

# WELCOME TO **SUMMIT** 2019

ASES | APRIL 7-12 | STANFORD UNIVERSITY





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# Welcome

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***Congratulations, Summit Class of '19!***

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





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A GLOBAL ENTREPRENEURSHIP COMMUNITY

**Dear Delegates,**

Congratulations on your acceptance to ASES Summit 2019 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 “Pioneering New Industries.” We hope that our programming pushes you to think bigger and search harder for those industry paving 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. Charles, Derrick 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!

Sincerely,

**Maurice Chiang & Nick Benavides**  
Co-Presidents of ASES

## THEME

# PIONEERING NEW INDUSTRIES

• • •

### ***Get excited!***

This year's ASES Summit theme is "Pioneering New Industries". As a delegate in this year's ASES Summit, imagine yourself as a pioneer, paving a road to the most unique and influential products in the market. With your bright minds and the rich breadth of skills that you will gain over the course of the week, you will become truly immersed in the heart and mindset of Silicon Valley.

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 venture capitalists who will give us their insight on what makes a startup successful. We will tour former pioneering companies like Facebook and Salesforce to get a first-hand sense of their world-class work environment. Lastly, we will strive to apply what we learn from our speakers and tours at the culminating pitch competition, where you will take a shot at developing a successful startup. We hope you gain more insight into what it means to break out into new industries and form a product that could potentially be successful for years to come.

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 2019 at Stanford University! We are so glad to have you with us this week for our 21th 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 35 exceptional students from 10 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

**Charles Tsao & Derrick Li**  
ASES Summit 2019 Directors

LET'S  
GET  
TO  
WORK





# SCHEDULE

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*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 7

# SUNDAY



## Welcome Day

### **Check-in Reception | 9:00 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! Return by **5pm to Nitery 209** to go back with your Room Hosts (RoHos).

### **Morning Stanford Tour (Opt'l) | 11:30 am-12:45 pm, Stanford Visitor Center**

Walk-in tours that leave from Stanford Visitor Center.

### **Stanford Shopping Center (Opt'l) | 11:00 am-4:00 pm, Stanford Shopping Center**

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

### **Lunch (Opt'l) | 12:00 pm-1:00 pm, Nitery 209**

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

### **Afternoon Stanford Tour (Opt'l) | 3:00 pm-4:45 pm, Stanford Visitor Center**

Walk-in tours that leave from Stanford Visitor Center.

### **Dinner with ASES & ROHOs | 6:00 pm-7:30 pm, Arrillaga Family Dining Commons**

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

### **Ice Breakers & Team Building | 8:00 pm-10:00 pm, Arrillaga Study Room**

Get to know your fellow delegates, meet the team, and participate in fun activities!

# APRIL 8

# MONDAY



## *Team Forming Day*

### **Breakfast & Dr.Dasher Welcome Address | 9:30 am-10:30 am,**

### ***Arrillaga 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!

### **Ashmeet Sidana Talk | 11:00 am-12:00 am, *Arrillaga Study Room***

Description: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 @ Treehouse | 1:00 pm-2:30 pm, *The Treehouse***

Come and enjoy some quality burrito bowls at a Stanford staple eatery located in Tressider!

### **Cantor Arts Center Stop | 2:30 pm-3:30 pm, *Cantor Arts Center***

Description:Come and explore Iris & B. Gerald Cantor Center for Visual Arts, Stanford University's very own arts museum. View exhibits such as Auguste Rodin's The Shock of the Modern Body and Richard Serra's Sequence Returns.

### **Irina Kofman Talk | 3:30 pm-4:30 pm, *Paul G. Allen Building***

Irina Kofman works closely with Jeff Dean, SVP Google AI, to lead the Research and Machine Intelligence organization. She was a founding member of the Machine Intelligence group in 2013, and since that time continued to grow the Machine Learning efforts at Google. Come listen to Irina Kofman's talk on AI + Social Good!

# APRIL 8

# MONDAY



## *Team Forming Day*

### **Prepare for Banquet | 4:30 pm-6:00 pm**

Get yourself looking sharp and meet at the Tressider Marguerite bus stop promptly at 5:30 pm. Otherwise the bus will leave without you!

### **2019 ASES Summit Opening Banquet | 6:30 pm-8:00 pm,**

***Buca di Beppo Italian Restaurant***

Get fancy and enjoy a delicious Italian-American dinner at Buca di Beppo!

