



# European Entrepreneurship & Innovation Thought Leaders (ME 421)

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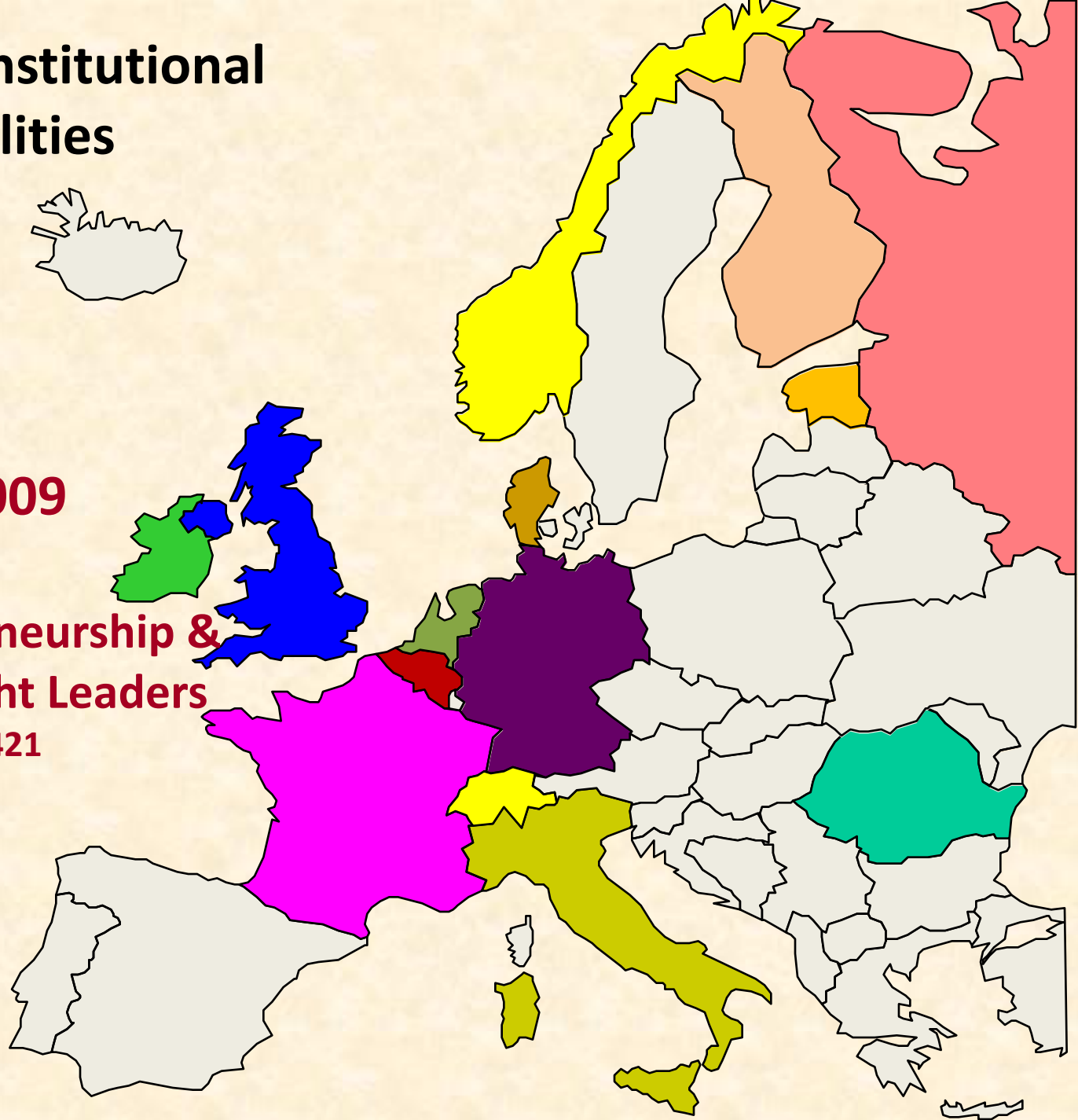
April 6, 2009

