



SUMMIT

ASES · April 8 - 13, 2018 · Stanford University

Contents

01

Welcome

06

Schedule

18

Speakers

33

Delegates

38

Staff

42

Maps



Welcome!

Congratulations Summit Class of '18. Get ready for an exciting week of events and workshops that will be sure to leave a lasting impact on your entrepreneurial journeys.





Dear Delegates,

Congratulations on your acceptance to ASES Summit 2018 at Stanford University!

This year, our admissions decisions were more difficult than ever; with that said, we're confident your Summit class contains the most promising entrepreneurs from around the world. We hope you are excited for this experience as we are.

Without further ado – welcome. We are looking forward to get to know you over the course of this week! We have been involved with Summit for the past several years, and it's one of our favorite weeks of the year because of the people we meet, the conversations we have, and the friends we make.

The theme this year is “Path to a Unicorn: The Next Billion Dollar Company.” We hope that our programming pushes you to think bigger and search harder for those billion dollar opportunities. We encourage you to take advantage of not only the time you spend with our experienced and knowledge speakers, but also the time you share with this year’s particularly diverse and talented delegation. You all have something very unique to contribute.

Throughout this week, you’ll experience many of the exciting things that make Silicon Valley a truly unique place. To get the most out of your Summit experience, we ask that you begin the week with an open mind and always stay eager to learn. Karen, Krishna, and the rest of the ASES Summit team have been working tirelessly to put together a great program that we hope will be both useful and inspiring.

Get ready for an incredible week!

Best Regards,

Nicholas Benavides

Nicholas Benavides & Maurice Chiang
Co-Presidents, Stanford ASES

A handwritten signature in black ink, appearing to read "Maurice Chiang".

Path to a Unicorn: The Next Billion Dollar Company

• • •

The theme for this year's Summit is "Path to A Unicorn: The Next Billion Dollar Company." As you may know, the term "unicorn" applies to ventures that are worth over one billion dollars, including Uber, Airbnb, Palantir, Dropbox, and Pinterest. It was coined in 2013 by venture capitalist Aileen Lee, who chose this mythical creature to parallel the rarity of such successful ventures.

As entrepreneurs, we aspire to start successful ventures that will have a large impact and leave a lasting legacy. Throughout the week, we will hear from ventures capitalists who will give us their insight on what makes a startup successful. We will tour former unicorn companies Facebook and Google to get a first-hand sense of the their world-class work environment. Lastly, we will strive apply what we learn from our speakers and tours to the culminating pitch competition, where you will take a shot at developing a successful startup. We hope you gain more insight into what makes unicorn company stand out and worthy of over one billion dollars. Who knows, you might even start the next billion dollar company.



Dear Delegates,

On behalf of the rest of the Summit team and Stanford ASES as a whole, welcome to ASES Summit 2018 at Stanford University! We are so glad to have you with us this week for our 20th annual ASES Summit, and we could not be more excited to meet you.

Our delegates this year make up one of the most diverse, accomplished, and impressive classes yet. Overall, your delegate class is made up of 38 exceptional students from 13 countries around the world, studying a variety of subjects from finance to arts and culture studies, and pursuing a range of impressive personal projects.

We encourage you to push the boundaries of your comfort zone this week and get to know each and every one of your fellow delegates. In past years, Summit delegates have gone on to produce award winning projects at other conferences, create startups together, and form friendships that will last a lifetime. Have fun, take risks, and make mistakes. Let's get to work!

Best Regards,

Karen Dai & Krishna Patel
ASES Summit 2018 Directors

LET'S
GET
TO
WORK.



Schedule

This schedule will be your guide for this week. It has information for all events, weather forecast, and dress code. Make sure you read it thoroughly and please be punctual to all events.

April
10
Sun

Welcome Day

Helen Qiu
650-546-9592

Gunguk Kim
240-429-6116

Ray Iyer
248-912-8056

Casual Attire
All day

 **11° - 22°**
Partly Cloudy

Check-in Reception

9:30 am-5:00 pm, **Nitery 209**

Welcome to Summit! Check-in, meet your room host, grab your welcome package and get ready for an amazing week!

Morning Stanford Tour (Optional)

11:00 am-12:15 pm, **Stanford Visitor Center**

Walk-in tours that leave from Stanford Visitor Center.