### **ASES International Presentation & Team Formation |**

***9:00 pm-11:00 pm, Arrillaga Study Room***

Find out what ASES chapters around the world are doing, and how you can create an ASES chapter at your university! Then, find out who you've been teamed up with and begin to brainstorm ideas for the final pitch competition on Friday .

# APRIL 9

# TUESDAY



## *Design Thinking & Speakers Day*

### **Breakfast | 8:30 am-9:30 am, Nitery 209**

Come to Nitery 209 to eat a classic American breakfast!

### **Hans Tung Talk | 10:00 am-11:00 am, Arillaga Study Room**

Come and listen to Hans Tung, managing partner at GGV Capital, focusing on consumer Internet, e-commerce, and IoT investments across China and the U.S! Tung has been named by Forbes Midas List as one of the world's top venture capitalists six times from 2013 to 2018, most recently ranking number 20 in the world.

### **Design Speaker Workshop Hosted by John Armstrong | 11:30 am-12:30 pm, Arillaga Study Room**

John Armstrong is a Lecturer and Fellow in the Stanford Design Program, where he teaches courses that help students navigate their educational, vocational, and personal paths. He will be holding a workshop guiding you through the steps of design thinking.

### **Corner Bakery Lunch @ Wilbur Field | 12:30 pm-1:30 pm, Wilbur Field**

Eat some delicious catered food from Corner Bakery on one of Stanford's most lively residential fields.

### **Lu Zhang Talk | 2:00 pm-3:00 pm, Toyon Hall**

Come listen to Fusion Fund founder and managing partner, Lu Zhang! In 2017, she was awarded the Forbes US 30 under 30 & Featured Honoree under the VC category and also awarded the Forbes Asia 30 under 30 under the Finance category.

# APRIL 9

# TUESDAY



## *Design Thinking & Speakers Day*

### **Pitch Competition Introduction | 3:00 pm-3:30 pm**

Start discussing your ideas for the pitch competition with your teams! Try out some of the design thinking strategies you learned today! Introduction will be led by Summit Co-Director Charles Tsao.

### **Dr. Dasher's Class | 4:30 pm-6:00 pm, Skiling Auditorium**

Sit in on one of Dr. Dasher's lectures for his course "Entrepreneurship in Asia", and get a feel for what Stanford lectures are like.

### **Stanley Tang Keynote Talk | 6:30 pm-7:30 pm, Paul Brest Hall**

Listen to Stanley Tang give his experiences on how he founded DoorDash, and what he's learned as a founder.

### **Chipotle Dinner | 7:30 pm-8:30 pm, Outside Paul Brest Hall**

Devour a Stanford student favorite, some delicious Mexican grill cuisine from Chipotle!

### **Work Hours | 8:30 pm-11:00 pm, Nitery/TBA**

Brainstorm, work, and collaborate with your team members!

### **Boba Social | 11:00 pm-12:00 am, Engineering Quad**

Find out what the NorCal boba craze is all about with some ASES members!

# APRIL 10

# WEDNESDAY



## *Speakers & Stanford Tradition Day*

### **Breakfast | 8:30 am-9:30 am, Nitery 209**

Eat a big breakfast today! Lunch won't be until 1pm!

### **Christina Apatow Talk | 10:00 am-11:00 am, Arillaga Study Room**

Christina Apatow is obsessed with how AI will mold the future and is focused on creating that reality. Learn about her life experiences in her talk, "Stanford Duck to Startup Duck"!

### **Adam Rowell Talk | 11:00 am-12:30 pm, Arillaga Study Room**

Enjoy a nice "fireside" chat with Adam Rowell, co-founder/CTO of Lucid, the world's first AI-based 3D and depth capture technology mimicking human vision in dual/multi camera devices. His talk topic will be "A Global Entrepreneur's Journey To Creating Impact Through AI & Computer Vision."

### **Lunch with Speakers | 1:00 pm-2:15 pm, Meyer Green**

Enjoy a nice picnic on Stanford's beloved Meyer Green with the speakers of the day! Panera bread sandwich packs will be served.

### **Fountain Hopping | 2:30 pm-3:30 pm**

Come and have fun with one of Stanford's yearly traditions, fountain hopping! Participation in the fountain water is optional.

# APRIL 10

# WEDNESDAY



## *Speakers & Stanford Tradition Day*

### **D.school Tour | 3:30 pm-4:30 pm, Stanford d.school**

Take 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!

### **Mediterranean Dinner | 5:00 pm-6:00 pm, Outside Huang**

Eat a nice Mediterranean Dinner outside of Huang before heading in to work!

