

Welcome to the Food & Health Entrepreneurship Academy

January 2009

Welcome to the Food & Health Entrepreneurship Academy! We look forward to meeting you in February and spending a productive week together. When you arrive at the UC Davis Alumni Center, you will receive a course workbook for the week. In this packet, you will find:

1. Academy Welcome
2. UC Davis and area fact sheet
3. Transportation guide
4. Maps of Student Housing and the campus
5. Things to bring
6. Event Schedule

Check-in at the Hallmark Inn is 3:00 pm Sunday, February 22, 2009.
Check-out is 11 am on Saturday, February 28, 2009.

The Food and Health Entrepreneurship Academy begins at 8:30 am, Monday, February 23, 2009 at the Buehler Alumni Center.

UC Davis Center for Entrepreneurship
530-752-1827 | busdev@gsm.ucdavis.edu
<http://entrepreneurship.ucdavis.edu>

About UC Davis & surrounding areas

UC Davis offers the best of both worlds: the resources of a world renowned university and the safety and quaintness of a college town. Additionally, the convenience and excitement of our neighboring large metropolitan areas provides for ease transportation and premiere entertainment and cultural opportunities. UC Davis facts:



- Student enrollment 23,499 undergraduate students and 6,297 graduate students
- UC Davis received \$544 million in research awards in 2005-06 . The campus ranks first in the UC system and fifth in the nation in non-federal research expenditures, reflecting the “real-world” applicability of its research.
- UC Davis leads the nation in graduate and undergraduate education in the biological sciences.

What is the weather like in Davis?

Expect a Mediterranean climate in California’s Great Central Valley. Winter in Davis is mild and sometimes rainy, with temperatures ranging from the low 50s to the mid 60s.

Are there long distances between facilities?

All event facilities, conference housing and dining facilities are located within approximately 10 minutes walking radius from the center of campus. The shops, hotels, eateries, galleries and parks of downtown Davis are also conveniently located only a few minutes from campus.

City of Davis

Within walking distance of the university is downtown Davis, whose collection of shops, art galleries, eateries, and farmers market reflects its small town yet progressive personality.

- Davis Attractions (www.davisvisitor.com)



Surrounding Area

Located in the heart of California, UC Davis is only fifteen miles from downtown Sacramento and about an hour’s drive from world renowned vacation destinations of San Francisco, Napa Valley, and Lake Tahoe. Please see the following websites for visitor information:

- California Travel & Tourism Commission (www.visitcalifornia.com)
- Napa Valley Visitors Bureau (www.napavalley.org)
- San Francisco Visitors Bureau (www.onlyinsanfrancisco.com)
- Lake Tahoe Visitors Bureau (www.visitinglaketahoe.com)



Transportation

AUTO

All major car rental agencies are available at the Sacramento International Airport for transportation. If you do decide to rent a car please be aware that visitor parking on campus is \$6 per day.

TAXI SERVICE

The Davis Airporter provides airport transportation from the Sacramento International Airport and the San Francisco International Airport to Davis. Make arrangements in advance by contacting them by phone at 530-756-6715 or email shuttle@dcn.davis.ca.us www.davisairporter.com

PUBLIC

The Yolo Bus system provides transportation throughout Yolo County, which includes service to the Sacramento Airport, downtown Sacramento, Woodland and Davis. View their schedule here: www.yolobus.com/WDL-D-SMF.pdf

GETTING AROUND DAVIS

- **Bicycling**
- **Walking**
- **Campus run bus system (Unitrans)**

Since Davis is such a bike-friendly community, many students purchase or rent a bicycle for use around town. You can rent a bicycle from the Bicycle Barn on the UC Davis campus. Contact them at 530-752-2575 or via <http://bikebarn.ucdavis.edu/>

Walking is a good way to access the campus. Conference housing is located about a 10 minute walk from the conference facilities at the Walter A. Buehler Alumni Center.

Unitrans, the university operated bus system, runs regularly throughout the entire Davis area. Unfortunately, they do not have a route that goes past the Walter A. Buehler Alumni Center, it is not an option to get to and from the conference. <http://unitrans.ucdavis.edu/>

Lodging

Lodging is provided at the Hallmark Inn in Davis, California.

