
STANFORD UNIVERSITY

2015 ASEES SUMMIT



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Welcome.

Congratulations Summit Class of '15



April 4, 2015

Dear Delegate,

It is my pleasure to welcome you to Stanford University and the 17th iteration of ASES Summit. I have personally helped organize this conference three times now and have seen it change and grow from year to year. The programming you will experience over the next few days exemplifies the type of values that ASES believes is critically important in a dynamic, global entrepreneurial ecosystem.

As you will soon see, the ASES Summit team has been working night and day for the past 6 months to ensure that the next 7 days are unforgettable. We are here to help you learn, grow, and make plenty of mistakes along the way and want nothing more than for you to succeed.

During the course of the week, I challenge you to do something you wouldn't normally do: we want you to be uncomfortable with being comfortable, and vice versa. This is a unique opportunity to spend a week with an array of people with diverse experiences and different perspectives. Do not let it go to waste.

Warmly yours,

A handwritten signature in black ink that reads "David Jiang".

David Jiang
ASES Stanford President



April 4, 2015

Dear Delegate,

Welcome to ASES Summit 2015 at Stanford University! You are joining an elite group of individuals who share a unique passion for entrepreneurship and innovation. Summit members have gone on to develop incredible projects that have changed the world. As well, Summit fosters friendships and relationships that will last a lifetime.

Throughout the week, you will experience many of the exciting things that make Silicon Valley a truly special place to be. The Summit team has worked tirelessly to put together an awesome program that we hope will inspire you to turn your ideas into reality.

We're so excited to meet each and every one of you. Get ready for an amazing week!

Best Regards,

A handwritten signature in black ink, appearing to read "Calvin Ling".

A handwritten signature in black ink, appearing to read "Quentin Perrot".

Calvin Ling & Quentin Perrot
ASES Summit 2015 Directors

Schedule.

Get excited for an incredible week!

Sat 04, 15

Arrivals

10am – 10pm

Old Union 219

Check-in: We're so glad to have you here! Pick up your t-shirts and welcome packets and start meeting people on campus!

1pm – 10pm

Old Union

Meet Room Hosts: Check in with your Stanford room hosts and get comfortable!

Sun 05, 15

Welcome Day

Day Heads: Yunha Hwang & David Jiang

8am – 9am

Toyon Hall

Breakfast: Make sure you eat up, long day ahead!

9am – 10:30am

Arillaga Wellness Rm

Introductions & Icebreakers: Welcome to Summit! Get to know your fellow delegates and the Summit organizing team with some team games.

10:30 – 11:30am

Arillaga Wellness Rm

Team Formation: In this session, you will form teams and discuss areas of entrepreneurship that you're interested in.

12pm – 2pm

Wilbur Field

BBQ Lunch: Enjoy an outdoor BBQ lunch/social mixer and meet some current Stanford ASES members.

2pm – 4pm

All-Campus

Campus Scavenger Hunt: Team up and explore campus! You'll get to see all sorts of exciting things - see how many typical Stanford things you can do!

6pm – 7:30pm

Arillaga Dining Hall

Dinner: Experience a typical Stanford dining hall dinner with Stanford ASES members and Stanford students.

7:30 – 9:30pm

Roble Theater

Teambuilding Activities: Build closer ties with your fellow team members. Becoming close with your team is super important for the rest of the week!

9:30 – 10:30pm

Lake Lagunita Fire Pit

S'mores & Bonfire: Meet and network with people from Stanford ASES while enjoying some delicious s'mores.

Mon 06, 15

Design Thinking

Day Heads: Emily Pang & Christopher Yuan

9am – 10am
Huang

Breakfast (*Business Casual Attire All Day*): Make sure you eat up, it's time to get to work!

10:30am – 12pm
CIS-X Auditorium

Dr. Richard Dasher Keynote: Our faculty advisor, Dr. Richard Dasher, will kick-off official Summit events with a keynote.

12pm – 1pm
Thai Café

Lunch: Enjoy one of the best eateries on campus - Thai Café!

1:30 – 2:45pm
CIS-X

Design Speaker: Hear from Grace Hwang, an associate partner at IDEO, on how design, creativity, and innovation come together in entrepreneurship.

3pm – 4:30pm
Old Union 200

Design Thinking Creativity Workshop: Learn about design thinking, a framework for creativity and solving problems rigorously.

5pm – 7pm
Cheesecake Factory

Opening Banquet: Explore downtown Palo Alto and enjoy some great food, all while meeting some Stanford ASES alumni.

