

Entrepreneurship *SYMPOSIUM* & Innovation Pitch Competition

Friday, June 5, 2020



San Francisco State University
Lam Family College of Business • Executive Education



LAM FAMILY
COLLEGE of BUSINESS
SAN FRANCISCO STATE UNIVERSITY

Innovate Sustainably. Lead Responsibly.

ENTREPRENEURSHIP Symposium & INNOVATION Pitch Competition

Hosted by San Francisco State University Lam Family College of Business, the third annual Entrepreneurship Symposium is part of the Lam-Larsen Innovation and Entrepreneurship Initiative, funded by the Lam-Larsen Global Innovation Fund.

Today's program and discussions, led by our distinguished speakers, will cover several topics vital to helping early-stage founders and aspiring entrepreneurs to successfully launch and sustain their new businesses. By the end of this program, you will have a better understanding of the following:

- ▶ The history, evolution, and importance of design thinking in the product development lifecycle and in the long-term viability of a business
- ▶ The ethics of technology and how to design and scale your business so that its ethical core endures
- ▶ How to manage limited resources to bootstrap a new business, allowing entrepreneurs to launch and grow through lean startup principals
- ▶ What it means to build a "sustainable business" and why it matters
- ▶ Develop higher self-awareness of your attributes, capabilities and behaviors as a leader
- ▶ Improve executive-level communication and decision-making skills
- ▶ How to create a "fundable" business plan or pitch

Out of a competitive pool of 17 innovative business ideas and two rounds of reviews by experts, the top five student applications were selected to compete in our Innovation Pitch Competition. Our judges for the competition come from the worlds of finance, venture capital, engineering, manufacturing, design, and technology.

Cash prizes totaling \$10,000 will be awarded to the three winners of the Pitch Competition.



AGENDA Friday, June 5, 2020

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- 9 – 9:15 a.m. Welcome Remarks by **Interim Dean Yim-Yu Wong**
- Introduction of **Keynote Speaker John Edson** by **Professor Minu Kumar** (moderator)
- 9:15 – 10 a.m. Keynote Address on Design Thinking by **John Edson, Principal, johnXdesign**
- 10 – 10:15 a.m. Keynote Speaker Q&A with Attendees
- 10:15 – 10:30 a.m. Break
- 10:30 – 11:15 a.m. Panel Discussion — Scalable Ethical Start-Ups — moderated by **Minu Kumar**
- **Elaine Chow**, Co-founder, Lingrove
 - **Brian Green**, Director, Technology Ethics, Markkula Center
 - **Melody Ivory, Ph.D.**, Founder and CEO, Ethiom LLC
 - **Daniel Malmer**, Founder, Center for the Study of Internet Extremism
- 11:15 – 11:45 a.m. Panel Speakers Q&A with Attendees
- 11:45 a.m. – 1 p.m. Lunch Break
- 1 – 3 p.m. Innovation Pitch Competition Presentations
- **VAEA**, Presenters: Muath Alkathiri and Victor Ngoon
 - **Koob**, Presenters: Luke del Aguila, Kimberly Flores, Bryan Parji-Zbrowski, Soheil Ansari and Dhwan Shah
 - **Simba Police**, Presenters: Kunal Shah and Shraddha Upadhyay
 - **Edu-Music**, Presenters: Mukul Pathak and Soham Chaudhary
 - **Vivently**, Presenters: Paola Martin del-Campo, Ayla Karaca and Vaishaki Umesh Deshpande
- 3 – 3:30 p.m. Deliberations by Panel Judges
- **Scott Kelly**, CEO, Black Dog Venture Partners
 - **Joe Luttwak**, CEO, Lingrove
 - **Zack Onisko**, CEO, Dribbble
 - **Marcelle Van Beusekom**, Design Director, IDEO
 - **Benjamin Vanderford**, Vice President, Relationship Manager, MUFG Union Bank, N.A.
- 3:30 – 3:45 p.m. Winners Announced
- Winners announced by **Benjamin Vanderford**, VP, Relationship Manager, MUFG Union, N.A., with additional remarks from the other judges
- 3:45 – 4 p.m. Final Remarks