Cantor Arts Center (Optional)

11:00 am-5:00 pm, **Cantor Arts Center**

Visit our world-renowned museum located on campus!

Stanford Shopping Center (Optional)

11:00 am-6:00 pm, **Stanford Shopping Center**

Shop 'till you drop, eat 'till you sleep in the glamorous, high-end outdoor mall.

Lunch (Optional)

12:00 pm-1:00 pm, **Old Union 215**

Eat with the Summit crew at the check-in room.

Afternoon Stanford Tour (Optional)

3:15 pm-4:30 pm, **Stanford Visitor Center**

Same tour as the morning Stanford Tour!

Dinner

6:00 pm-7:00 pm, **Arrillaga Dining Hall**

Experience a classic Stanford dining hall dinner with Stanford ASES members and students.

Ice-breakers

7:30 pm-10:00 pm, **Arrillaga Study Room**

Get to know your fellow delegates!

April
11
Mon
—
**Team
Forming**
—
Haley Tran
510-708-0089
Charles Tsao
310-292-9356
Heejung Chung
408-887-4289
Formal Attire
4:30 pm-8:30 pm

 11° - 20°
Partly Cloudy

- Breakfast & Dr. Dasher Welcome Address**
7:30 am-8:00 am, **Arrillaga Dining Study Room**
Our faculty advisor, Dr. Richard Dasher, director of the Stanford US-Asia Technology Management Center, will kick off official summit events with a keynote speech. Breakfast will be served. Make sure to eat for the long and exciting day ahead!
- Hans Tung Keynote**
10:00 am-11:00 am, **Arrillaga Dining Study Room**
Come and listen to Hans Tung on “Lessons from Chinese Internet Sector.” Hans Tung is currently a managing partner at GGV capital who has experience in cross-cultural investments in both the US and China.
- Ashmeet Sidana, Engineering Capital**
11:30 am-1:00 pm, **Arrillaga Dining Study Room**
Ashmeet Sidana is the founder and chief engineer of Engineering Capital and has a wide range of experience ranging from venture capitalism, entrepreneurship, and computer science and engineering. He will be presenting “Market Size, A Venture Capital Perspective.”
- Lunch**
1:30 pm-2:30 pm, **Treehouse at Tressider**
Come and enjoy some delicious “not burritos” at a Stanford staple eatery located in Tressider!

April
11
Mon
—
**Team
Forming**
—
Haley Tran
510-708-0089
Charles Tsao
310-292-9356
Heejung Chung
408-887-4289
Formal Attire
4:30 pm-8:30 pm

 11° - 20°
Partly Cloudy

- ASES International Presentations**
2:00 pm-3:30 pm, **Stanford d.school Studio 1**
Listen to representatives from select ASES chapters as they tell us what their chapters have been up to back home.
- d.school Tour**
3:30 pm-4:00 pm, **Stanford d.school**
Talk a walking tour around the world-renowned Hasso Plattner Institute of Design at Stanford University, better known as the d.school. Experience firsthand where many world-changing ideas were prototyped and refined. Tour will be led by Kimberly Te, ASES Marketing Director and d.school tour guide.
- Get Ready for Opening Banquet**
4:00 pm-5:00 pm, **Tressider Marguerite Bus Stop**
Get yourself looking sharp and meet at the Tressider Marguerite bus stop promptly at 5:00 pm. Otherwise the bus will leave without you!
- Opening Banquet**
6:30 pm-8:30 pm, **Cheesecake Factory**
Get fancy and enjoy a delicious American dinner!
- Team Formation**
9:30 pm-11:00 pm, **Arrillaga Dining Study Room**
In this session, you will talk to people who you are interested in working with and form teams around problems that you would like to solve. Teams will be final after this session.

April

12

Tue

Design Thinking

Bihan Jiang

817-583-1728

Diane Jiang

510-432-1734

Anna Zeng

520-661-8974

Casual Attire

All day



10° - 20°

Morning Showers

Breakfast

8:30 am-9:30 am, **Crothers Hall Basement Lounge**

Be sure to grab a big breakfast this morning. You have a long morning ahead of you and lunch won't be until 12:30 pm!