### **Office Hours w/ ASES Alumni | 6:30 pm-9:00 pm, Huang Basement**

Work on the presentation pitches with your team with some ASES alumni who are experts with professional entrepreneurial experience.

### **S'mores @ Lag Firepit | 9:30 pm-11:00 pm, Lake Lagunita Firepit**

Take in some Stanford tradition by enjoying some s'mores at the fire pit near Lake Lagunita, Stanford's own natural lake.

# APRIL 11

# THURSDAY



## *Field Trip Day*

### **Breakfast | 8:30 am-9:30 am, Nitery 209**

Come grab a quick breakfast at the usual spot before heading out on your tours!

### **Uber/Caltrain to Salesforce Tour | Leaves at 9:00am**

### **Bus Ride to Facebook Tour | Leaves at 9:30am**

### **Facebook/Salesforce Tour | 10:00 am-12:00 pm, Menlo Park/San Francisco**

Tour either Facebook Headquarters in Menlo Park, CA, and its uniquely designed workspace with fun quirks or Salesforce Headquarters in San Francisco, CA, atop the newly built Salesforce Tower, the tallest tower in the western United States, in the heart of downtown.

### **Lunch | 12:30 pm-2:00 pm, Tressider Memorial Union**

Eat some gourmet platters and lunch boxes from Fambrini's Cafe at Tressider Memorial Union, the food hub of Stanford.

### **Work Hours | 3:00 pm-6:00 pm, Old Union**

Get to work at Old Union, one of Stanford's original buildings. Work hard on those pitches!

### **Pizza Dinner | 6:00 pm-7:00 pm, Old Union**

Don't let hunger get in the way of your work. Grab a hefty slice of pizza in Old Union while working!

# APRIL 11

# THURSDAY



## *Field Trip Day*

### **Presentation Design Talk w/ Shrey Gupta | 7:30 pm-8:30 pm, Paul G. Allen Bldg**

Learn from ASES member Shrey Gupta what it takes to create a well thought out and visually appealing presentation. Shrey is a Stanford senior who has previously directed an educational bootcamp for a class of over 40 Stanford ASES student entrepreneurs focusing on the principles of product design and presentation.

### **Work Hours | 8:30 pm-12:00 am, Huang Basement**

Work on your final pitches one last time with your teammates and feel free to seek help and guidance from the ASES team during work hours!

# APRIL 12

# FRIDAY



## Pitch Day

### **Breakfast | 8:30 am-9:30 am, Allen X Patio**

Calm your nerves with a yummy breakfast. It's the big day!

### **Pitch Prep | 9:30 am-10:00 am, Paul G. Allen Bldg.**

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

### **Pitches | 10:00 am-12:00 pm, Paul G. Allen Bldg.**

Prepare to deliver your team's pitch, the final culmination of all the preparation and work that you've put in with your team this past week in a competition with judges from VC firms in the Bay Area. Think of how much more knowledge and experience you have now than you had a week ago from today. You deserve a pat on the back for that alone!

### **Pitch Deliberations | 12:00 pm-12:30 pm, Paul G. Allen Bldg.**

### **Ike's Sandwiches Lunch | 12:30 pm-1:30 pm, AllenX Patio**

Have a break after pitching all morning with some refreshing sandwiches from local favorite Ike's Love & Sandwiches.

### **Photos in the Quad | 1:30 pm-3:00 pm, Main Quad**

Take some breathtaking photos at Stanford's Main Quad, the heart and the oldest part of Stanford University. The courtyard is home of the famous Stanford Memorial Church and is fashioned with elaborately detailed frieze on the stone arches that spread throughout the quad.

# APRIL 12

# FRIDAY



## *Pitch Day*

### **BASES Mixer (Optional) | 3:00 pm-4:00 pm**

Mingle with members of ASES's rival organization, BASES.

### **Get Ready to Travel to Final Banquet | 4:00 pm-5:00 pm**

Prepare to travel to the venue for our closing banquet, INDO, at 3295 El Camino Real, Palo Alto, CA 94306. We will be meeting at Escondido Turnaround, at 621 Escondido Road, Stanford, CA, where a team member will escort you onto transportation towards the restaurant. Be there by 5 so you don't get left behind!

### **Closing Banquet @ INDO | 6:00 pm-8:00 pm, INDO Restaurant & Lounge**

Enjoy the fruits of your labor throughout the week by eating delicious Indonesian-Asian fusion food while final closing remarks are given.