Yim-Yu Wong

Interim Dean

Yim-Yu Wong joined the Lam Family College of Business as an Associate Professor in 1995 and became chair of the Department of International Business from 2000 to 2003 and from 2008 to 2016. She is an active member of the San Francisco State University community. She served as a member of the Strategic Plan Coordinating Committee and co-chair of the Lam Family College of Business Strategic Planning Task Force in 2015.

Wong is positioned to realize the college's vision and implement the strategic plan. She earned her bachelor's in business and her MBA from Western Illinois University, and her PhD in strategic management from the University of Nebraska.



Sandra Henao

Executive Director of
Business Development and Marketing;
Director of Executive Education Programs

Sandra Henao joined the college having served in marketing, communications and business development roles in both higher education and industry. She served as director of marketing and communications for Golden Gate University, assistant vice chancellor of marketing for Brandman University, as well as a marketing strategy consultant for Loyola Marymount University and Alliant International University. Prior to beginning her career in higher education, Henao worked in marketing with Travelocity and served in marketing, business development and sales roles for over 14 years with The Walt Disney Company. She received her MBA, with distinction, in global management from the Thunderbird School of Global Management, and graduated with her BA in computer science from Brandeis University.

WELCOME

EVENT MODERATOR



Minu Kumar

Professor of Marketing, San Francisco State University

Minu Kumar is a Professor of Marketing at San Francisco State University (SFSU) and serves as the Vice President of Academics for the Product Development Management Association (PDMA). He received a Bachelor of Science in Pharmacy from the Government College of Pharmacy (Bangalore University, 1996), a Masters in Business Administration (Concentration in Pharmaceutical Marketing, 2002) and a Ph.D. in Marketing (minor: Pharmaceutical Marketing, 2008) from the University of Mississippi. His primary scholarly interest lies in the area of Innovation and New Product Design and Development.

Kumar has published in journals such as the Journal of the Academy of Marketing Science, International Journal for Research in Marketing, Journal of Consumer Psychology, Journal of Product Innovation Management, among others. He serves on the Editorial Review Board of Journal of Product Innovation Management. He has won several awards such as the Best Overall Conference Paper award at the Summer AMA conference (2011) and the University President's Award for Research. He has also worked for or consulted with firms such as Barilla, SAP, Ranbaxy Pharmaceuticals (Now Daiichi Sankyo), Novo Nordisk Pharmaceuticals, Schering Plough Pharmaceuticals (Now Merck), Medtronic, Glaxo Smithkline, among others on sales and marketing projects.

KEYNOTE SPEAKER



John Edson

Principal, johnXdesign

John Edson is a global leader and expert in product innovation, design and development. He brings 28 years of experience delivering growth for executive-level clients to his firm, John by Design, where he helps organizations transform who they are and what they make.

Edson was previously a partner at McKinsey & Company where he helped establish one of the largest design teams in the world, building from zero to 400 design consultants in four years. While with McKinsey, Edson led engagements that delivered \$500M in impact for clients by using design to identify massive new growth opportunities at the intersection of customer need and company capability. Edson was also a key contributor to the firm's groundbreaking studies that irrefutably confirm the business value of design.

Prior to McKinsey, Edson led the award-winning innovation, design and development firm, LUNAR, for two decades—creating successful products and services for global leaders like Apple, HP, Cisco, Oral-B, and Philips. In 2015, LUNAR was recognized with the Smithsonian Cooper-Hewitt National Design Award for a body of work that has made considerable positive impact on people and society.

