



European Entrepreneurship & Innovation Thought Leaders (ME 421)

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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
 - 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

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
 - From Scandinavia to the Mediterranean

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.
- TA: Nina Liu, liunina@stanford.edu
- Website: me421.stanford.edu
www.europeanentrepreneursatstanford.com

Partners

- Government Partners

- Platinum Partners



- Gold Partners



- Silver Partners



Partners and Other Organizations

- Industry Partners



- Supporting Organizations





Partner Discussions

January 08 – January 09

- Our focus is “All of Europe”
- Stanford has 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, Palo Alto, CA
 - Wallonia Trade and Investment Office, San Francisco, CA (Belgium)
 - Scottish Development International, San Jose, CA
 - German Ministry of Economics, Washington DC
 - 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
 - European Commission, DG Regio and DG Enterprise & Industry, Brussels, Belgium

Requirements and Deliverables

- Weekly attendance:
 - Students must attend 6 of 7 lectures in person
 - 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
- LinkedIn and Facebook Groups  
 - All students should join at least one of these (see website)

After Class

- Networking Mixer outside Skilling Auditorium
 - Meet and Greet our European speakers & Partners!!

Remote Viewers

- Instructions for viewing our course videos will be posted on our website soon

Class Schedule

- Jan 12: European CEO's on Entrepreneurial Roots
- Jan 19: NO CLASS - Holiday
- Jan 26: Finnish Entrepreneurs on "Local v Global"
- Feb 2: West to East: Ireland and Russia
- Feb 9: Medical Device Startups (provisional)
- Feb 16: NO CLASS - Holiday
- Feb 23: Corporate Venturing in European MNCs
- Mar 2: Clean Tech Entrepreneurs (provisional)
- Mar 9: Skype Estonia, Danish Mindlab

Today's Class

- Country Introductions
 - **Estonia**: Andrus Viirg, Enterprise Estonia
 - **Denmark**: Lars B. Nielsen, Innovation Center Denmark
- **European CEOs on Entrepreneurial Roots in Denmark, France, Ireland and Russia**
 - Martin Frid-Nielsen, Chairman/Founder, **Soonr** (Denmark)
 - Loic Le Meur, CEO and Founder, **Seismic** (France)
 - Conrad Burke, President & CEO, **Innovalight** (Ireland)
 - Ilya Shirokov, Co-founder, **MoiKrug** (Russia)

Next Week's Session

- Country Introductions
 - **Norway**: Svein-Egil Nielsen, Innovation Norway
 - **Finland**: Pekka Parnanen, FinNode
- **Finnish Entrepreneurs on “Local vs Global” in 2009**
 - Martin Mickos, SVP, Sun; former CEO, **MySQL**
 - Peter Vesterbacka, Founder, **ConnectedDay**
 - Matti Saarinen, CTO/Co-founder, **WhatAMap**
 - Michel Wendell, General Partner, **Nexit Ventures**
 - Oliver Baltuch, **Futuremark** North America
 - Pekka Parnanen, Head, **Finpro Silicon Valley** (moderator)