Session 1

# Speaker and Institutional Nationalities

Winter 2009

European Entrepreneurship &  
Innovation Thought Leaders  
Stanford ME421



# Course Overview and Goals

- Companion to current Stanford SoE courses:
  - Entrepreneurial Thought Leaders (ETL/STVP)
  - Asian High Tech Entrepreneurship (US-Asia Center)
- Offered Winter and Spring 09
  - Experimental Basis
  - May be offered next year
- Western, Central and Eastern Europe
  - From Ireland to Russia and Turkey
  - From Scandinavia to the Mediterranean

# Course Overview and Goals

- Why Europe and Silicon Valley?
- European Startups and Entrepreneurs of Note (partial listing)
  - Skype - Niklas Zennström (Sweden); Janus Friis (Denmark)
  - MySQL – Marten Mickos (Finland)
  - Virgin Group – Richard Branson (UK)
  - Nanosolar – Martin Roscheisen (Germany)
  - eBay – Pierre Omidyar (France)
  - Google – Sergey Brin (Russia)
- European Corporations in the Valley (partial listing)
  - Siemens (Germany)
  - SAP (Germany)
  - DaimlerChrysler (Germany)
  - BMW (Germany)
  - Infineon (Germany)
  - Orange (France)
  - Virgin Group (UK)
- US-European Venture Capital (partial listing)
  - Wellington Partners Sofinnova Ventures
  - SBV Venture Partners
  - Accel Partners

# Course Overview and Goals

- Entrepreneurship and Europe???
- An emerging — but relatively neglected in Silicon Valley — innovation region and community
  - Educate Stanford students and faculty
  - Inform and introduce to Valley VCs, angels, entrepreneurs and corporations
  - Build out Stanford's profile and ties in the European Research sector
- A growing role in bringing new **energy, environmental**, water, information, medical device and life sciences technologies to the global market
- Substantial challenges in rapidly moving technical innovations developed in universities, national laboratories and corporations into the marketplace
- Increasingly looking to domestic entrepreneurship — and Silicon Valley — to accelerate economic growth and train a new generation of entrepreneurial leaders

# Partners

- Government Partners

- Platinum Partners



- Gold Partners



- Silver Partners



# Partners and Other Organizations

- Industry Partners



- Supporting Organizations



# Partner Discussions

January 08 – April 09



- Stanford has also pursued discussions with:
  - City of Barcelona/Barcelona Activa/22@Barcelona, Spain
  - City of Katowice, Poland (via US-Polish Trade Council, San Francisco)
  - French Consulate/Invest in France Agency, San Francisco, CA
  - British Consulate/UKTI, San Francisco, CA
  - State of Bavaria Office, San Francisco, CA
  - Wallonia Trade and Investment Office, San Francisco, CA (Belgium)
  - Scottish Development International, San Jose, CA
  - German Ministry of Economics, Washington DC
  - German Trade and Investment Agency, San Francisco, CA
  - Invest in Sweden Agency, New York, NY
  - Swiss Innovation Promotion Agency, Bern, Switzerland
  - Enterprise Ireland, Palo Alto, CA
  - Southeast England Development Authority (SEEDA), Palo Alto, CA
  - Netherlands Office of Science and Technology (NOST), Foster City, CA
  - Technopole Lille Metropole, Lille, France
  - European Commission, DG Regio and DG Enterprise & Industry, Brussels, Belgium



# Course Requirements

- Weekly attendance:
  - Students must attend or watch **7 of 8** lectures
  - Complete attendance sheets passed around in class
  - All lectures archived online at SCPD
- End-of-Quarter Essay
  - Write 2-3 page essay on what you learned, major differences/similarities between entrepreneurship in Europe and Silicon Valley
- Feedback on Speakers and Course Content

# Online Communities

- Join our LinkedIn and Facebook Groups
  - LinkedIn members: **950+** 
  - Facebook members: **580+** 
  - Intended to facilitate professional, student and faculty networking outside of class
  - Open to the Public in Europe and US at no charge
  - All students should join at least one of these (see website)