In 2012, Edson wrote *Design Like Apple, Seven Principles for Creating Insanely Great Products, Services and Experiences* (Wiley), a book translated into seven languages that makes the business case for great design through real world examples and experiences. Passionate about education, he is an adjunct at Stanford University where he teaches courses on design and innovation. Edson earned a master's in design from Stanford in 1993 and a bachelor's degree in engineering at the University of Texas at Austin.

When not leading design transformations, Edson can be found at the helm of Siduri on the San Francisco Bay.

PANEL SPEAKER



Elaine Chow

Co-founder, Lingrove

When she was studying Industrial Design at San Francisco State University, Elaine Chow had a hard time reconciling her love for functional and delightful products with the implications of industrial manufacturing and climate change. Today, she is grateful for the opportunity to be at the forefront of climate tech, addressing 11% of global greenhouse gases emitted by the building and construction industry.

Chow is a co-founder of Lingrove, an early stage company making clean and green building products that replace conventional, carbon-intensive materials. Ekoa, Lingrove's award-winning composite, is made of carbon negative plant fibers and clean resins. Beautiful, high performing and authentically eco-friendly, Ekoa products stand out in a marketplace severely lacking in sustainable and healthy options.

Chow is a product designer with over 10 years of experience in sales, specifically focused on building sales teams from scratch for startups and established companies. In 2019, Chow was featured by GreenBiz as a 30 under 30 Honoree.

PANEL SPEAKER



Brian Green

Director, Technology Ethics, Markkula Center

Brian Patrick Green is the director of technology ethics at the Markkula Center for Applied Ethics. His work is focused on the ethics of technology, including such topics as AI and ethics, the ethics of space exploration and use, the ethics of technological manipulation of humans, the ethics of mitigation of and adaptation towards risky emerging technologies (including ones with catastrophic risk potential), and various aspects of the impact of technology and engineering on human life and society, including the relationship of technology and religion (particularly the Catholic Church). Green teaches AI ethics in the Graduate School of Engineering and formerly taught several other engineering ethics courses. He is co-author of the Ethics in Technology Practice corporate technology ethics resources.

Green is a member of the Safety-Critical AI working group at Partnership on Artificial Intelligence to Benefit People and Society. He also coordinates the Center's partnership with The Tech Museum of Innovation in San Jose, the Hackworth grant program, the Technology and Ethics Faculty Group, the Environmental Ethics Fellows, and several other initiatives. His background includes doctoral and master's degrees in ethics and social theory from the Graduate Theological Union in Berkeley. His undergraduate degree is in genetics from the University of California, Davis, and he has conducted molecular biology research in both academic and industrial settings. Between college and graduate school, he served for two years in the Jesuit Volunteers International teaching high school in the Marshall Islands.

He has been published, interviewed, or mentioned in media including America, The Atlantic, The China Global Television Network, CNN.com, The Daily Beast, IEET, Nature, NBC Bay Area, Religion News Service, Revista Instituto Humanitas Unisinos (Brazil), Revue Boussole (France), The San Jose Mercury News, and the Smithsonian.com.

PANEL SPEAKER



Melody Ivory, Ph.D.

Founder and CEO, Ethiom LLC

Melody Ivory is a long-time tech fan who has turned into a fierce tech critic. At Ethiom, she advocates against tech harm with and for womxn of color so they feel empowered, included, and connected in shaping the experiences, products, and industry. She builds ethical tech and is relentless about championing people over profits.

Since 11, she's poured energy into tech to rise above the parental abandonment experienced by age 7. She's the first Black woman to earn a computer science PhD from UC Berkeley. She holds a Wharton MBA and an honor's computer science/math BS from Purdue. She's an author, speaker, and performer who blends science and poetry to inspire others into action.

Her tech expertise is far-ranging. She's been a Google innovation facilitator and product manager for consumer electronics and software. She was an inaugural Bill and Melinda Gates Scholar. She has decades of experience in data science/ethics, software technology, and tech education across industries and organizations like GE, Microsoft, and the University of Washington.