8:30pm – 9pm
Old Union

Daily Standup: Every day a team will give a short update on their progress. This time is a chance for teams to ask for help or suggestions.

9pm – 10pm
Old Union

Team Work Time: Start using techniques you learned in today's d.thinking workshop to get those projects going, don't wait to the last minute!

10:30 – 12pm
Cantor Arts Center

Capture the Flag (*Athletic Attire*): Relax after a long day and join us for capture the flag at Cantor. Don't worry if you've never played - we'll explain everything.

Tue 07, 15

Team Development

Day Heads: Melissa Du & Angela Kong

9am – 10am
CIS-X Auditorium

Breakfast: Make sure you eat up, long day ahead!

10am – 10:45am

CIS-X Auditorium

Aditya Agarwal Fireside Chat: Join the VP of Engineering at Dropbox for an open dialogue on entrepreneurship, startups, and of course, Dropbox.

12pm – 1pm

Terman Fountain

Lunch: Enjoy a picnic lunch at the old engineering building, which is now a fountain.

1pm – 2pm

Black Community Services Center

Justin Kan Moderated Talk: Hear from Justin Kan, of Justin.tv, TwitchTV, and now Y Combinator fame. Talk is open to the Stanford community.

2pm – 3pm

Black Community Services Center

Teamwork Workshop: Develop your teamwork skills and learn what makes a group effective - applicable in all fields and professions.

4:15 – 5:30pm

CIS-X Auditorium

Dr. Richard Dasher's Class: Join one of Professor Dasher's Stanford lectures and hear from Yusuke Asakura, former CEO of Mixi.

6 – 7:30pm

Huang

Dinner: Enjoy some classic American pizza and reflect on the day's activities.

7:30 – 8pm

Huang/Shriram

Daily Standup: Take advantage of this time to ask your peers for advice and feedback, keep in mind, this isn't time to pitch and defend your ideas!

8pm – 9pm

Huang/Shriram

Team Work Time: Continue to work on your pitches.

9pm – 10pm

Roble Theater

ASES Karoke Night: Come on down to Roble Theater and show us how well (or badly) you can sing!

**Wed 08,
15**

Speakers & Panels

Day Heads: Quentin Perrot & Stephen Ou

8am – 9am

Toyon Hall

Breakfast: Make sure you eat up, great lineup of speakers today!

9:30 – 10:30am

Arillaga Dining

Storytelling Workshop: Participate in a Stanford Graduate School of Business workshop hosted by Stanford Alumni Tony Luckett from Piazza's growth operation team to learn effective storytelling strategies!

11am – 12pm Paul Brest Hall	Gideon Yu Talk: Listen to the co-owner of the San Francisco 49ers football team talk about his various roles in companies like Facebook, Sequoia Capital, and YouTube. ASES's biggest speaker event of the year. Talk is open to the Stanford community.
12pm – 1pm Thai Café	Lunch: Enjoy one of the best eateries on campus - Thai Café!
1:15 – 2:05pm Hewlett 200	CS 106A: Sit in on an actual Stanford class – CS106A: Java, which is Stanford's most popular entry-level computer science class.
2:15pm – 4pm Huang Basement	Team Work Time: Continue to work with your team to hone your pitches.
4pm – 5:30pm NVIDIA Auditorium	Entrepreneurial Thought Leaders Series: Listen to Sean George, Co-founder and Chief Operating Officer of Invitae, share his experience from many years in the medical industry.
6pm – 8pm Black Community Services Center	Women Leader's Panel: Hear from a number of female leaders and entrepreneurs share their various experiences and wisdom.
8pm – 9pm Terman Fountain	Dinner: Feast on delicious L&L Hawaiian BBQ after a long day of speakers and activities.
9pm – 9:30pm Huang/Shriram	Daily Standup: Update everyone on your progress and get the chance to ask your peers for help!
9:30pm – 11pm Huang/Shriram	Team Work Time: Make some progress on your pitches - the final presentations happen sooner than you think!

Thu 09, 15

Silicon Valley Company Tours

Day Heads: Kevin Heh & Divya Saini

8:30 – 9:15am

Tresidder Union

Breakfast: Make sure you eat up, big day of company tours coming up!

9:30am – 10am

Tresidder Union

Load Bus: Buses will leave promptly so please be on time!