### **Goodbye Party | 10:00 pm-1:00 am**

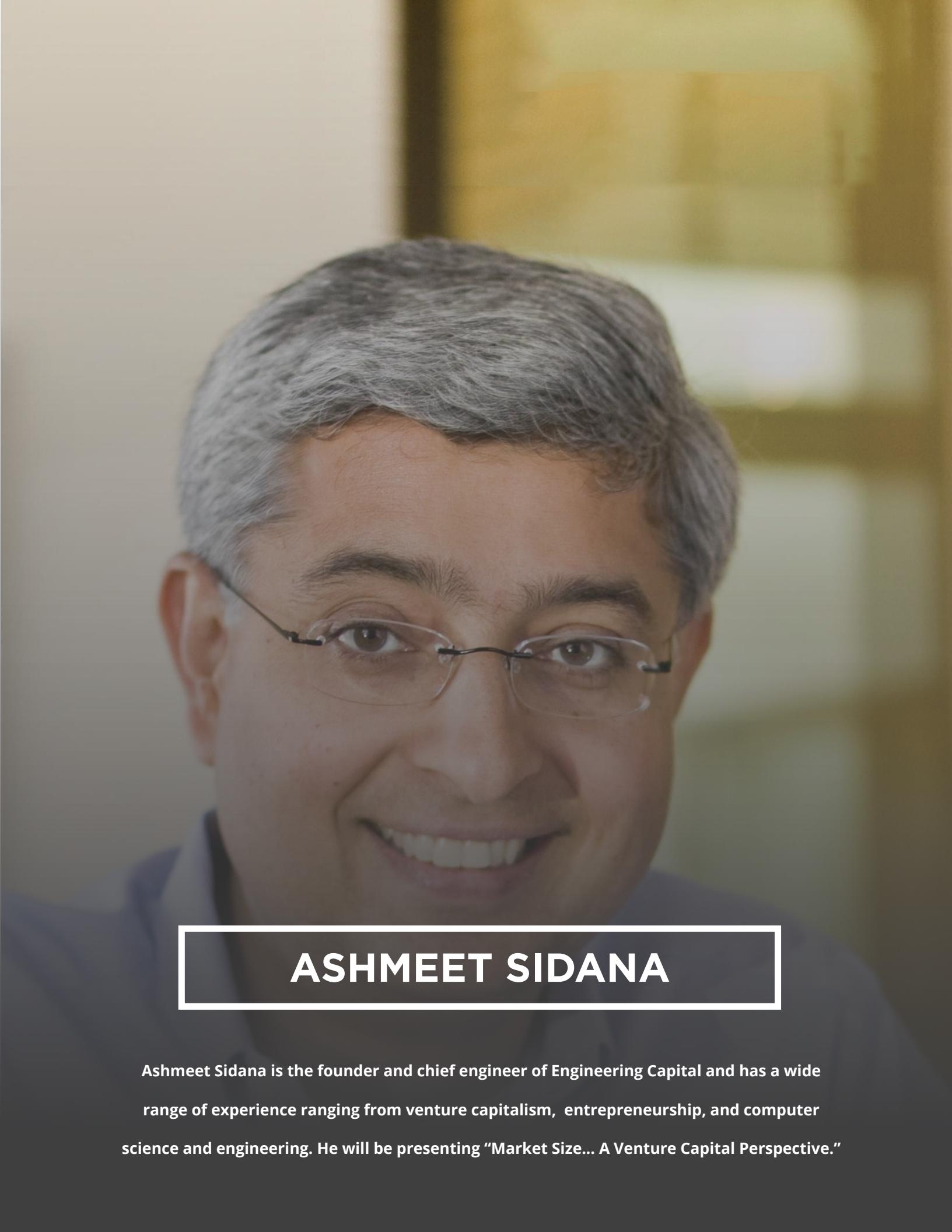
Destress and have a great time with the amazing people you've met over the course of the week!



# SPEAKERS

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*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!*



## ASHMEET SIDANA

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."

A portrait of Irina Kofman, a woman with long, wavy, reddish-brown hair, smiling at the camera. She is wearing a red sleeveless top with a intricate floral pattern. The background is a dark grey brick wall. To her right, there are some green plants.

# IRINA KOFMAN

Irina Kofman works closely with Jeff Dean, SVP Google AI, to lead the Research and Machine Intelligence organization. Since joining Google 11 years ago, Irina has partnered with executives and cross partners, focusing on organizational efficiency, strategy, and team building.



## HANS TUNG

Hans Tung is a managing partner at GGV Capital, focusing on consumer Internet, e-commerce, and IoT investments across China and the U.S. Tung has been named by Forbes Midas List as one of the world's top venture capitalists six times from 2013 to 2018, most recently ranking #20 in the world.