Ivory has seen firsthand tech's benefits and harms and brings this perspective to benefiting its marginalized majority and disrupting tech's status quo.

PANEL SPEAKER



Daniel Malmer

Founder, Center for the Study of Internet Extremism

Daniel Malmer is a software executive and social activist. He was Netscape's first college hire, worked as Senior Director of Data Science at Under Armor, and has co-founded several software startups. He is a tech ethicist, currently focused on online propaganda, radicalization, and disinformation. He currently advises a number of startups and nonprofit organizations on management, culture, and misuse of the Internet. Malmer holds computer science degrees from the University of Illinois and Stanford University.

PITCH COMPETITION TEAMS

Startup: **VAEA**

Presenters: **Muath Alkathiri, Founder & CEO**
Victor Ngoon, COO

VAEA is a smart housing solutions company that offers both students and young professionals long term fully furnished bedrooms equipped with smart devices to enhance their living experience. Our rooms come furnished and decorated with everything they need from beds to desks. The student can very easily book our rooms for a long term with a minimum of four months through our mobile app which allows them to view every one of our rooms using 360 degree technology. After selecting one of our rooms that we isolated to be convenient to their school our mobile app's AI technology will process their application and legal documents simplifying the application process on both ends. The student will rest assured through our trustworthiness that they will not only receive the exact room and amenities they chose, but also a high quality standard throughout all of our locations as they are able to interact with us through our mobile app with questions and feedback, learn new ideas through our newsfeed of relevant information to their studies and hobbies, and book our company hosted events. Also, VAEA engages residents in community events and trips in order to create a fully enjoyable life experience .

PITCH COMPETITION TEAMS

Startup: **Koob**

Presenters: **Soheil Ansari**, Engineer

Luke Del Aguila, Sales

Kimberly Flores, Sales

Bryan Parji-Zborowski, Sales

Dhwan Shah, Engineer

Professor Ilmi Yoon, Founder

Koob is an assistive e-reader application tailored towards international students / multilingual students that have English as their second/ third language. This e-reader app uses AI to provide users with accurate and easy to understand definitions of words. Koob will also benefit instructors. Instructors will have access to all of their students' reading data. Reading data will provide deeper insight into students' learning progress for instructors to use as a guide.

PITCH COMPETITION TEAMS

Startup: **Simba Police**

Presenters: **Jugal Bhatt**, Co-Founder

Shraddha Upadhyay, Co-Founder

Kunal Shah, Co-Founder

Simba Police is a hands-free voice assistant specially designed to cater the needs of our first responders when on ground zero and connects them with the force, calls for backup, and fetches important details such as DMV details, medicine details and criminal record. Implemented on mobile app, can also be extended on phone calls, text messages based on requirement.

A typical customer for our product can be someone in the police department, patrolling officers or private security agents. Our product will help them to effortlessly call for backup by only using voice commands. Currently, the police department is using push-to-talk devices which requires them to use one of their hands. Our product eliminates use of hands and allows officers to use only voice commands to call for backup allowing them to use both their hands for vital acts like shooting or carrying a victim.

Currently, we have a working prototype with fully functional features that include requesting backup at required location, to know the location of dispatch, fetching criminal records, Department of Motor Vehicles (DMV) details and medicine details along with calling, sending email, sending text messages and reading 911 logs. We have a working database connection with Firebase and the product can be accessed through a mobile application. We have also developed a Machine Learning model to detect License Number using the Driving License (DL) number from a vehicle using the phone camera. Simba is also implemented on Google Assistant devices, Interactive Voice Response (IVR) and text messaging.

Our end goals for this project include making the system faster and scalable for multiple users with a simple User Interface (UI). We will create a dashboard to be the centre of monitoring all transactions. Finally, we will be creating an alternative to Dialogflow to prevent any future setbacks.