10am – 12pm

Computer History
Museum

Computer History Museum Tour: Learn about the beginnings of Silicon Valley through a hardware-focused perspective at the Computer History Museum

12:45 – 1:45pm

In-N-Out Burger

Lunch: Enjoy the California classic - In-N-Out Burger!

2pm – 4pm

Google Campus

Google Company Tour: Tour the unique and legendary offices at Google. Don't forget to try the bikes and get a picture with Andy the Android robot!

4:15 – 4:45pm

Bus

Bus Back to Stanford: Buses will leave promptly so please be on time!

5pm – 6pm

Huang

Dinner: Feast on a Stanford late-night classic: Chipotle.

6pm – 6:30pm

Huang

Daily Standup: Update everyone on your progress and get the chance to ask your peers for help!

6:30 – 7:30pm

Huang 304 & 306

Dr. Dasher Office Hours: Practice your pitch and get feedback from Dr. Dasher. He's seen years and years of Summit pitches, so he knows what the judges will be looking for.

6:30 – 10pm

Huang

Pitch Prep/Critiques: Stanford ASES members will be in the area, pull them aside and practice your pitches. This is crunch time guys!

Fri 09, 15

Presentations & Wrap-up

Day Heads: Calvin Ling & Meagan Wu

8:30 – 9am
CIS-X Auditorium

Breakfast: Make sure you eat up, it's the big day!

9am – 10am
CIS-X Auditorium

Team Work Time: Put the finishing touches on your presentations!

10am – 12pm
CIS-X Auditorium

Pitch Competition Part I: We will be splitting the pitches into two sessions, with lunch in the middle. The judges are: Evan Tana, ASES alum and co-founder of Sparks; David Lee, General Partner and co-founder at SV Angel; and Brian Chang, Technology Investor at Warburg Pincus.

12pm – 12:30pm
CIS-X Auditorium

Lunch: Network with the judges and ASES members over Ike's Sandwiches, a Stanford classic.

12:30pm – 2pm
CIS-X Auditorium

Pitch Competition Part II: Second half of the pitches.

2pm – 2:30pm
CIS-X Auditorium

Gift Exchange and Announcement of Pitch Winners: Remember those gifts you brought? You'll be exchanging them with other delegates!

3pm – 3:30pm
Main Quad

Photos on the Quad: Take some pictures at the Main Quad and enjoy the wonderful Stanford weather before heading back to the rooms to get ready for the evening's festivities

4:30pm – 7pm
Burma Ruby

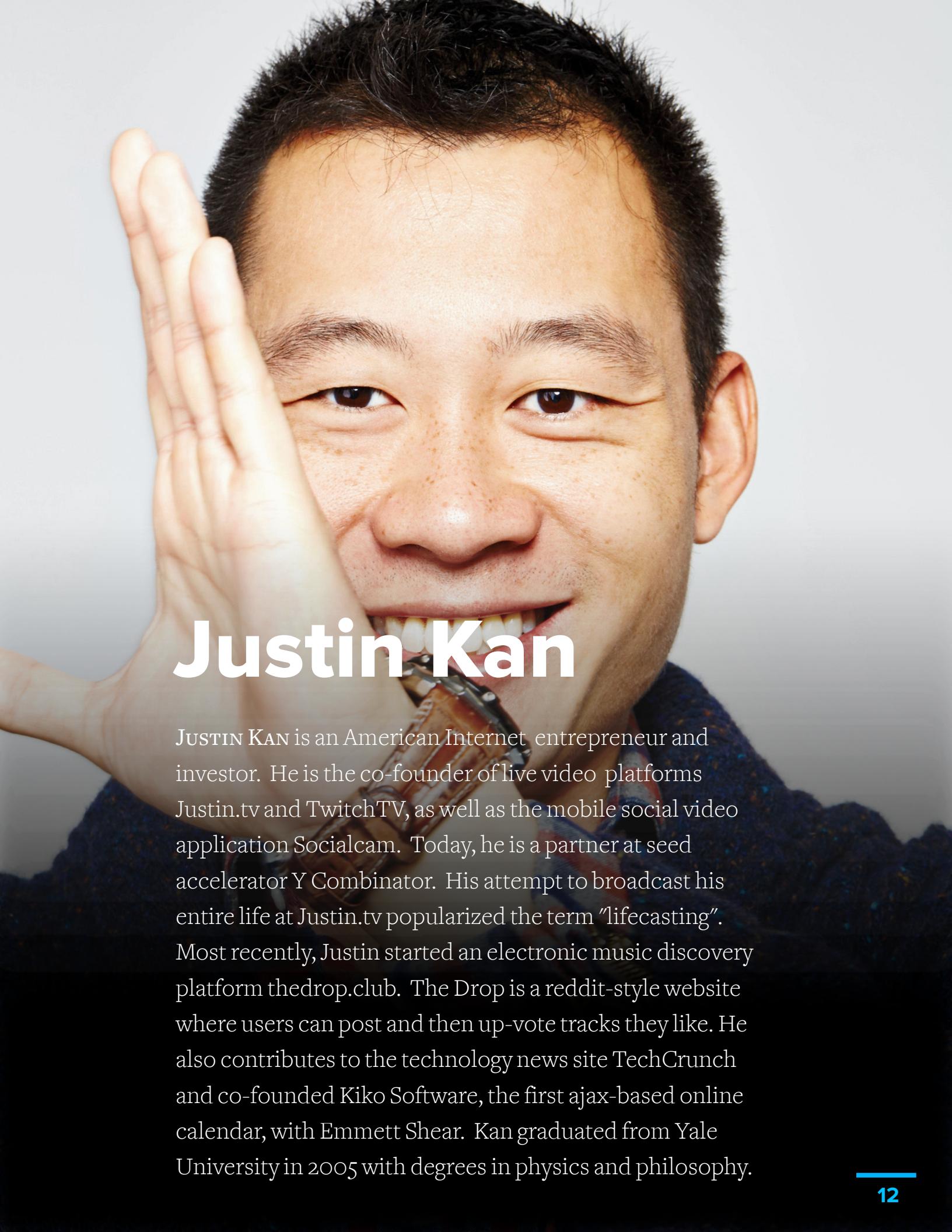
Closing Banquet (Formal Attire): We'll be eating at Burma Ruby, a beautiful restaurant in downtown Palo Alto specializing in Burmese cuisine.