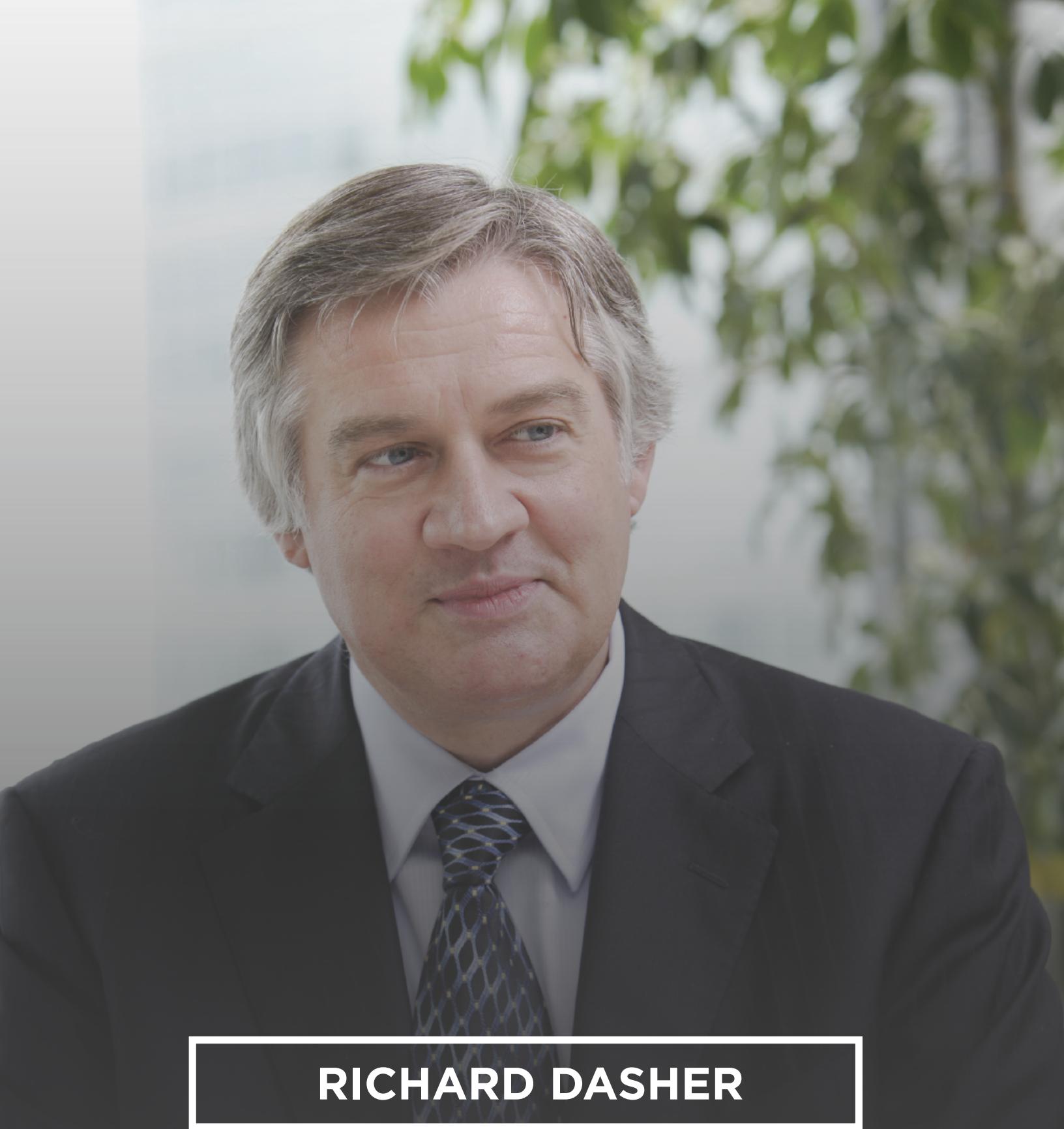
## JOHN ARMSTRONG

John Armstrong is a Lecturer and Fellow in the Stanford Design Program, where he teaches courses that help students navigate their educational, vocational, and personal paths. He will be holding a workshop guiding you through the steps of design thinking.

A professional portrait of Lu Zhang, a young woman with long dark hair, wearing a white blazer over a black top. She is seated in a modern office environment with large windows in the background. A white rectangular box with a thin black border is positioned in the lower right quadrant of the image, containing her name.

