



# Eighth Annual Entrepreneurship and Venture Capital Conference

**Building Tomorrow Today**

November 3, 2006

Gleacher Center

**POLSKYCENTER**   
FOR ENTREPRENEURSHIP



Entrepreneurship,  
Venture Capital &  
Private Equity Group



# CHICAGO



# GSB

The University of Chicago Graduate School of Business

# Agenda

## Eighth Annual Entrepreneurship and Venture Capital Conference

### *EVP Co-Chairs*

**Dan Scott**  
MBA class of 2007

**Hitesh Windlass**  
MBA class of 2007

### *Polsky Center for Entrepreneurship*

**Steven N. Kaplan**  
Faculty Director  
Neubauer Family Professor of  
Entrepreneurship & Finance

**Ellen A. Rudnick, '73**  
Executive Director  
Clinical Professor of  
Entrepreneurship

**Linda Darragh**  
Director of Entrepreneurship  
Programs  
Adjunct Associate Professor  
of Entrepreneurship

**Starr Marcello**  
Associate Director of  
Entrepreneurship Programs

**Stephanie Marcucci**  
Associate Director of Marketing  
and Communications

**Anna Bishop**  
Program Manager

**Robyn Searles**  
Office Manager

Time	Event	Location
7:00–7:45 a.m.	Registration and continental breakfast	Sixth Floor
7:45–7:55 a.m.	Welcome and introductions Dean Ted Snyder	Room 621
7:55–8:55 a.m.	Morning Keynote Kathryn Gould, Founding Partner, Foundation Capital	Room 621
9:05–10:35 a.m.	<i>Panel Breakouts (select one)</i> Identifying the Big Idea The Venture Business	Room 400 Room 600
10:45 a.m.–12:15 p.m.	<i>Panel Breakouts (select one)</i> The Next Wave Building Relationships and Revenue	Room 400 Room 600
12:25–1:45 p.m.	Lunch and Afternoon Keynote Joe Mansueto, Chairman, Founder, and CEO, Morningstar, Inc.	Room 621
1:55–3:25 p.m.	<i>Panel Breakouts (select one)</i> Financing the Venture Social Entrepreneurship	Room 400 Room 600
3:30–5:00 p.m.	Networking Mixer	Room 650

# Eighth Annual Entrepreneurship and Venture Capital Conference Building Tomorrow Today

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# Welcome from the Conference Hosts



**Ellen A. Rudnick, '73  
and Steven N. Kaplan**



**Dan Scott and Hitesh Windlass**

Dear Conference Attendees,

The Entrepreneurship, Venture Capital, and Private Equity Group (EVP) and the Polsky Center for Entrepreneurship would like to thank you for joining us at the eighth annual Entrepreneurship and Venture Capital Conference (EVC) at the University of Chicago Graduate School of Business.

Today's conference strives to bring together successful entrepreneurs and experienced venture capitalists to share ideas and advice, foster creativity, and encourage the entrepreneurially minded. Entrepreneurial leaders will converge at the EVC, including our two distinguished keynote speakers, Kathryn Gould, '78, founding partner of Foundation Capital, and Joe Mansueto, '80, chairman, founder, and CEO of Morningstar, Inc. (MORN).

We hope this conference will provide all our attendees and other industry partners with valuable information for building and growing new ventures. We invite you to actively participate in learning first-hand from some of the most seasoned professionals in their fields who will explore the pitfalls and successes they have encountered.

We would like to extend our sincere thanks to all of our sponsors, panelists, moderators, and volunteers who have contributed their efforts to make this conference possible. It is our collective hope that the 2006 Entrepreneurship and Venture Capital Conference will foster the spirit of innovation by inspiring and challenging participants to build tomorrow today!

