



## Stanford eCorner

### Entrepreneurship Week 2009

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Video URL: <http://ecorner.stanford.edu/videos/2183/Entrepreneurship-Week-2009>

This video montage is narrated by the Stanford Technology Ventures Program's Executive Director, Tina Seelig. It documents the diverse events that made up Entrepreneurship Week 2009 at Stanford University. Faculty, staff, and student groups from the Stanford Entrepreneurship Network put together this entire week of panels, workshops, mixers, and fairs.



#### Transcript

I want to let you know that Stanford Entrepreneurship Week is brought to us this year by a bunch of groups on campus. It is brought to us by the Stanford Entrepreneurship Network. It is all of these groups. And everybody worked tremendously hard to put this together. The reason we asked President Hennessy to kick this off is because he is a remarkable entrepreneur leader of this amazing university. But he isn't just an academic. As many of you know he also is a very successful entrepreneur. He has been involved with founding many startup high tech companies and in fact took time off to launch his own venture before then coming back to Stanford and that certainly stop his career as he ended up propelling himself up to the president of the university. And he is going to tell us about his insights about being a leader in a fast growing, dynamic environment where you really need to be very entrepreneurial. So, President Hennessy.

So let me start by telling you what I think the biggest challenge is for startup company in Silicon Valley for the Intels and Cisco's and the Microsofts of the world and for the universities of the world. And the biggest challenge is how do you nurture and grow innovation? The product realization network is putting on a very cool program. I'm going to definitely make sure to check this out. Careers and product creation and manufacturing. You know, let's say I want to be involved in the manufacturing field in some way, how do I get involved? That's certainly not something most students get access to. So you can to this panel on Friday, it is Venture Capital speed dating, 40 venture capitalists who are involved in this effort. So the students are going to get a chance to give pitches and get feedback on their ideas, on their business ideas. On Saturday, there are two things going on. In the morning this is a workshop actually being put on by Forrest and Teresa. Teresa is a master of marketing.

Forrest is a master at presenting. And they are going to be giving a workshop on how to give a pitch. This is how to give a pitch to a venture capitalist. How to give a pitch to the PR agency or to the media. How to tell your stories so people want to listen. I understand it's going to be very entertaining and that you will also going to get a chance to work- to workshop your ideas. So bring ideas and so they're going to help you figure out the best way to pitch what you're doing. Later in the afternoon bring your product to Life Workshop. Again the Product Realization Network is doing this. This is a place where you're going to find that OK you got an idea, you got a product, how you get out of the door and turn this something that's upscale.

On Sunday, is Social Entrepreneurship Day. In the evening, either it's going to be a panel and then a showcase all about social entrepreneurship. Every year this is a huge success, it is totally packed. I'm sure that it'll be again the same way this year as well. You will get to hear from a bunch of successful social entrepreneurs and then meet a bunch of people and get a chance to talk to them. On Monday, solving the global talent equation. And I have to tell you we all know these days that startup companies are global from the get-go right? The world is very, very small. You've got to have a global footprint from the time you get this started. How do you this? So we have the folks at SPRIE are putting this on. That's the Stanford Program for Regions of Innovation Entrepreneurship.

They've got a star panel and a discussion and a reception afterwards. On Tuesday, we've got Startup 101, The Job Fair. This is going to be a trust fair and it especially needs time that's the place to be if you're looking for a job. We've got also for startup companies so we're going to be looking for the next generation of entrepreneurs. So you should definitely be there. Then in the evening at the Business School is The Entrepreneurship Mixer. This is open to everyone. This is a place where they're going to be doing some organized networking event so people can get to know each other from across disciplines and it's a great place for folks for a cross campus to get to know each other as President Openness say, that's sometimes the best thing to do is to find out ways for cross-fertilization across campus so this is the place to make it happen. And then Tuesday night afterwards, we have a very special experiment event. Let me tell you a little bit about this.

Because it's a secret, and if you look at the website, you'll see it's a secret. So this is a special event. It's a creativity workshop, but here's the catch it's a secret location and it's only open to 35 students. So you have to apply to come. The key is everyone who comes is going to be dressed as their favorite James Bond character. We're going to have an amazing night club experience and also a big creativity exercise. On Wednesday, the GSB is running their entrepreneurship conference. This is from 11 to 4 during the day. It is jam packed with amazing speakers, workshop panels. This you would need to apply to go.

It's a very slow cost for students and after that over come back here because the end of entrepreneurship ends at the same place it starts. We're going to have an amazing discussion. If you don't know these folks, you definitely should be here. Even if you do or don't. Tim Draper, Tony Perkins, Michael Moe, these are thought leaders in the Valley. They're going to be talking about the next big thing. And I promise you they are very provocative speakers. You never know what's going to happen and I'm sure we're going to get some great insights from them about where they see things happening especially in this very uncertain time. Last but not least, after they finish, we're going to have a networking reception outside, the Stanford Entrepreneurship Network will have tables so you get to meet all those groups and again it'll be another opportunity for cross-pollination between everyone in this year.