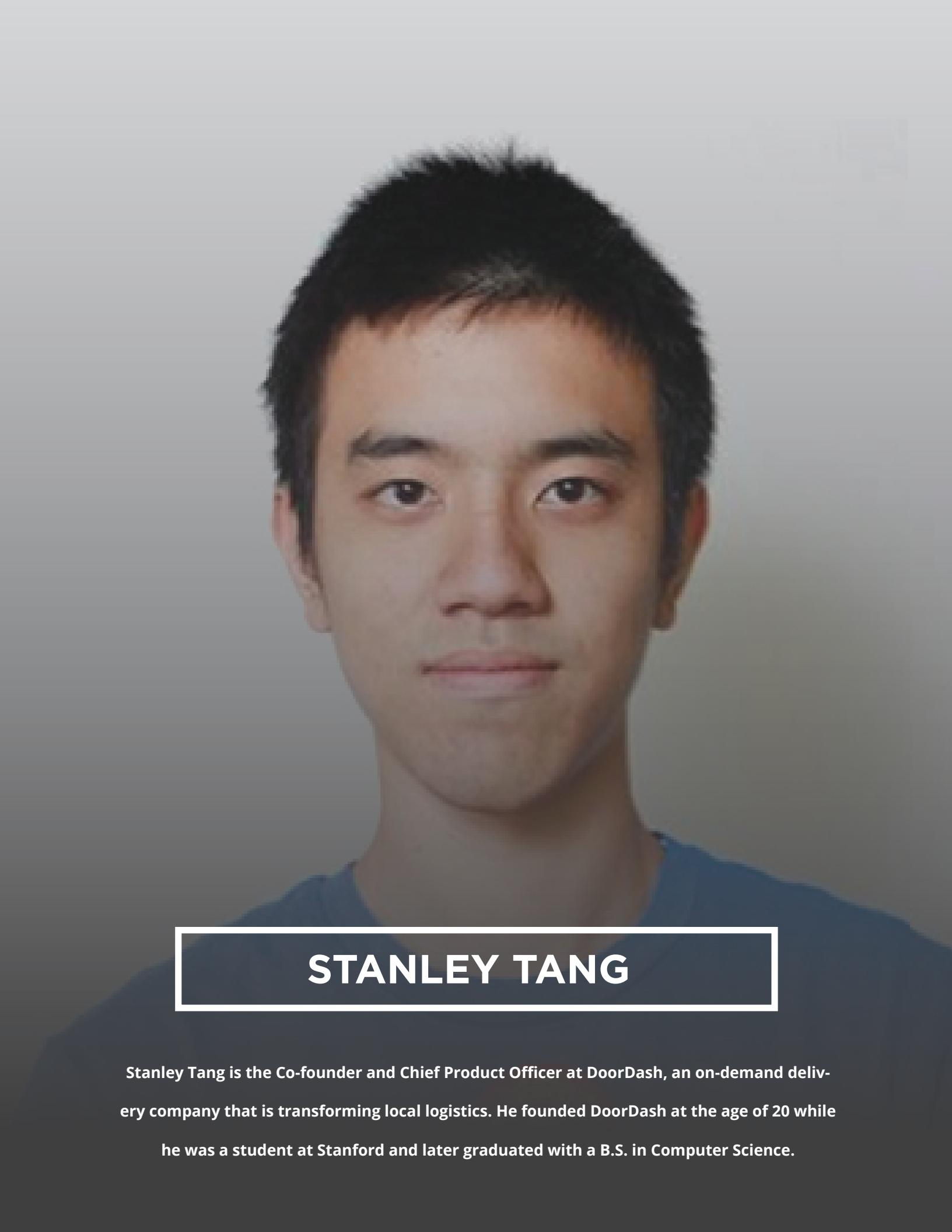
## LU ZHANG

Lu Zhang is the founder and managing partner of Fusion Fund. In 2017, she was awarded the Forbes US 30 under 30 & Featured Honoree under the VC category and also awarded the Forbes Asia 30 under 30 under the Finance category.



## RICHARD DASHER

Dr. Dasher is the director of the US-Asia Technology Management Center at Stanford University. Dr. Dasher holds expertise in international strategy and planning, Asian market entry and performance improvement, and technology trend and opportunity analysis.

A head-and-shoulders portrait of Stanley Tang, a young man with dark hair and brown eyes, looking directly at the camera with a neutral expression. He is wearing a light blue t-shirt.