Sincerely,

Ellen A. Rudnick, '73  
*Executive Director of the Polsky  
Center for Entrepreneurship and  
Clinical Professor  
of Entrepreneurship*

Hitesh Windlass, '07  
*EVP Group Co-Chair*

Steven N. Kaplan  
*Neubauer Family Professor of  
Entrepreneurship & Finance and  
Faculty Director of the Polsky Center  
for Entrepreneurship*

Dan Scott, MBA '07  
*EVP Group Co-Chair*

# Welcome from the Dean



**Edward A. Snyder**

Dear Conference Attendees,

On behalf of the students in our Entrepreneurship, Venture Capital, and Private Equity group, it is my pleasure to welcome you to the eighth annual Entrepreneurship and Venture Capital Conference—one of Chicago GSB's largest student-run conferences.

Bringing together successful entrepreneurs and seasoned venture capitalists, the conference aims to inspire the entrepreneurial spirit and motivate each of us to seize opportunities, take risks, and help build exceptional companies.

This year, we will examine major themes in entrepreneurship including identifying the big idea, financing emerging ventures, building customer relationships, and making a social impact. Our outstanding keynote speakers Kathryn Gould, '78, founding partner of Foundation Capital, and Joe Mansueto, AB '78, MBA '80, chairman, founder, and CEO of Morningstar, Inc. will join our distinguished panelists in sharing their distinctive perspectives on these topics.

Chicago GSB is proud to support entrepreneurship in the classroom, in our experiential learning labs, in the Edward L. Kaplan New Venture Challenge business plan competition, and in conferences such as this one. Through the Michael P. Polsky Center for Entrepreneurship, our conference co-host, the GSB community is able to collaborate and bring innovation to market.

I would like to thank the sponsors, the speakers, and the panelists for their generous support of today's events.

Sincerely,

Edward A. Snyder

*Dean and George Pratt Schultz Professor of Economics*



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through the Napoleonic wars.

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and a *halyard* is the line used to raise the sail.

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# Keynote Speakers

## Morning Keynote

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### **Kathryn Gould, '78**

*Founding Partner  
Foundation Capital*

Kathryn Gould is founding partner and partner emeritus of Foundation Capital. During her nearly 20 years in the venture capital business, Gould has worked with talented entrepre-

neurs to create numerous market-leading companies.

Gould is now investing her own capital in seed stage companies, working closely with a select group of other private investors and entrepreneurs in Silicon Valley. While seed stage investing is her primary focus, she will also continue to make venture investments with Foundation Capital. Regularly recognized as one of the most accomplished venture capitalists, Gould has been featured on *Forbes* magazine's "Midas List" of Tech's Best Venture Investors. In 2005 she received the Distinguished Alumni Award for Entrepreneurship from Chicago GSB.

Prior to founding Foundation Capital in 1995, Gould was a general partner with Merrill, Pickard, Anderson & Eyre. Before becoming a venture capitalist, Gould distinguished herself as VP of marketing at Oracle Corporation during the company's formative years. In the mid-1980s, she founded her own executive search firm, recruiting numerous CEOs and VPs for a host of Valley startups. Earlier, she also held various marketing and engineering positions with Data Systems Design, Gould, Inc., and Bell & Howell.

Gould currently serves on the Board of Trustees of the University of Chicago, the Investment Committee of the University of Chicago, and is on the Advisory Council of Chicago GSB. Away from work, Gould is a serious violinist, painter and pilot. She currently runs the Magnum Opus Project and is the patron of the Kirkwood summer music festival.

Gould holds a BS in Physics from the University of Toronto and earned an MBA from Chicago GSB in 1978.

## Afternoon Keynote

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### **Joseph Mansueto, AB '78, MBA '80**

*Chairman, Founder, and CEO  
Morningstar, Inc.*

Joe Mansueto founded Morningstar in 1984 to provide investors with fundamental, useful, and informative mutual fund analysis and

commentary. The company's mission is to create great products that help investors reach their financial goals.

In 1984, Morningstar launched its first product, The Mutual Fund Sourcebook—a quarterly with comprehensive mutual fund data. In 1985, the Morningstar Rating™ for mutual funds debuted; in 1986, the company introduced Morningstar® Mutual Funds™, a biweekly publication that included in-depth data and analyst commentary on more than 700 mutual funds. In 1991 came Morningstar® Principia™—one of the first software programs that financial advisors could use to analyze mutual funds; and in 1997, the company's flagship Web site for investors, Morningstar.com, was established.