Pitch Competition Introduction

10:00 am-11:00 am, **Arrillaga Dining Study Room**

Start discussing your ideas for the pitch competition with your teams! Try out some of the design thinking strategies you learned yesterday! Introduction will be led by former ASES President Maggie Sun.

Abhay Agarwal - D.thinking Workshop

11:30 am-12:30 pm, **Arrillaga Study Room**

From Microsoft Research fellow, Abhay Agarwal will lead a workshop to walk you through what design-thinking is all about.

Lunch

12:30 pm-1:30 pm, **Arrillaga Study Room**

Devour a Stanford student favorite, some delicious Mexican grill cuisine (including burritos, chips and guac) from Chipotle!

April
12

Tue

Design Thinking

Bihan Jiang

817-583-1728

Diane Jiang

510-432-1734

Anna Zeng

520-661-8974

Casual Attire

All day



10° - 20°

Morning Showers

Eric Chen, Partner at OVO Fund

2:00 pm-3:00 pm, **Toyon**

Partner at venture capital firm OVO Fund, Eric Chen will be discussing his work as an investor in the Bay Area and Los Angeles, where he specializes in seed investments. He will also have time for Q&A, so come prepared!

Lecture with Dr. Dasher

4:30 pm-6:00 pm, **Skilling Auditorium**

Sit in on one of Dr. Dasher's lectures for his course "Entrepreneurship in Asia". There will also be a networking event directly after his lecture.

Talk with Sam Yam, Co-founder Patreon

6:30 pm-7:30 pm, **AllenX Auditorium**

Listen to Sam Yam talk about his experiences and work at Patreon, which harkens to the old days of patronage where fans and sponsors can support artists and creators. Oren's Hummus will be served outside Huang Engineering Basement.

Project Work Time

8:00 pm-11:00 pm, **Huang Engineering Basement**

Continue to work on those pitches!

Social Activity (Optional)

10:00 pm-11:00 am, **Huang Engineering Basement**

Unwind from the long day with some bonding time and a good ol' facemask.

April
12
Wed

Speakers & Panels

Carla Ho
510-227-7988

Brittany Truong
614-598-1500

Casual Attire
All day

 **10° - 20°**
Partly Cloudy

Breakfast

8:30 am-9:30 am, **Crothers Hall Basement Lounge**
Come enjoy some more classic American breakfast!

Pretha Ram, Co-founder & CEO of OpenStudy

10:00 am-11:00 am, **AllenX Auditorium**
Dr. Preetha Ram (PhD, Yale: MBA, Emory: IIT Delhi) is a successful entrepreneur, Co-Founder and CEO of OpenStudy, a peer-to-peer academic help platform for high school and college learners, which she grew to over 60 million learners and led to a successful exit. She will be sharing her experiences as an entrepreneur.

Tom Kosnik, MS&E Professor

11:00 am-12:30 pm, **AllenX Auditorium**
Professor Kosnik will be giving an exclusive lecture to ASES Summit delegates about gearing up for the global market.

Lunch with Professor Kosnik

1:00 pm-12:00 pm, **Tressider**
Indulge in another Stanford student staple from CoHo, where Professor Kosnik will also be joining!

April
12
Wed

Speakers & Panels

Carla Ho
510-227-7988

Brittany Truong
614-598-1500

Casual Attire
All day

 **10° - 20°**
Partly Cloudy

Entrepreneurial Thought Leaders' Seminar with David Buszucki, CEO of Roblox
4:30 pm-5:30 pm, NVIDIA Auditorium
Come listen to an esteemed speaker hosted by the Entrepreneurial Thought Leader's Seminar, also known as MS&E 472. Hear about Roblox's imagination platform as it ushers in the next generation of entertainment from Co-Founder and CEO David Buszucki. Roblox enables kids of all ages to imagine, create, and play together in immersive experiences on their phones, desktops, consoles, and VR.

Dinner
5:30 pm-6:30 pm, Huang Patio
Enjoy some Hawaiian Barbeque from L&L!

Office Hours with Dr. Dasher
6:30 pm-9:00 pm, Huang Basement
Talk about your ideas and get feedback from Dr. Dasher. He has seen years and years of Summit pitches, so he knows what the judges will be looking for.

Project Work Time
6:30 pm-9:00 pm, Huang Basement
Continue to work on your pitches!