## STANLEY TANG

Stanley Tang is the Co-founder and Chief Product Officer at DoorDash, an on-demand delivery company that is transforming local logistics. He founded DoorDash at the age of 20 while he was a student at Stanford and later graduated with a B.S. in Computer Science.



## CHRISTINA APATOW

Christina Apatow is obsessed with how AI will mold the future and is focused on creating that reality. As the vice president of client solutions for API.AI, Christina helped developers create and deliver new and innovative products with the company's conversational UX platform.



## ADAM ROWELL

Adam is the co-founder and CTO of Lucid. His breakthrough research in computer vision and signal processing as a PhD at Stanford powers the technology behind Lucid's 3D Fusion Technology, world's first AI-based 3D and depth capture technology.



# DELEGATES

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*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.*

# Australia

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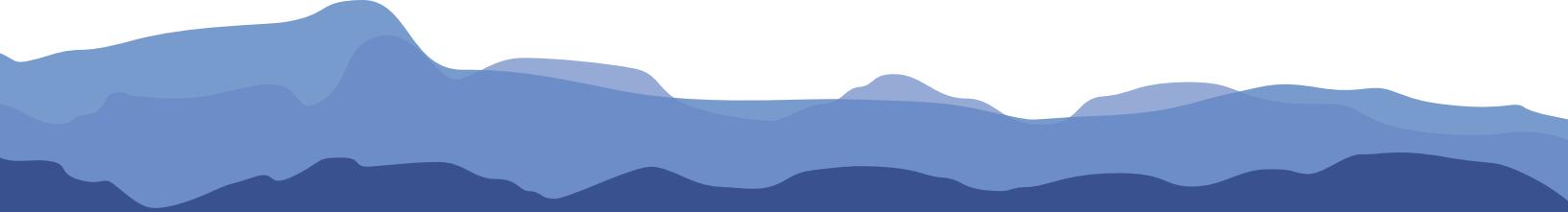
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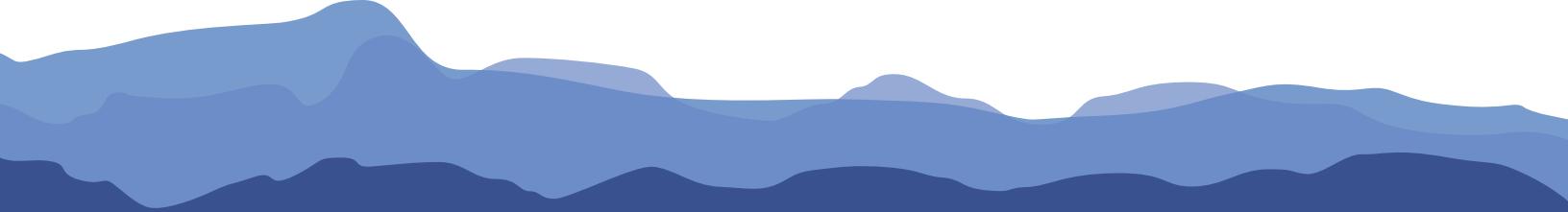
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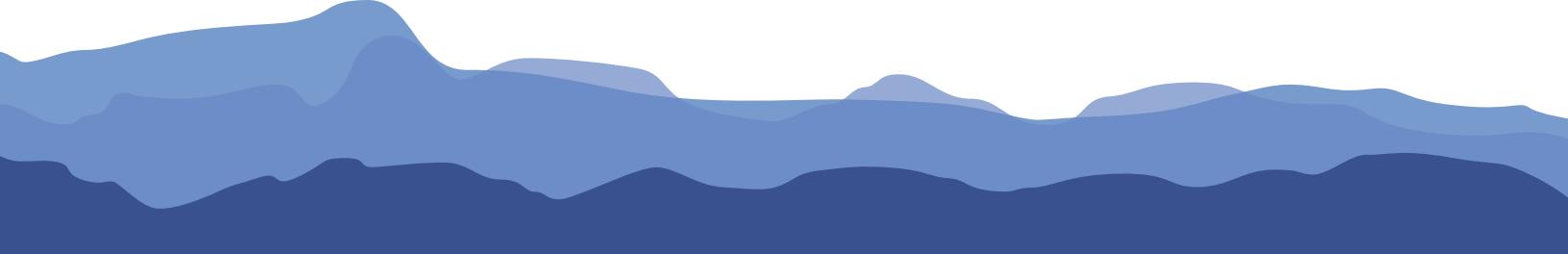
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# SUMMIT TEAM

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*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 CO-DIRECTORS



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# WiFi, WHATSAPP, MAPS

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*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!*