Today Morningstar offers an extensive line of Internet, software, and print products and services for investors, financial advisors, and institutions. It has operations in 13 countries and currently provides data on over 145,000 global investment offerings.

Before founding Morningstar, Mansueto was a securities analyst for Harris Associates.

In 2001, *SmartMoney* recognized Mansueto as one of 30 power brokers. In 2000, he received the Distinguished Alumni Award for Entrepreneurship from Chicago GSB. In 1993, he was given the KPMG Peat Marwick High Tech Entrepreneur of the Year Award, and in 1992, he won the Rosenthal Award for Excellence in Investment Research from the University of Chicago.

Mansueto holds an AB in business administration from the University of Chicago and an MBA from Chicago GSB.

# Panel: Identifying the Big Idea

## Moderator

### James E. Schragger

*Clinical Professor of Entrepreneurship  
University of Chicago GSB*



Professor Schragger has taught New Venture Strategy at Chicago GSB since 1982 and has twice

won the university's Emory Williams Award for Excellence in Teaching. He is founding editor of the *Journal of Private Equity*.

Prior to the GSB, Professor Schragger assisted in the turnaround of several companies within Chicago's Marmon Group. He was head of a team which took a US company public in Tokyo; he previously held positions at Haskins & Sells; and he was the owner/operator of a Texaco gas station in Davis, California, while attempting to become a world-class motocross racer.

Schragger holds a BA in economics from Oakland University, an MBA from University of Colorado, a JD from DePaul College of Law, a PhD in behavioral science and policy from the University of Chicago, and is a CPA in the state of Illinois.

## Panelists

### John Banta, '95

*CEO and Managing Director  
IllinoisVENTURES, LLC*



John Banta serves as the CEO and managing director of Illinois-VENTURES, LLC, and the managing

principal of the Illinois Emerging Technology Fund, an early-stage technology venture capital fund. In this capacity, Banta has established the initial operating environment and infrastructure to facilitate the development of businesses based on a range of technologies.

Banta is the former president and COO of DigitalWork, Inc. and served previously as its senior VP of corporate and business development. Prior to DigitalWork, Inc., he served as VP of corporate services for UBS PaineWebber (formerly Kidder Peabody).

Banta currently serves on the board of directors of several early-stage life science, medical device, and IT businesses, and on the Advisory Boards of the College of Engineering at the University of Illinois at Chicago and the Chicago West Side Entrepreneurship Center.

He earned a bachelor's degree in finance from the University of Illinois College of Commerce and an MBA from Chicago GSB.

### Joseph A. Beatty, '89

*Advisor  
Boingo Wireless*



Joseph A. Beatty is an advisor to Boingo Wireless, Inc. and is the former CEO of Concourse

Communications Group. Concourse designs, builds, and operates wireless voice and data networks (for cellular and Wi-Fi services) in airports and other large venues and was sold to Boingo in June 2006.

Prior to joining Concourse, Beatty was a cofounder, director, and CFO of Focal Communications Corporation, a local telecommunications service provider. Before this, Beatty was a securities analyst covering the telecommunications sector. Earlier in his career, he held numerous technical management positions for the local exchange carrier division of Centel Corporation.

Beatty is a Chartered Financial Analyst, serves on the advisory board of Cardinal Growth L.P., nPhase LLC, and several not-for-profit organizations.

He received a BS in Electrical Engineering from the University of Illinois and an MBA from Chicago GSB.



## Brian Coe, '99

CEO

Litholink Corporation



Brian Coe currently serves as the CEO of Litholink Corporation, an integrated specialty laboratory and dis-

ease management service for kidney stone patients, which he cofounded in 1995. Litholink currently serves approximately 12% of the urologists in North America and has significant relationships with several of America's leading health plans.