Davis Hallmark Inn
110 F Street
Davis, California 95616
Phone: (530) 753-3600
FAX: (530) 758-8623
Toll-Free: (800) 753-0035
<http://www.hallmarkinn.com>

The Hallmark Inn is the only full service hotel in Davis. It is located in Downtown Davis within walking distance of the University of California Davis Campus. Amenities include:

- High-speed internet access available
- Room service
- In-room coffee
- Free newspaper
- Iron/ironing board
- Hair Dryer
- Cable TV
- Executive desk

Dining

Breakfast and lunch will be provided Monday - Friday at the conference facilities. Dinner is provided on Monday, Tuesday, Wednesday and Thursday evenings (see below for specifics).

Dinner Events:

Monday, February 23rd, 5:30 pm
Evening Mixer (University Club Conference Center)

Tuesday, February 24th, 5:00 - 6:00 pm
Dinner provided at Alumni Center

Wednesday, February 25th, 6:00 - 8:00 pm
The FHEA Keynote dinner with Will Rosenzweig, founder Republic of Tea and Physis Ventures (University Club Conference Center)

Thursday, February 26th, 5:00 - 6:00 pm
Dinner provided at Alumni Center

Maps

Directions to Hallmark Inn



From San Francisco

- Take Interstate 80 East towards Sacramento
- Exit Richards Blvd - Davis. Turn right at the light onto Richards Blvd.
- Drive through one stoplight and the underpass. On the other side of the underpass, turn right onto First street.
- Proceed one block and turn left into the parking lot.

From Sacramento

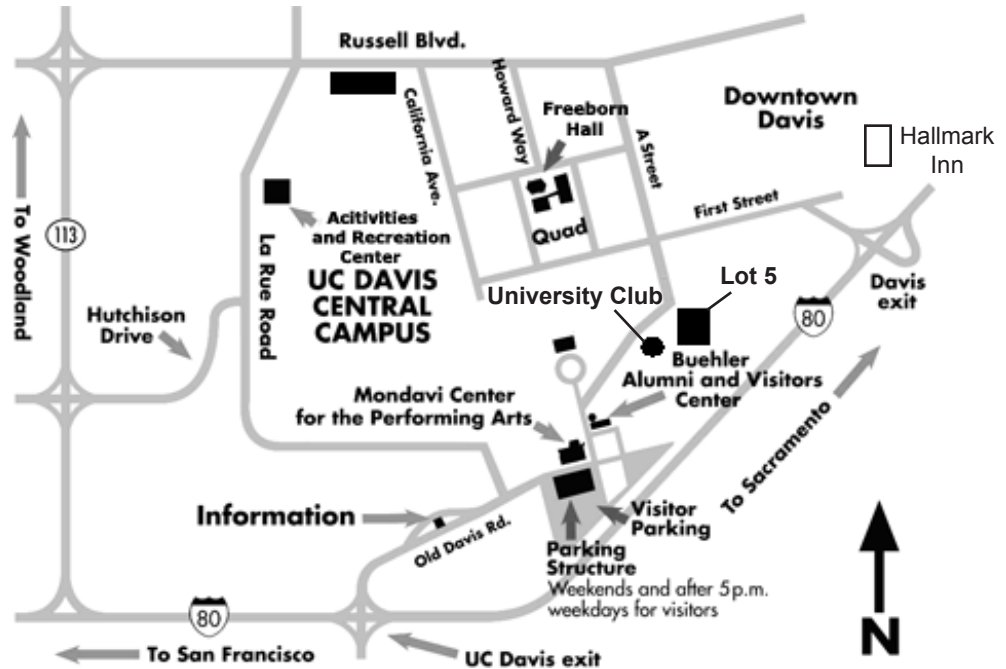
- Take Interstate 80 West towards San Francisco.
- Exit at Richards Blvd - Downtown. Merge onto Richard's Blvd.
- Drive through one stoplight and the underpass. On the other side of the underpass, turn right onto First street.
- Proceed one block and turn left into the parking lot.

Hallmark Info

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Davis, California 95616
Phone: (530) 753-3600
FAX: (530) 758-8623
Toll-Free: (800) 753-0035

Maps

Directions to Conference



Directions to the Alumni and Visitors Center (Conference Main Sessions)

- From the Hallmark Inn take F street to First Street
- Turn right on First Street
- Turn left on A street
- Turn right on Old Davis Road
- Turn left on Mrak Hall Drive
- The Alumni and Visitors Center is located on your left across the street from the Mondavi Center

Directions to the University Club (Conference Mixer & Keynote Dinner)

- From the Alumni Center head right on Mrak Hall Drive
- Take your first right onto Old Davis Road
- Take a right on A Street in to Visitor Parking Lot 5, head south to the end of the parking lot
- The University Club is located across the walking path through the redwood trees