S'mores
9:30 pm-11:30 pm, 1047 Fire Pit
Meet and network with Stanford ASES members while enjoying some delicious s'mores.

April
13

Thu

Field Trips

Shrey Gupta
480-745-6056

Tiger Sun
540-394-8631

Derrick Li
626-381-8410

Casual Attire
All day

 **10° - 20°**
Sunny

Breakfast

8:00 am-9:00 am, **Crothers Hall Basement Lounge**
Eat up! You have a big day of company tours ahead!

Transportation to Facebook and Google

9:15 am-10:00 am, **Escondido Turnaround**
Buses will leave promptly so please be on time!

Facebook/Google Tour

10:00 am-12:00 pm, **Menlo Park/Mountain View**
Come tour two of the world's largest and most prominent software companies in the heart of Silicon Valley!

Bus Back to Stanford

12:30 pm-1:15 pm, **Stanford**
Buses will leave promptly so please be on time!

Lunch

1:30 pm - 2:30 pm, **Stern Field**
Munch on some slices of pizza from pizzeria Paxti's Pizza!

April
13

Thu

Field Trips

Shrey Gupta
480-745-6056

Tiger Sun
540-394-8631

Derrick Li
626-381-8410

Casual Attire
All day

 **10° - 20°**
Sunny

Project Work Time

3:00 pm-5:30 pm, **Old Union**

Continue to work on your pitches!

Dinner

6:00 pm-7:00 pm, **Old Union**

Devour tasty sandwiches from Fambrini's!

Stephen Ou, Facebook Engineer

7:30 pm-8:30 pm, **AllenX Auditorium**

Learn about how to pitch effectively and tell a compelling story from ASES alum and Facebook Engineer, Stephen Ou.

Work Time and Pitch Critiques

8:30 pm - 11:00 pm, **Huang Basement**

Finalize your presentations for tomorrow's Pitch Competition. Practice and receive pitch feedback from ASES leadership.

14

Fri
Pitch
Day

Nick Benavides
410-570-3908

Molly Zhang
301-366-9962

Kinbert Chou
408-791-9117

Business Attire
All day

● 10° - 20°

Sunny

April

Breakfast

9:00 am-10:00 am, **AllenX Patio**

It's the big day; eat up!

Preparation Time

9:30 am-10:00 am, **AllenX Auditorium**

Put the finishing touches on your presentations before the competition begins.

Pitch Competition

10:00 am-12:00 pm, **AllenX Auditorium**

Get ready to present your team pitches! The judges are: Eric Bahn, Co-founder and Partner at Hustle Fund; Justine Moore, a venture investor at CRV; Olivia Moore, associate at Highland Venture Partners, and Elain Szu, an Executive in Residence at Accel Partners.

Deliberations & Announcement of Winners

12:00 pm-12:30 pm, **AllenX Auditorium**

The judges will deliberate and announce the winners of the pitch competition!

Lunch

12:30 pm-1:00 pm, **AllenX Auditorium**

Network with the judges and ASES members over Ike's Sandwiches, the most popular and delicious sandwiches in the Bay Area.