9pm – 12am
Bollard: Suites Dining

Wrap Party: Destress and have a great time with the amazing people you've met over the course of the week!

Speakers & Judges

Check out Summit 2015's incredible lineup of speakers and judges!



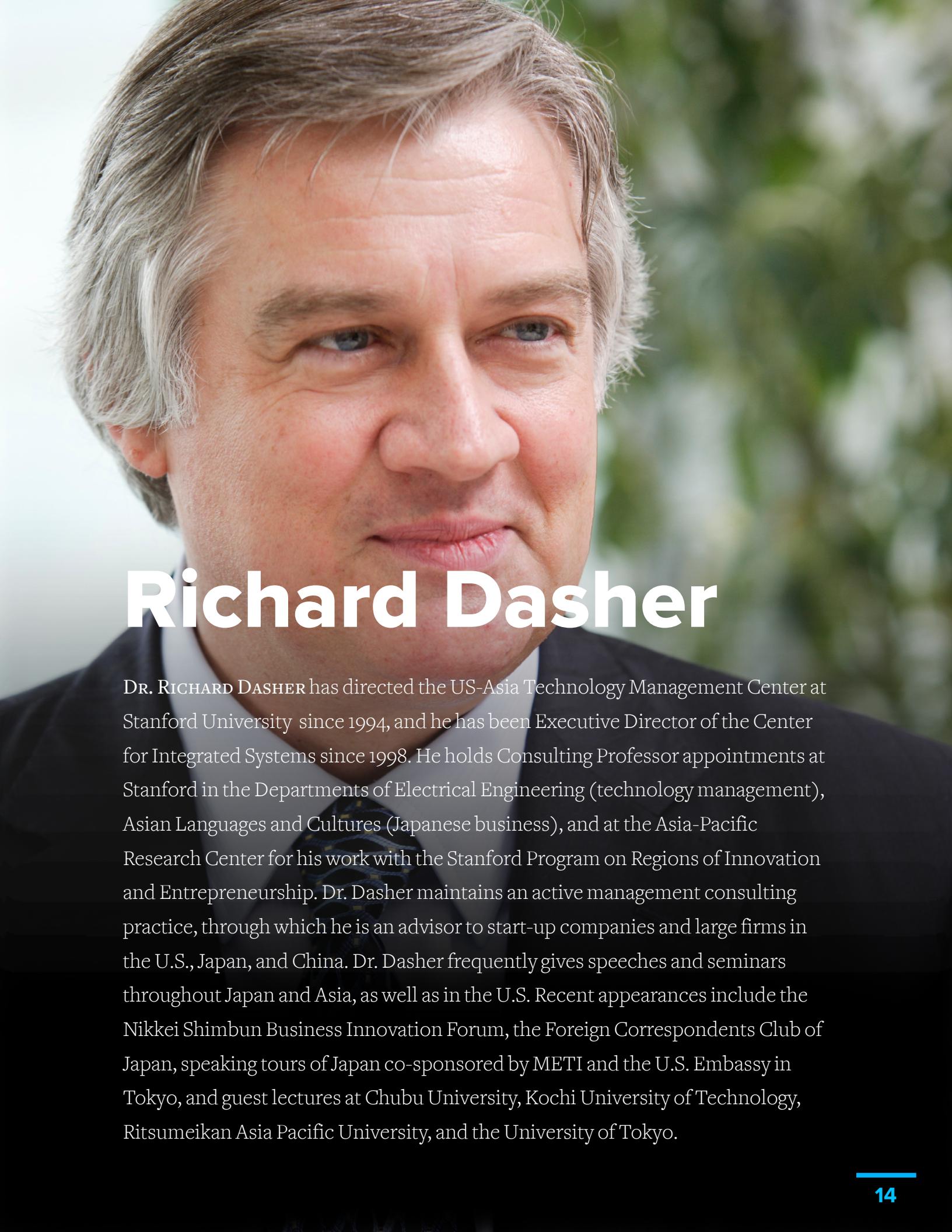
Justin Kan

JUSTIN KAN is an American Internet entrepreneur and investor. He is the co-founder of live video platforms Justin.tv and TwitchTV, as well as the mobile social video application Socialcam. Today, he is a partner at seed accelerator Y Combinator. His attempt to broadcast his entire life at Justin.tv popularized the term "lifecasting". Most recently, Justin started an electronic music discovery platform thedrop.club. The Drop is a reddit-style website where users can post and then up-vote tracks they like. He also contributes to the technology news site TechCrunch and co-founded Kiko Software, the first ajax-based online calendar, with Emmett Shear. Kan graduated from Yale University in 2005 with degrees in physics and philosophy.

A professional headshot of Gideon Yu, a middle-aged Asian man with short dark hair, smiling warmly at the camera. He is wearing a dark suit jacket, a white dress shirt, and a light blue patterned tie.

Gideon Yu

GIDEON YU is the Co-Owner and former President of the San Francisco 49ers. He is the first President of color of any team in the history of the National Football League. Prior to his career in sports entertainment, Gideon was the Chief Financial Officer of both Facebook and YouTube, the first two Internet companies to achieve one billion active users. Gideon was also a General Partner at Khosla Ventures, where he led the firm's founding investment in Jack Dorsey's Square and was the company's first outside board member. Gideon has also held senior positions at Sequoia Capital and Yahoo, where as Treasurer and SVP of Finance, he executed