand their markets nationally and internationally.

ATI Fellows:
Engineering

Ken Zhong

Stanford University

Masters, Management Sci. and



Since it was founded in 1992, **Shanghai Genius Advanced Materials** has devoted itself to the macromolecule material research, development, and industrialization of engineering plastics. Along with its high quality products, the company has raised a group of innovative, diligent and customer-oriented employees to grow with the company. It has become an outstanding supplier and working partner with numerous international companies, including ShenLong Automotives, Volkswagen, General Motors, Mitsubishi Electric, Hitachi, Panasonic, Sharp, Haier, and LG.

ATI Fellows:

Abraham Chiang
Zhang Yinfei

Stanford University
Shanghai Jiaotong

Sophomore, Mechanical Engineering
Senior, Electrical Engineering



Shanghai Xing Ling Sci. & Tech. Pharmaceutical, a high-tech sector of the Shanghai Pharmaceutical Group, aims to successfully develop, manufacture, and market high-quality modern Chinese and botanical drugs. From within the industrial center of Shanghai, Xing Ling has invested two hundred million RMB in the development of botanical extracts, helping to pave the path for a modernization of the nation's natural medicine industry.

ATI Fellows:

Helen Zhang

Stanford University

Freshman, Engineering



Unbounded Learning focuses on providing state-of-the-art services for acquiring and sharing multimedia information, content, and knowledge intelligently to mobile phone users. We provide mobile learning (Learn2Go) and enterprise sales tools and training (Earn2Go) services. Learn2Go initially provides English language content, and Earn2Go allows enterprises to train and provide timely information to their large mobile workforce and customers.

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|---------------------|--------------------------|--|--|
| ATI Fellows: | David Burk Huang Yang | Stanford University Shanghai Jiaotong | Senior, Economics and Philosophy Senior, Electrical Engineering |
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Shanghai Venture Capital specializes in professional venture capital endeavors. Their mission is to boost the venture capital industry of the city, speed the industrialization of high-tech achievements, and accelerate the development of high-tech industry. SHVC strives to find an innovative road to developing venture capital in China that both follows international tradition and local characteristics.

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| ATI Fellows: | Gloria Gu | Fudan University | Masters, International Finance |
|---------------------|-----------|------------------|--------------------------------|



MedioStream is a digital video technology company that offers software solutions for the consumer market. As the pioneers of the first real-time software MPEG-2 and DVD codecs, MedioStream greatly enhanced the functionality and features of DVR, DVD authoring, and video streaming consumer software applications. MedioStream provides high quality, cost-effective, rich media solutions to the mass consumer and enterprise markets by fully utilizing the processing power available on the users' personal computers.

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| ATI Fellows: | David Fenning Wen Hao | Stanford University Tsinghua University | Sophomore, Mechanical Engineering Masters, Computer Science |
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Conference Organization Committee

Luyi Chen
Ken Zhong
Helen Zhang
Gloria Gu
Jeff Liu

Shirley Sun
David Burk
Abraham Chiang
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