April
14
Fri

Pitch Day

Nick Benavides
410-570-3908
Molly Zhang
301-366-9962
Kinbert Chou
408-791-9117

Business Attire
All day

● **10° - 20°**
Sunny

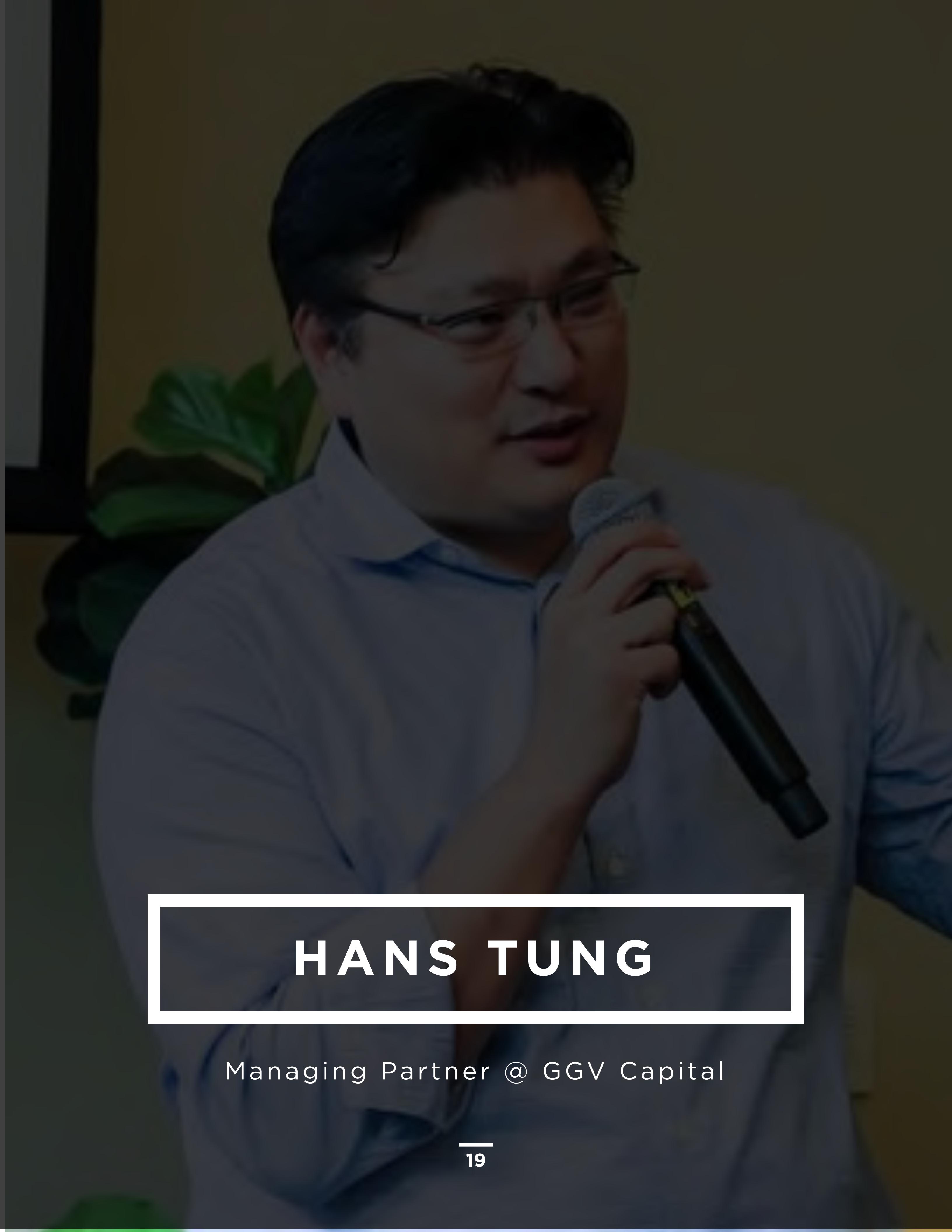
- Photos at the Quad**
1:00 pm-2:00 pm, **Main Quad**
Take some pictures at the iconic Stanford Quad and enjoy the beautiful California sun before heading back to your room to get ready for the evening's festivities.
- Mixer with BASES Delegates**
2:00 pm-3:00 pm, **The Oval**
Meet and mingle with national delegates from the BASES Conference at the scenic Oval.
- Bookstore/Free Time**
3:00 pm-4:00 pm, **Stanford Bookstore**
Browse the Stanford Bookstore for some souvenirs to bring home, take some time to enjoy the outdoors, and/or get some work done with your team before dinner.
- Closing Banquet**
6:00 pm-8:00 pm, **Burma Ruby**
Enjoy a fantastic feast at one of Palo Alto's top restaurants - INDO Restaurant & Lounge. Meet promptly at **5:30** at Escondido Turnaround!
- Wrap Party**
9:30 pm-12:00 am, **Crothers Hall**
Destress and have a great time with the amazing people you've met over the course of the week!



Speakers

We have an incredible line-up of speakers and judges for you in this year's Summit. We'll have many opportunities for you to ask them a lot of questions so do your research ahead of time!





HANS TUNG

Managing Partner @ GGV Capital

A close-up portrait of a man with dark hair and glasses, smiling broadly. He is wearing a dark suit jacket. The background is blurred.