## 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

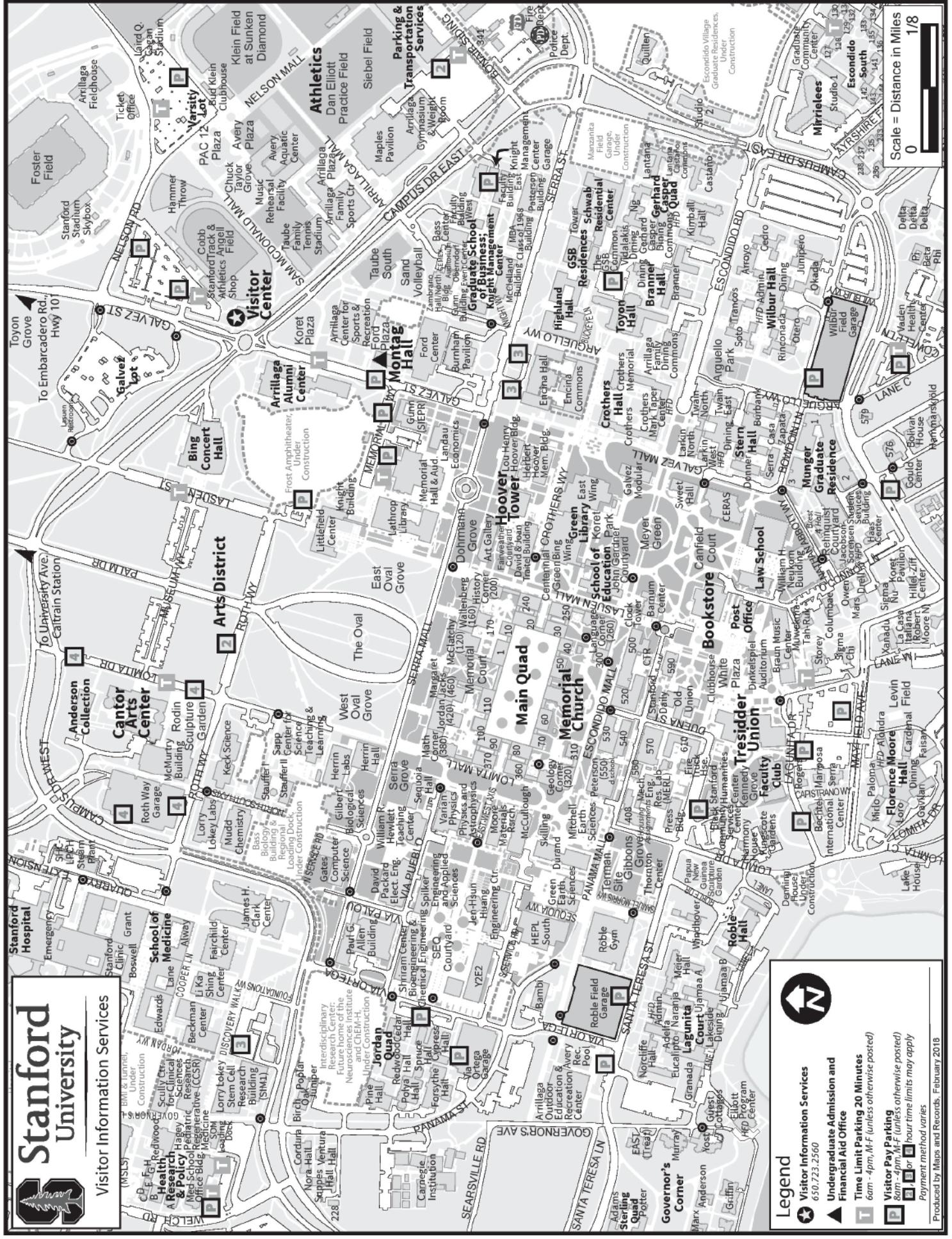
We highly recommend downloading the iStanford app. It has Stanford maps, Marguerite (bus) schedules, and many other useful information pre-downloaded on it.



Stanford  
University

Visitor Information Services

Visitor Information Services



## Legend



 Visitor Information Services  
650 723 2560

**Undergraduate Admission and  
Financial Aid Office**

**T**ime Limit Parking 20 Minutes  
6am - 4pm, M-F (unless otherwise posted)

**Visitor Pay Parking**  
8am - 4pm, M-F (unless otherwise posted)  
**P** 2 hr or 4 hour time limits may apply

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*Payment method varies*

Produced by Maps and Records, February 2018