In addition to his work with Litholink, Coe cofounded Euclid Diagnostics, an epigenomics company focusing on developing new cancer screening tests. Prior to working at Litholink, Coe served in various research capacities at GenDerm Corporation, a biotechnology company focused on developing neurologically active dermatology compounds.

Coe earned a BA from Brandeis University and an MBA from Chicago GSB.

## Lucas Roh, AB '88

CEO

Hostway.com



Lucas Roh is president, CEO, and founder of Hostway Corporation, a provider of award-winning

Web hosting and online services with nearly 500 employees and offices in ten countries.

Prior to founding Hostway, Roh was a computer scientist at Argonne National Laboratory and has also authored or co-authored more than 20 published academic papers. He has been recognized as one of *Crain's Chicago Business* 40 under 40, a recipient of the prestigious KPMG Illinois Hi-Tech Award, and has also been inducted into Junior Achievement's Business Hall of Fame.

Roh received his undergraduate degree in Physics from the University of Chicago in 1988 and a doctorate in Computer Science from Colorado State University in 1995.

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# Panel: The Venture Business

## Moderator

### Scott Meadow

*Clinical Professor of Entrepreneurship  
Chicago GSB*



Scott Meadow is an associate partner of Edgewater Growth Capital Partners. Prior to joining Edgewater and

since 1982, Meadow was a principal investor in the private equity industry. He has over 20 years experience as a General Partner, most recently with the Sprout Group, the Private Equity affiliate of CSFB. Over the course of his career, Meadow has approved hundreds of equity financings and has personally led or originated more than 60 investments. Meadow has been recognized four times by Venture One as one of the outstanding healthcare investors in the industry.

Since 2000, Meadow has held the position of clinical professor of entrepreneurship at Chicago GSB where he is the only professor who received the Phoenix Award for service to students four years in a row (2002–2005). Meadow has been twice designated by *BusinessWeek*'s "Guide to the Best Business Schools" as one of the 10 outstanding entrepreneurial professors in the country.

Meadow earned a BA in History and Literature from Harvard College, and received an MBA from the Harvard Business School.

## Panelists

### Elizabeth M. Allison, '99

*Director, Alternative Investments  
Boeing Company*

Elizabeth M. Allison is the director of alternative investments for the Boeing Company and manages its \$6.0 billion alternatives program that is invested in hedge funds, private equity, real estate, and real assets.

Prior to joining Boeing in November 2005, she was a senior vice president at GE Capital where she focused on both private equity funding and direct equity investing. From 1995 to 2002 she was a member of the University of Chicago's Office of Investments, and for the last three years of her tenure, the assistant vice president and director of private equity.

Allison received a BS in Accountancy from Northern Illinois University and an MBA from Chicago GSB. She is a CPA and is a candidate in the Chartered Financial Analyst Program.

### Thomas Gladden

*Partner  
Adam Street Capital*



At Adam Street Capital, Gladden is responsible for performing research and due diligence on private

equity partnerships, assisting on new investment screening, and monitoring existing investments.

Previously, Gladden worked for Duke Management Company, the Youth and Family Resource Center, and APM Incorporated.

Gladden graduated magna cum laude from Dartmouth College and earned his MS at the University of Chicago.

**Patrick J. O'Hara**

*Director of Private Equity  
University of Chicago Investments*



Patrick J. O'Hara joined the University of Chicago in September 2000 and is currently director of

private equity. From 1997 to 2000, he was a risk management analyst at ABN-AMRO Asset Management. Prior to that, he held the position of performance measurement analyst at LaSalle National Trust, and has been a senior portfolio analyst with The Northern Trust Company.

Patrick holds a BA in Economics from the University of Illinois at Urbana-Champaign and an MBA from Loyola University of Chicago. He has been a CFA charter holder since 2000.

**Daniel W. Yih, '84**

*Portfolio Principal and COO  
GTCR Golder Rauner, LLC*



Dan Yih joined GTCR in 2000 as a portfolio principal. He was previously a partner at the Zell-Chilmark Fund and held

various executive positions, including CFO at Welbilt Corporation, a manufacturer of equipment for the restaurant industry. Yih also was formerly with Kohlberg & Company and Kirkland & Ellis.