ASHMEET SIDANA

Founder and Chief Engineer @
Engineering Capital

A close-up, black and white portrait of a man with dark hair and a beard, looking directly at the camera with a neutral expression.

ABHAY AGARWAL

Research Fellow @ Microsoft



ERIC CHEN

Partner @ OVO Fund

A dark, low-light portrait of a young man with short dark hair, smiling broadly. He is wearing a dark, collared shirt over a dark t-shirt. The background is a plain, light-colored wall.

SAM YAM

Co-Founder @ Patreon

A close-up portrait of Preetha Ram, a woman with dark hair pulled back, wearing a red top and a necklace. She is smiling warmly at the camera.

PREETHA RAM

CoFounder & CEO @
OpenStudy

A close-up portrait of David Buszuki, Co-Founder and CEO of Roblox. He is wearing glasses and has a slight smile. The background is dark.

DAVID BUSZUCKI

Co-Founder and CEO @
Roblox



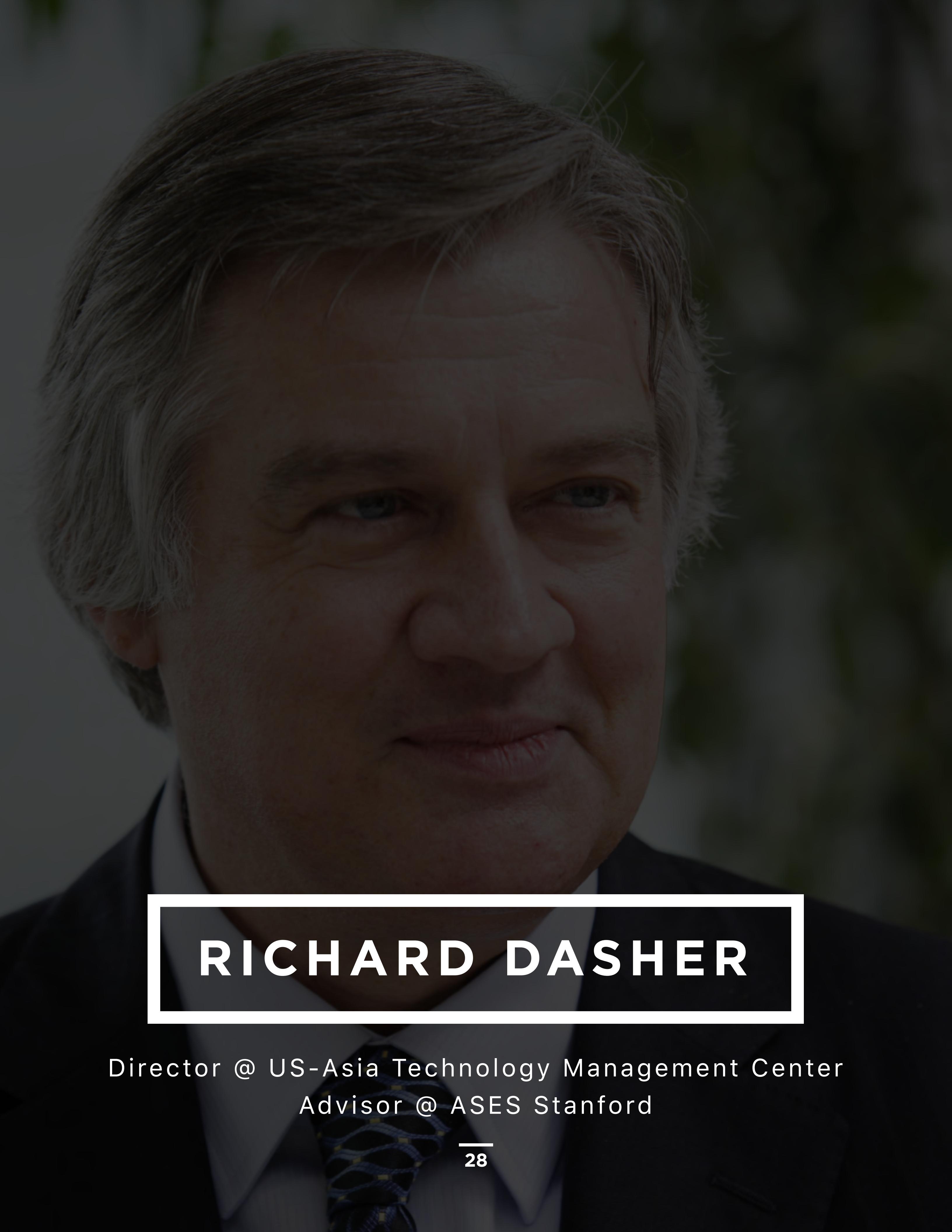
TOM KOSNIK

MS&E Professor @ Stanford



STEPHEN OU

Engineer @ Facebook

A close-up portrait of Richard Dasher, a middle-aged man with light brown hair and blue eyes. He is wearing a dark suit jacket over a white shirt and a patterned tie. The background is blurred.

RICHARD DASHER

Director @ US-Asia Technology Management Center
Advisor @ ASES Stanford

A dark, moody portrait of a woman with long, dark hair, smiling slightly. She is wearing a dark turtleneck sweater. The background is blurred.

JUDGE

OLIVIA MOORE

Venture Investor @ CRV

A close-up portrait of a woman with long brown hair, smiling warmly at the camera. She has blue eyes and is wearing a dark top.

JUDGE

JUSTINE MOORE

Venture Investor @ CRV

A close-up portrait of a young man with dark hair, smiling broadly. He has a high forehead and is wearing a light-colored shirt.

JUDGE

ERIC BAHN

Co-founder and general partner
@ Hustle Fund



JUDGE

ELAIN SZU

Executive In Residence
@ Accel Partners



Delegates

The people are what make ASES Summit such an incredible experience. In the next week, you will have the opportunity to get to know your fellow delegates intimately. Don't let it go to waste.





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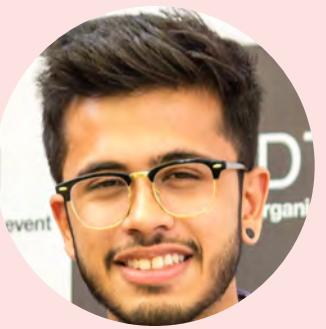
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Taiwan



Thanisara Kerdsolos

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Thailand



Andres Kim

andresgkim
@gmail.com