over 30 acquisitions/investments, including Alibaba, Overture, and Flickr. Gideon is also a senior advisor at Formation 8. He received his MBA from Harvard and BS in Industrial Engineering and Engineering Management from Stanford. Today, Gideon is co-founder and CEO of his startup Eva Automation.



Richard Dasher

DR. RICHARD DASHER has directed the US-Asia Technology Management Center at Stanford University since 1994, and he has been Executive Director of the Center for Integrated Systems since 1998. He holds Consulting Professor appointments at Stanford in the Departments of Electrical Engineering (technology management), Asian Languages and Cultures (Japanese business), and at the Asia-Pacific Research Center for his work with the Stanford Program on Regions of Innovation and Entrepreneurship. Dr. Dasher maintains an active management consulting practice, through which he is an advisor to start-up companies and large firms in the U.S., Japan, and China. Dr. Dasher frequently gives speeches and seminars throughout Japan and Asia, as well as in the U.S. Recent appearances include the Nikkei Shimbun Business Innovation Forum, the Foreign Correspondents Club of Japan, speaking tours of Japan co-sponsored by METI and the U.S. Embassy in Tokyo, and guest lectures at Chubu University, Kochi University of Technology, Ritsumeikan Asia Pacific University, and the University of Tokyo.



Yusuke Asakura

YUSUKE ASAKURA is currently a visiting scholar at Stanford University. Mr. Asakura served as the President and CEO of Mixi, Inc. from June 2013 to June 2014. Mr. Asakura served as Operating Officer and Chief of Corporate Planning at Mixi, Inc. from July 2012 to June 2013. He joined Mixi in 2011 after working at a consulting firm. Prior to this, Yusuke worked as a business analyst at McKinsey & Company. He graduated from the University of Tokyo in 2007.