Yih currently serves on the board of Starwood Hotels and Resorts and has previously served on the boards of Comsys, Cardinal Logistics Management, American Sanitary, and Intecap.

Yih earned a BSME, with distinction, from Stanford University, where he was also elected to Phi Beta Kappa and Tau Beta Pi. He holds a JD-MBA from the University of Chicago.

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# Panel: The Next Wave

## Moderator

### Steven N. Kaplan

*Neubauer Family Professor of Entrepreneurship and Finance, Chicago GSB*



Professor Kaplan's research, teaching, and consulting focus on issues in private equity and

entrepreneurial finance, corporate governance, mergers and acquisitions, e-commerce, and corporate finance. *BusinessWeek* has rated him one of the top teachers at the GSB and in the country. Kaplan is faculty director of Chicago GSB's Polsky Center for Entrepreneurship, co-dean for the Kauffman Fellows Program, a research associate at the National Bureau of Economic Research, and a former director of the American Finance Association. He is an associate editor of the *Journal of Finance* and the *Journal of Financial Economics*. He serves on the board of directors of Accretive Health, Columbia Acorn Funds, and Morningstar. He also serves as a director of the Sterling Capital Partners, the Illinois Venture Capital Association, the Kauffman Fellows Program, and the University of Chicago Laboratory Schools.

Kaplan received his AB summa cum laude in Applied Mathematics and Economics from Harvard College and completed his PhD in Business Economics at Harvard University.

## Panelists

### Rocky Daehler, '93

*Senior Investments Manager  
Motorola Ventures*



Rocky Daehler's role at Motorola Ventures includes identifying, executing, and managing

strategic investments in start-up companies to accelerate Motorola's access to and implementation of leading-edge technology.

Prior to Motorola Ventures, Daehler spent five years in various strategic and product marketing roles within Motorola. Most recently, he led Motorola PCS' product marketing efforts to a Top 5 CDMA wireless operator. During assignments in the corporate and PCS strategy offices, he led a variety of merger, acquisition, and partnership efforts as well as strategy formulation exercises. Prior to Motorola, Daehler worked at Andersen Consulting (now Accenture) and Booz, Allen & Hamilton. There, he participated in and led a number of strategy, business process re-engineering, engineering efficiency, and manufacturing productivity assignments with *Fortune* 500 companies.

Daehler graduated from Northwestern University with a BS in Industrial Engineering in 1986, and he earned an MBA from Chicago GSB in 1993.

### John Gardner, '96

*Founding General Partner  
Blue Run Ventures*



John Gardner cofounded Blue Run Ventures in 1998 and has led and managed investments in ten

companies across the information technology spectrum, including enterprise software, carrier software, systems, and component companies. Gardner has 15 years of experience advising and working with start-up and emerging businesses, including extensive transactional experience in mergers, acquisitions, and venture capital investments.

Gardner currently serves on the board of directors of @Hand, Neopad Technologies, and Sequoia Communications and is an active board observer with Airgo Networks. Previous investments include Cerebra (WEBM), IntelliSeek (Nielsen BuzzMetrics), MongoMusic (MSFT) and Covigo (SBL).

Gardner holds a law degree from the University of Cincinnati College of Law and an MBA from Chicago GSB.

## Elsie Quaite-Randall

Manager

Argonne National Laboratory



Elsie Quaite-Randall is the manager of IP development, commercialization, and marketing in the

Office of Technology Transfer at Argonne National Laboratory. In this role, she evaluates inventions made by researchers at Argonne for their patentability and commercial potential. She also is responsible for identifying prospective partners for research, development, and commercialization opportunities in biotechnology and nanobiotechnology and negotiates a variety of intellectual property transactions and agreements with commercial, government, and academic partners.

Previously, Quaite-Randall worked in the Biosciences Division of Argonne and at the Legal Department as an invention evaluator, where she advised on the patentability of inventions reported at the lab.