Summit Team

Meet the incredible ASES Stanford members behind Summit. They have been working tirelessly for the past nine months to put on the greatest Summit yet.

Summit Team

**Karen Dai**

Summit Director
773-236-4651
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**Krishna Patel**

Summit Director
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**Helen Qiu**

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**Ray Iyer**

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**Derrick Li**

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**Charles Tsao**

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**Haley Tran**

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**Anna Zeng**

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**Brittany Truong**

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Summit Team



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Shrey Gupta

Thursday Dayhead
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Tiger Sun

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Nicholas Benavides **Maurice Chiang**

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Co-President
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mauricec@stanford.edu



WiFi, WhatsApp, Maps

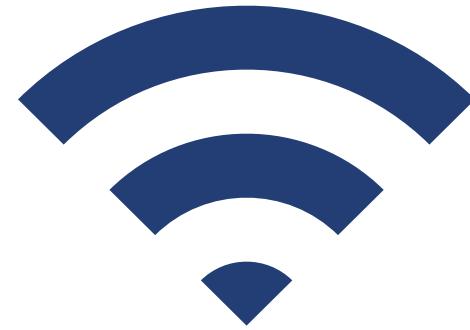
Learn how to connect to Stanford WiFi, join the Summit WhatsApp group, and navigate campus using the Stanford Mobile app. A map is also included for your convenience on the last page!



Map

Use the map on the back page to navigate yourself. Key event locations have been marked with circles.

Remember, to respect the speakers, please be on time to all the events!



Wi-Fi

Network: Stanford Visitor

Once connected, open up an Internet browser and click accept. Unfortunately you will have to go through this process everytime you wish to use the Internet.



WhatsApp

Communication

If you don't already have it, download WhatsApp. It will be our primary way of communicating day to day. Make sure you check it all the time.



Stanford Mobile

Getting Around

We highly recommend downloading the iStanford app. It has Stanford maps, Marguerite (bus) schedules, and many other useful information pre-downloaded on it.

Old Union

Arrillaga Dining

Crothers (Breakfast)

Tressider Bus Stop

AllenX (Pitches)

Huang (work time)

Crothers (*Breakfast*)