Aditya Agarwal

ADITYA AGARWAL, who led product efforts from 2005 to 2010 at Facebook, joined DropBox in 2012 when the storage company acquired Cove. Cove, a stealth collaboration startup, was founded by both Agarwal and Ruchi Sanghvi, students together at CMU and both employees of Facebook. Drew Houston acquired the small company for its incredible engineering talent. Aditya, who is also part of the board of directors at Flipkart, graduated from Carnegie Mellon and is now VP of Engineering at Dropbox.



Ernestine Fu

ERNESTINE FU is a senior associate at Alsop Louie Partners, an early-stage venture capital firm focused on new media, gaming, SaaS, cloud infrastructure, security, and mobile. She led her first investment within two months of joining the firm and currently leads the investment thesis in 3D printing. She also oversees the campus associate outreach program. Ernestine's publications include Civic Work, Civic Lessons (a public service book with Stanford professor Thomas Ehrlich), The State Clean Energy Cookbook (a report with former U.S. Senator Jeff Bingaman and Secretary George Shultz), and others. Ernestine holds a BS and MS from Stanford University and is a graduate of the Kauffman Fellows Program.



Kathleen K. Janus

KATHLEEN KELLY JANUS focuses on social entrepreneurship, advancing human rights and elevating the status of women around the world.

Kathleen is a Lecturer at the Stanford CDDRL Program on Social Entrepreneurship and a blogger for the Impact section of the Huffington Post and the Stanford Social Innovation Review. She is currently writing a book on lessons from social entrepreneurs about how to successfully construct social change. From 2007 to 2011, Kathleen helped launch and direct Stanford Law School's international human rights clinics in Namibia and South Africa, supervising Stanford students on fieldwork projects related to HIV/AIDS, water rights and rural women's issues. Kathleen lectures widely human rights and has taught courses at Stanford Law School, Berkeley Law School, Santa Clara Law School and the University of San Francisco Masters of Arts International Studies Program.



Reshma Khilnani

RESHMA KHILNANI is a Software Engineer at Box where she is bringing viewing and rendering for medical data formats to the Box platform (think X-Rays and Pathology Slides). Prior to Box, Reshma was co-founder and CTO of MedXT, a medical software company which was acquired by Box in fall 2014. Reshma has had a variety of experiences as a software professional including roles at Facebook and Microsoft. Reshma has a B.S. and M.Engg from MIT and is an Alumnus of YCombinator, with her company MedXT.

Judges.



Evan Tana

Sparks

Evan Tana, a Stanford alum, is a co-founder of Sparks, a company that is building new ways for users to express and discuss the things they love. Evan is also an advisor to multiple emerging companies, including shopkick, Patreon, Shift Technologies Inc. and EasilyDo Inc. In 2013, Evan was an entrepreneur in residence at Greylock. While at

Stanford, Evan was not only a member of ASES but also part of the prestigious Mayfield Fellows Program. Graduating with a BS in Management Science & Engineering and also achieving a Masters in MS&E, Evan has kept strong ties with Stanford.



David Lee

SV Angel

David Lee is a General Partner of SV Angel. Prior to SV Angel, David was at Baseline Ventures, a leading seed-stage venture firm. He was a founding member of Google's New Business Development team and led business development at StumbleUpon prior to its sale to eBay. David has an M.S. in Electrical Engineering from Stanford, where he was a National Science Foundation graduate fellow; a J.D. from NYU; and a B.A. from Johns Hopkins. He has been honored by charitable organizations including CoachArt, First Descents, and the Leukemia & Lymphoma Society. In 2014, he was named to the Forbes Midas List of 100 Top Tech Investors.



Brian Chang

Warburg Pincus

Brian Chang is a principal technology investor at Warburg Pincus, a private equity firm in New York. Prior to Warburg Pincus, Brian worked in investment banking at a Wall Street firm. Brian also serves as a board member on a number of financial information and security companies, including Interactive Data, ACAMS, CrowdStrike, and Electronic Funds Source. Brian graduated Stanford with a BS with Distinction in Electrical Engineering in 2003 and with an MBA in 2009. While at Stanford for his undergraduate degree, Brian was a member of ASES.

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Meet the people behind Summit 2015!

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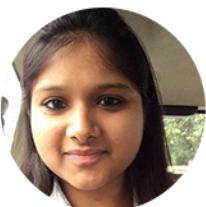
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