Reminders

Things to Bring

Here are some helpful items to remember to bring to the conference:

- Laptop with wireless capability
- Powercord for laptop recharging
- Notebooks
- Pens/Paper
- Backpack/carryall
- Casual Clothing for Monday - Thursday (Jeans ok but no ripped or torn clothing, please)
- Business Casual attire for Wednesday evening networking dinner and Friday presentations (no suits and/or ties necessary)
- Camera

Contact Information

If you have any questions, please contact:

Nicole Starsinic
Associate Director
530-574-6531 | nstarsinic@ucdavis.edu
UC Davis Center for Entrepreneurship
<http://entrepreneurship.ucdavis.edu>

Food and Health Entrepreneurship Academy

February 23 – 27, 2009

Buehler Alumni Center, University of California, Davis

Sponsored by



Unilever Corporate Ventures



Agenda

Day 1

8:00 am – 8:30 am	Coffee, Tea and Refreshments	Buehler Alumni Center
8:30 am – 9:00 am	Welcome and Introductions	Professor Andy Hargadon <i>UC Davis Center for Entrepreneurship</i>
9:00 am – 10:15 am	Origins of Innovation What are the myths and realities about how innovation happens? Where do great products, businesses and technologies come from?	Professor Andy Hargadon <i>UC Davis Center for Entrepreneurship</i>
10:15 – 10:30 am	Break	
10:30 am – 12:30 pm	Networks of Innovation Networks are a key component in introducing innovations to market. How do networks work? How is a networked organization better equipped to innovate?	Professor Andy Hargadon <i>UC Davis Center for Entrepreneurship</i>
12:30 pm – 1:30 pm	Lunch	
1:30 pm – 2:30 pm	Intellectual Property Overview of IP from legal perspective	Michael Ward <i>Morrison and Foerster</i>
2:30 pm – 3:30 pm	Technology Transfer in the University	Bill Tucker, <i>University of California Office of the President</i>
3:30 pm – 3:45 pm	Break	
3:45 pm – 5:00 pm	Life as an Entrepreneur	Ramona Capello, <i>Founder and CEO Corazonas</i>
5:00 pm – 5:30 pm	Elevator Pitches What's the one sentence that effectively summarizes your technology/business?	<i>Center for Entrepreneurship</i>
5:30 pm – 7:00 pm	Evening Mixer	University Club

Agenda

Day 2

8:00 am – 8:30 am	Coffee, Tea and Refreshments	Buehler Alumni Center
8:30 am – 9:00 am	Elevator pitches	<i>Center for Entrepreneurship</i>
9:00 am – 11:00 am	Development Strategies: Project Value, Risk and Validation What are the key objectives in developing a new venture? How do you identify and prioritize them?	Andy Hargadon <i>Center for Entrepreneurship</i>
11:00 am – 11:15 am	Break	
11:15 am – 12:30 pm	Business Validation I What is the right business model to build around your technology? This lecture provides you with the tools to develop and compare these options.	Andrew Williamson and Andy Donner <i>Physic Ventures</i>
12:30 pm – 1:30 pm	Lunch Break	
1:30 pm – 3:30 pm	Business Validation II Groups work on drafts of their business model.	
3:30 pm - :3:45 pm	Break	
3:45 pm – 5:00 pm	Presenting Your Ideas How to create your ten minute presentation pitch using the Presentation Template. What VCs are looking for in the presentation.	<i>Center for Entrepreneurship</i>
5:00 pm – 6:00 pm	Dinner	Buehler Alumni Center
7:00 pm – 9:00 pm	Mentoring Session Work with area entrepreneurs to refine your materials and talking points for your final presentation. Get a preview of the kind of tough questions you can expect from potential investors in a constructive working session.	Buehler Alumni Center

Agenda

Day 3

8:00 am – 8:30 am	Coffee, Tea and Refreshments	Buehler Alumni Center
8:30 am – 9:00 am	Elevator Pitches	<i>Center for Entrepreneurship</i>
9:00 am – 10:30 am	Technology Validation I Can the underlying technology support the business model? This lecture provides the framework and tools for evaluating the scalability and performance of your technology within a commercial enterprise.	Adam Bristol <i>Biotech Value Fund</i>
10:30 am – 12:00 pm	Technology Validation II	Group Work
12:00 pm – 1:00 pm	Lunch	
1:00 pm – 3:00 pm	Market Validation I What can we learn from customers about the viability of our business? Do they want our offering or do they need it? How can we find out? Marketing Validation Exercise Working as a class – what questions would you ask a potential customer in order to improve the business plan? What else would you do to see if the market will benefit from and pay for your offering?	Scott Lenet <i>DFJ Frontier</i>
3:00 pm – 6:00 pm	Project work	
6:00 pm – 8:00 pm	Networking Dinner + Keynote	Will Rosenzweig, <i>Physic Ventures</i> University Club