Quaite-Randall completed her undergraduate studies and received her PhD from the Queen's University of Belfast, Northern Ireland. A native of Ireland, she arrived in the United States after completing a post-doctoral fellowship in Berlin. She also holds an MBA.

## Vishal Sharma, '98

Director of Product Management

Google Inc.



Vishal Sharma is currently director of product management at Google. His experience prior to

Google includes being cofounder and vice president of products and marketing at Aentropy and then, after its acquisition, vice president of products at Ketera Technologies, a leading on-demand spend management company. Before founding Aentropy, he was vice president of product management and strategy for VerticalNet Solutions. Other past experience includes McKinsey & Company, Oracle, Sun Microsystems, and Tandem Computers.

Sharma earned his bachelor's degree in Electrical Engineering from the Indian Institute of Technology and his MS in Computer Engineering from the University of California, Santa Barbara. He received his MBA from Chicago GSB in 1998.

The Next Wave Panel is sponsored by

## High-Tech Group

The HTG organizes such events as the Annual VC Trek and assists members during recruiting season with resume reviews, mock-interviews, and off-campus recruiting. It caters to those who want to be part of the high-tech industry, as the members are those who will support the industry by providing consulting, banking, and venture capital services.

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[www.chicagohtg.com](http://www.chicagohtg.com)



# Panel: Building Relationships and Revenue

## Moderator

### Waverly Deutsch

*Clinical Assistant Professor of Entrepreneurship, Chicago GSB*



Professor Deutsch teaches Building the New Venture and coaches the New Venture Challenge

business plan competition at Chicago GSB. In 2005, she won the USASBE National Entrepreneurship Pedagogy Award. She founded WaveWords Consulting, a strategic consultancy for growth companies and start-up ventures that provides business planning, strategic positioning, and marketing services.

Deutsch previously held the position of managing director at NetFuel Ventures, a leading Chicago-based venture services company focused on launching successful technology companies. She spent seven years with Forrester Research, is a frequent speaker on entrepreneurship, and serves on the board of advisors for several start-ups.

She holds a BS in Computer Science from the University of Pittsburgh and earned her PhD at Tufts University.

## Panelists

### Michael Alter

*President  
Sure Payroll, Inc.*



As president of SurePayroll, Inc., Alter is responsible for the overall business model development,

strategic planning, and day-to-day operations. Processing more than \$2.5 billion in employee payrolls and taxes annually for thousands of clients nationwide, SurePayroll is the largest full service, online payroll processor in the US. Under Alter's leadership, SurePayroll has been named to the *Inc.* 500 list of fastest growing companies in each of the last two years.

Alter joined SurePayroll after five years with McKinsey & Company where he was a founder and leader in the Service Operations Practice, helping clients to develop and execute strategies for growth, alliances, marketing, and service management. He has experience working with clients in retail, financial, and service industries both in the US and in Europe. Alter is a member of the Executives' Club of Chicago, the Independent Payroll Providers Association, and the American Payroll Association.

Alter holds a BA in Economics from Northwestern and an MBA from Harvard Business School.

### Collin Anderson, '96

*President  
Neuro Technology International*



Collin Anderson is currently president and co-leader of Neuro Technology International

where his primary responsibilities include strategic planning, oversight of sales and operations, and CFO activities.

Anderson is also cofounder, past president, and CEO of Digital Innovations ([www.digitalinnovations.com](http://www.digitalinnovations.com)), a manufacturer of proprietary consumer electronics accessories products. Prior to Digital Innovations, Anderson worked in positions involving early-stage technology marketing, engineering project management, scientific research, and small-business consulting.

Anderson, a native from Montana, received his BS in Metallurgical Engineering from Montana Tech. He later earned an MS and PhD in Materials Science and Engineering from Vanderbilt University and an MBA from Chicago GSB.

## Al Wasserberger

Founder and CEO

Intellect



Al Wasserberger is a seasoned technology executive with specific experience in leading the development

of new technologies and business models, and in funding and growing technology companies.