# Remote Viewers

- General Public and European Attendees:
  - Instructions for viewing our course videos are posted on our website
    - Viewers must first register with Stanford Center for Professional Development (SCPD)
      - No charge !!
      - Posted within 2-3 hours of the end of each lecture
- Stanford Students, Faculty and Staff
  - Streamed Videos of class lectures are now available via SCPD



STANFORD UNIVERSITY

Stanford Center for Professional Development

# Teaching Team

- **Dr. Burton H Lee PhD MBA**
  - Mechanical Engineering
- **Prof. Larry Leifer**
  - Mechanical Engineering
  - Director, Center for Design Research (CDR)
- **Prof. Fritz Prinz**
  - Chair, Mechanical Engineering Dept.
- **Prof. Elisabeth Pate-Cornell**
  - Chair, Management Science & Engineering Dept.
- Course Assistant
  - **Can (“Jon”) Baran**, [canbaran.stanford@gmail.com](mailto:canbaran.stanford@gmail.com)
    - MS Candidate, Civil Engineering and Environmental Engineering
    - Contact for all attendance and other student-related questions
- Website: [me421.stanford.edu](http://me421.stanford.edu)  
[www.europeanentrepreneursatstanford.com](http://www.europeanentrepreneursatstanford.com)

# Spring Quarter 2009

(program subject to change)

Apr 6	Kalev Kask, CEO, EGeen International, Estonia/Ukraine/USA	(biotech/pharma)
	Allan Martinson, Martinson Trigon Ventures, Estonia	(venture capital)
Apr 13	Uli Fricke, Triangle Ventures, Germany (EVCA Board Member)	(venture capital)
	Sukbae Cha, CEO, ACAL Energy, UK	(cleantech - fuel cells)
Apr 20	Petri Martikannen, MultiTouch/Helsinki Institute of Inf. Technology	(displays/HCI)
	Ondrej Bartos, Credo International, Czech Republic	(venture capital)
Apr 27	Entrepreneurship in Norway and Italy	
	Bjorn Haugland, Chairman, Symphonical, Norway	(Internet/software)
May 4	Clean Tech Entrepreneurs in Denmark and France	
May 11	European Regions and Innovation Ecosystems	
May 18	Europe-US Angel Investor Group Mini-Summit	(in planning – details to follow...)
May 25	<b>NO CLASS - Holiday</b>	
June 1:	Nokia	(mobile telecoms)
	Norway	

# Entrepreneurial Thought Leaders (ETL)

Wed April 8

- Jensen Huang, Co-Founder, **Nvidia**
  - Wednesdays, 4:30 – 5:30 pm, Skilling Auditorium
  - Website: [etl.stanford.edu](http://etl.stanford.edu)



# Entrepreneurship in Asian High-Tech Industries

Tues April 7

- Panel Discussion
  - The current climate and opportunities for entrepreneurs and investors in China
    - Ted Lin, Founder, Business Connect China
    - Hong Tan, CEO, Access Analytical
  - Tuesdays, 4:15 – 5:30 pm, Skilling Auditorium
  - Website: [asia.stanford.edu](http://asia.stanford.edu)

# Next Week's Session

Mon April 13

- **Venture Capital and Clean Tech in Germany and the UK**
  - Uli Fricke, General Partner, **Triangle Venture Capital Group**; Board Member, **European Venture Capital Association (EVCA)** (Germany)
  - Sukbae Cha, CEO, **ACAL Energy Ltd.** (UK)



# Today's Session

- **Venture Capital and Biosciences Innovation in Estonia**
  - Allan Martinson, Managing Partner, **Martinson Trigon Venture Partners** (Estonia)
  - Kalev Kask, CEO and Founder, **EGeen International** (US/Estonia/Ukraine)
- **Country Overview**
  - **Estonia**: Andrus Viirg, Enterprise Estonia