PITCH COMPETITION TEAMS

Startup: **Edu-Music**

Presenters: **Soham Choudhari**, Business Lead

Mukul Pathak, Development Lead & Ideation

Luis Jauregui, Public Interactions

Diana Mazahreh, Intellectual Property Lead

Edu-Music is an educational app with purpose to serve children aged 2-12 in learning and memorizing educational materials. With this easy to use application parents and children can convert the text files into songs with vocals and lyrics. For creating lyrics, the app uses text summarizer and creates rhymes.. The app uses machine learning and deep learning technology to create a vocals of songs. Then an external music which will suit the vocals is added to the song. This will create the desired song for children to plug and listen. With help of parents, a child can create songs of there educational materials which include: basic english literature, basic science theories and processes, history lessons and moral science. Even simple stories can be converted into lyrics and then vocals.

PITCH COMPETITION TEAMS

Startup: **Vivently**

Presenters: **Paola Martin del Campo**, Co-Founder
Vaishakhi Umesh Deshpande, Co-Founder
Ayla Karaca, Co-Founder
Malissa Murga, Co-Founder

Vivently began as a school project and has evolved into a viable solution for couples-to-be and wedding planners anywhere. Vivently aims to be a one-stop-shop for destination weddings. As a centralized destination wedding management app, it hopes to be the tool to plan any dream destination wedding from start to finish.

Vivently can be used to geo-book venues and vendors, streamline communication between parties, send invites to guests and gather details, easily make international payments, allowing a couple to stay on top of all planning details on one single platform.

We live in an era of globalization where most people can book their travel and lodging on several platforms, however, organizing a destination wedding is not as easy. There are many components involved as well as very high risks at stake (e.g. currency exchange, insurance, live event updates, and translated contracts). Vivently's mission is to ease the stress of keeping track of them so the couple-to-be can focus on enjoying their special day!

We are a diverse group of female students based in San Francisco, who met through the Innovation & Entrepreneurship Fellowship at SFSU. Paola Martin del Campo introduced the idea of couples-to-be seamlessly planning their dream destination wedding. The idea sounded interesting to Ayla Karaca, Malissa Murga, and Vaishakhi Deshpande and since October 2019, the team has been working tirelessly to develop this tool and build a working product.

Women empowerment, under-represented groups, and overall inclusivity are at the heart of Vivently's foundation. We want to help young females, without access to education resources, receive them in the underdeveloped communities where we will collaborate.

PITCH COMPETITION JUDGE



Scott Kelly

CEO, Black Dog Venture Partners

Scott Kelly is a 25-year fundraising, marketing, sales, training and publicity veteran. Kelly has raised millions of dollars in capital for disruptive companies, garnered national media coverage for hundreds of regional and national brands and generated millions of dollars in revenues for the companies he has represented. He has also trained over 1,000 sales people and has taught marketing at the university level in the United States and Europe. Kelly is a founder and CEO of top public relations and digital marketing agencies, and has secured over 10,000 TV, radio, print and online interviews for clients. Kelly has also achieved social media outreach of over 8 million and is a frequent speaker and lecturer on PR and digital marketing. He has also provided venture capital and media relation services for dozens of start-up, development stage and public companies. Kelly has also started and operated businesses in Russia, India, Central and South America, and has raised \$4 billion in public and private capital for corporate clients. He is the recipient of the Arizona Excellence Award Small Business Institute for Excellence in Commerce (SBIEC) September 2013, Service Above Self Award Chandler Rotary Club April 2012, has ranked Arizona's Top Marketing Firm Selection February 2012, and is volunteer of The Year Junior Achievement Of Arizona September 2011. Kelly holds a master's degree from San Francisco State University and a bachelor's degree from Adelphi University.