Agenda

Day 4

8:00am – 8:30 am	Coffee, Tea and Refreshments	Buehler Alumni Center
8:30m – 9:00 am	Elevator Pitches	<i>Center for Entrepreneurship</i>
9:00 am – 10:30 am	Building the Team I Can the underlying technology support the business model? This lecture provides the framework and tools for evaluating the scalability and performance of your technology within a commercial enterprise.	Andy Hargadon <i>Center for Entrepreneurship</i>
10:30 am – 10:45 am	Break	
10:45 am – 12:00 noon	Building the Organization How to build the organization: contracts, incorporation, legal, equity, staffing	Michelle Hallsten <i>Pillsbury Law</i>
12:00 pm – 1:00 pm	Lunch	
1:00pm – 6:00 pm	Afternoon Break Group Work Free time for groups to begin working on presentation	Participants work on their group projects
7:00 pm – 9:00 pm	Mentoring Session Fine tuning presentations for Friday with investors and industry mentors	Buehler Alumni Center

Agenda

Day 5

8:30 am – 9:00 am	Coffee, Tea and Refreshments	University Club
9:00 am – 11:00 am	Group Presentations Panelists preview the group presentations and offer feedback.	Panel of investors and industry executives
11:00 am – 11:30 am	Break	
11:30 pm – 12:30 pm	Group Presentations	Panel of investors and industry executives
12:30 pm – 1:00 pm	Next Steps Five key things to do after leaving conference.	Andy Hargadon <i>Center for Entrepreneurship</i>

Food and Health Entrepreneurship Academy 2009

First Name	Last Name	Univeristy	Notes
Clive	Allison	Unilever	
Ma	Aung	UC Davis	
Lacey	Baldiviez	UC Davis	
Daniela	Barile	UC Davis	
Johan	Borgström	Teknopol	
Daniel	Bricarello	UC Davis	
Wynand	Bodewes	Maastricht University	
Diana	Cassady	UC Davis	
Jennifer	Culp	UC Davis	
David	Dallas	UC Davis	
Rebeka	Davis	UC Davis	
Tore Ibsen	Dehli	Technical University of Denmark	
Carol	Dlima	UC Davis	
Yuan	Fang	PepsiCo	
Susan	Fluegel	Washington State University, Pullman	
Barry	Goldman	Monsantc	
Elianna	Goldstein	UC Davis	
Martin	Gram Christensen	Technical University of Denmark	
Nikolaj Ture	Gregersen	University of Copenhagen	
Sonia	Gulati	Columbia University	
David	Hicke	PepsiCo	
Natalie	Hiscock	Unilever	
Adam	Jones	UC Santa Barbara	
Samira	Jones	UC Davis	
Kavita	Karnik	Unilever	
Alison	Keenan	UC Davis	
Karen	Leung	UC Davis	
Maja	Madsen	Technical University of Denmark	
William	Mutilangi	PepsiCo	
Pia Vibeke	Orlien	University of Copenhagen	
Neil	Osterwalder	PepsiCo	
Imran	Pasha	Washington State University, Pullman	
Soren	Pederson	Technical University of Denmark	
Mette	Sveje	Maastricht University	
Ryan	Snodgrass	UC Davis	
Romel	Somavat	Ohio State University	
Jim	Stalder	PepsiCo	
Felicia	Stoler	University of Medicine & Dentistry of	
Peter	Stouggard	University of Copenhagen	
Aron	Troen	Tufts University	
Gulhan	Unlu	Univeristy of Idahc	
Jairam	Vanamala	Colorado State University, Fort Collin:	
Madhuri	Vemuri	UC Davis	
Petra	Verhoef	Unilever	
Rainbow	Vogt	UC Davis	
Sharonda	Wallace	CSU Pomona	
Margareta	Wallentén	Teknopol	
Jill	Williams	Columbia University	
Tahir	Zahoor	Washington State University, Pullman	
Jeff	Zidichouski	Unilever	