Prior to joining Intellect, he was the chairman and CEO of Spirian Technologies, which he founded in 1996 and built to a venture-backed Inc. 500 software company. Previously, Wasserberger was responsible for the successful start-up of PDM Engineering, the systems integration subsidiary of Professional Data Management. His experience also includes engineering leadership and executive positions with systems integrators Universal Networks and PC Solutions, storage manufacturer Sanyo Icon, and retailer Home Shopping Network.

As an active civic leader, Wasserberger is president of The Orbis Forum, and he serves on the board for the Chicagoland Entrepreneurial Center. In May 2003 he was appointed to the Mayor's Council of Technology Advisors.



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### Notes

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# Panel: Financing the Venture

## Moderator

### Linda Darragh

Director of Entrepreneurship  
Programs and Adjunct Professor of  
Entrepreneurship, Chicago GSB



Linda Darragh's focus at Chicago GSB includes developing new programs and curriculum on

behalf of the Hamer Small Business Initiative. Darragh teaches New Venture and Small Enterprise, a lab class that brings together GSB students and local small businesses, and is a faculty director for the New Venture Challenge business plan competition.

Prior to coming to Chicago GSB, Darragh was an assistant clinical professor of entrepreneurship at Northwestern University's Kellogg School of Management. Her experience ranges from vice president at Chicago's Women's Business Development Center, where she counseled and trained hundreds of entrepreneurs, to founding and facilitating the Ceres Venture Fund for women investors. Darragh sits on the boards of the Chicagoland Entrepreneurial Center, Learning Point Associates, the Illinois IT Association, and Accion Chicago.

Darragh received her BA from Queens University in 1976 and her MSc (PI) from the University of Toronto in 1978.

## Panelists

### Adarsh Arora

CEO and Cofounder  
Lisle Technology Partner



Adarsh Arora is CEO and cofounder of Lisle Technology Partners, which pro-

vides software product development services and a unique equity-based model for early stage start-up companies.

Prior to LisleTech, Arora has created, managed, and nurtured two successful start-ups to maturity: Peritus Software Services and Vista Technologies. Arora is active in the venture capital community as a partner in the Idealflow Angel Fund. In addition, he is the president and a charter member of TiE Midwest, part of a global organization established to guide and mentor entrepreneurs. Before launching his entrepreneurial career, Arora was a program director at the Gould Research Center.

Arora is active on the boards of several technology start-up companies, Chicago Entrepreneurial Center, Illinois Institute of Technology's Rice Campus, and the Mayor's Council of Technology Advisors.

Arora earned his PhD in Computer Science from Northwestern University.

### Jason Fried

President & Founder  
37Signals



Jason Fried is the president and founder of 37signals, a Web interface design and usability consultancy based

in Chicago. He spearheaded the concept, design, and development of Basecamp, 37signal's Web-based project management tool for designers, freelancers, and creative services firms. Fried and 37signals have worked on projects for Microsoft, Qwest, Monster.com, Clear Channel, Panera Bread, Shure, Meetup, Kinja, and others.

Fried is coauthor of *Defensive Design for the Web* and has presented at the AIGA Risk/Reward conference in San Francisco, Active8 in Seattle, South by Southwest in Austin, Reboot 6 in Copenhagen, HOW Design Conference in New Orleans, AIGA Exhibit A show in Minneapolis, and various universities.

Originally from Chicago, Fried moved to Arizona to pursue a finance degree before starting work as a freelance Web designer in 1996 and founding 37signals in 1999.



# Panel: Social Entrepreneurship

## Moderator

### Robert Gertner

Wallace W. Booth Professor of  
Economics and Strategy, Chicago GSB



Professor Gertner teaches Workshop in the Theory of Organizations, Competitive Strategy,

Social Entrepreneurship, and Strategic Investment Decisions. His research concentrates on applied game theory, competitive strategy, resource allocation in organizations, corporate bankruptcy, and law and economics.

Gertner graduated from Princeton University with a bachelor's degree in Economics and holds a PhD from Massachusetts Institute of Technology.