PITCH COMPETITION JUDGE



Joe Luttwak

CEO, Lingrove

Joe Luttwak is a designer, manufacturer, songwriter and backpacker, and founded his first company in pursuit of a wood-free travel guitar. Using the knowledge gained working at Ferrari, Blackbird Guitars was formed to replace the ancient rain-forest wood favored to make musical instruments. In 2013, he created the world's first plant fiber composite Ekoa® to mold revolutionary musical instruments which are lighter than carbon fiber, more resonant than old-growth spruce, and have a higher strength-to-weight ratio than steel. Luttwak spun-off Lingrove in 2014 to offer Ekoa for other applications ranging from furniture to construction to transportation. Lingrove develops materials from fast growing CO2 negative plants to meet demand from the diminishing supply of high-quality wood. Natural fiber composites are an alternative to deforestation with the promise to also replace heavy, energy-embodied metal structures and help reverse climate change.

PITCH COMPETITION JUDGE



Zack Onisko

CEO, Dribbble

Zack Onisko is CEO at Dribbble, the global community for designers and creative professionals to showcase, promote, discover, and explore design. Dribbble was founded in 2009 and has grown to become the designer community it is today for tens of millions of people around the world. Dribbble is on a mission to build the world's best platform for designers to gain inspiration, feedback, education, community, and job opportunities.

Before Dribbble, Onisko began his career nearly 20 years ago as a web designer before shifting into business and executive roles at Autodesk, Creative Market, Hired.com, BranchOut, Monster.com, and Tickle.com. He is responsible for scaling multiple companies to successful exits over the past decade including the Creative Market acquisition by Autodesk in 2014.

Onisko is a startup investor and advisor working with Indicator Ventures, Dwell magazine, Reforge, and others. He holds a degree in industrial arts and communication design from San Francisco State University.

He works from his home office in Walnut Creek, CA where he lives with his wife, two daughters, and an Australian Shepherd named Iggy.

PITCH COMPETITION JUDGE



Marcelle Van Beusekom

Design Director, IDEO

Marcelle van Beusekom is a design director helping to lead IDEO's design of hardware products. Fueled with a passion for craft, she aims to develop products that attract, intrigue and delight users and enhance the overall brand experience. Together with other leaders at IDEO, she strives in her work to humanize technology.

With experience rooted in hardware design development at global design consultancies and in-house corporations, Van Beusekom has developed an in-depth ability to balance rational business considerations with strong emotional aspirations. Van Beusekom excels in leading projects that involve "smart" consumer products and innovative technology, as well as large scale projects with multiple design disciplines and user experience ecosystems.

Her work, including a VR camera and a smart thermostat, has received several internationally acknowledged design awards. Van Beusekom holds a BSc and MSc (with honors) from Delft University of Technology in Industrial Design Engineering. She has also studied at Umeå's Institute of Design and has as a Guest Lecturer taught various classes at California College of Arts.

PITCH COMPETITION JUDGE



Benjamin Vanderford

Vice President, Relationship Manager, MUFG Union Bank, N.A.

Benjamin Vanderford is a relationship manager in the middle market commercial banking group of Union Bank. Vanderford provides lending and treasury management services for mid-sized businesses in all industries, including technology, non-profit, healthcare, insurance, construction, and food & beverage.

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San Francisco State University Lam Family College of Business is a leading institution of business education in the San Francisco Bay Area, preparing students to become responsible leaders and succeed in a global economy. As a significant contributor to Bay Area leadership talent, we challenge our students to develop advanced skills to address complex business issues on a local and global level. With AACSB International accreditation, the Lam Family College of Business is proud to be among the top five percent of business schools worldwide.

As one of the top ranked public universities, San Francisco State University is recognized worldwide for our investments in diversity, social responsibility and visionary academics. We prepare our students to become productive, ethical, active citizens with a global perspective, inspiring them to lead, create and innovate.



AACSB Accreditation

Accredited by AACSB International in 1964, the Lam Family College of Business at San Francisco State University provides high quality business education to a diverse community through innovative teaching, research, and support.

The Lam Family College of Business is one of just five percent of all business schools worldwide that meet rigorous accreditation standards of the Association to Advance Collegiate Schools of Business International (AACSB International).