## Panelists

### Heather Becker

CEO  
Chicago Conservation Center



Heather Becker is an artist, author, historian, educator, and entrepreneur. In 1989 she developed

a national business plan for the Chicago Conservation Center, Inc., which has become one of the largest private art conservation facilities in the country.

In an effort to bring art back into public education, Becker cofounded the largest mural preservation project in the country's history, restoring hundreds of early twentieth century murals in Chicago. She is also the cofounder of New Deal Preservation Association-Midwest Chapter, a not-for-profit organization. Throughout her career, Becker has educated various industries on art conservation and recently wrote a book on Chicago murals and art preservation, *Art for the People*.

In 2004, Becker was awarded "Small Business Person of the Year" for the State of Illinois by the Small Business Association. In 2006, she was elected to the Board of The Chicago Network and is the youngest member in the organization.

Becker studied painting and art history at the School of the Art Institute of Chicago and the International School of Art in Italy.

### Jason Felger

Managing Director  
Chicagoland Entrepreneurial Center



Jason Felger is the managing director of the Chicagoland Entrepreneurial Center. The CEC is a non-profit

venture development firm focused on providing services and resources to high-growth businesses in the Chicago region. Felger oversees the CEC's day-to-day operations and the delivery of client services. Additionally, he counsels clients in the areas of debt and equity financing and sales strategies for emerging businesses, specifically in the retail, fashion, food service, and real estate industries.

Felger also spends his time working with organizations and initiatives that support Chicago's entrepreneurial and creative arts communities such as Foresight Design Initiative, Gen Art Chicago, the Latino Technology Association, and Chicago Fashion Focus. Felger currently sits on the board of the City of Chicago Mayoral Fashion Advisory Council, Columbia College's Fashion & Retail Management School, the Illinois Small Business Development Association, and Chicago Professionals for Youth.

Felger is a graduate of DePaul University.



## Trinita Logue

President and CEO  
Illinois Facilities Fund



Trinita Logue is the founding president and CEO of the Illinois Facilities Fund (IFF), a non-profit com-

munity development financial institution. Logue formed the IFF while serving as assistant director of the Chicago Community Trust. Today, the IFF is recognized as a leader in the development of innovative financial and real estate solutions for nonprofit organizations. The IFF also conducts research, sponsors educational programs, and has been a leading advocate on behalf of the nonprofit sector in Illinois and nationally.

Logue's civic and professional affiliations currently include serving as a director of First Nonprofit Trust Companies, a proprietary insurance company that provides coverage to nonprofit organizations in six states. She also is a member of Northwestern University's Kellogg School of Management Public and Nonprofit Advisory Committee, the Executive Committee of the Donors Forum of Chicago, the Attorney General's Charitable Advisory Committee, the Governor's Early Learning Council, and the Chicago Network.

## Eboo Patel

Founder and Executive Director  
Interfaith Youth Core



Dr. Eboo Patel is the founder and executive director of the Interfaith Youth Core, a Chicago-based international

organization that brings young people from different faith communities together to build understanding and cooperation. Patel is a sought-after speaker whose addresses include the keynote speech at the Nobel Peace Prize Forum with President Jimmy Carter and the Baccalaureate Service Address at the University of Pennsylvania. He is co-editor of *Building the Interfaith Youth Movement: Beyond Dialogue to Action* (Rowman & Littlefield, 2006) and is currently writing a book on the role of religious youth in the 21st century with Beacon Press. Patel is an Ashoka Fellow, part of an elite network of social entrepreneurs with ideas that have the potential to change the world. Patel also is a frequent contributor to national and local media and serves on the boards of several prominent organizations.

He received his PhD in the Sociology of Religion from Oxford University, where he studied on a Rhodes scholarship.

## Special Thanks

Professor Scott Meadow  
Professor Steve Kaplan

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### Michael P. Polsky Center for Entrepreneurship

The Entrepreneurship Center was organized in 1998 through a grant from the Ewing Marion Kauffman Foundation and became an endowed center in 2002



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## EVP

EVP Group at the Chicago GSB is very active within the student community and provides career development, conferences on current topics in the entrepreneurial



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