

DFJ Entrepreneurial Thought Leaders Seminar Speaker Info

Who is the audience of the Entrepreneurial Thought Leaders' Seminar:

The audience includes Stanford students and thousands of listeners from around the globe. The Stanford audience is made up of approximately 200 graduate and undergraduate engineering, law, MBA, and medical students, and students from humanities and sciences who share an interest in high technology companies, entrepreneurship, and leadership. It also includes Stanford alumni, and entrepreneurs and leaders from companies in Silicon Valley. More than 10,000 listeners tune into the podcast each week and thousands more watch via Stanford Online and through STVP Educators Corner (<http://edcorner.stanford.edu>).

What is the form and what should I talk about?

We set up at 4:00PM. The talk begins at 4:30 and should run about 20-30 minutes followed by Q&A for 30-40 minutes:

- A brief description of your own life story as an entrepreneurial leader;
- A brief description of your company and its strategy within your industry; and
- Key lessons learned about leadership and entrepreneurship that you want to pass on to the next generation of entrepreneurial leaders.

Post seminar dinner opportunity:

(Optional but appreciated) After the talk, BASES arranges a dinner for the speaker with students from the course. The student organizers take care of all logistics and sincerely hope that all speakers will be able to join them for this opportunity to engage on a more personal level. Please let us know if you are able to attend this special event. It means a lot to the students if you are able to spend this time with them.

We will contact you and your administrative assistant one week prior to your presentation to answer questions, prepare for the technical details, and to confirm dinner. Please feel free to contact us any other time as well.

Where will the seminar take place?

The class is in Skilling Auditorium, near the Green Earth Sciences Building and Terman.

View a [campus map](http://www.stanford.edu/home/visitors/maps.html) online. [<http://www.stanford.edu/home/visitors/maps.html>]

You will not need a parking permit to park in any of the parking areas on campus after 4pm.

How do I prepare for my talk?

The most effective thought leaders provide **highly interactive** presentations. To help prepare, we recommend that you watch some of the more successful Entrepreneurial Thought Leaders from previous quarters. Highlights of these presentations are available via the Educator's Corner of the Stanford Technology Ventures Program. The URL you can visit to see these highlights is: <http://edcorner.stanford.edu/>

People in the audience frequently ask the following questions of speakers:

- Who are your heroes and what have you learned from them?
- What are your biggest mistakes and what have you learned from them?
- What advice would you give to young entrepreneurs, who are getting started now?
- What are the "hot" technology areas that are good markets for entrepreneurs?
- How do you select your business/channel partners?
- How do you select your target markets and key customers?
- What do you look for in entrepreneurial firms you invest in?
- What should we look for in venture capitalists and/or angel investors?
- What qualities do you look for in hiring people to join your company?
- What advice would you give to college students who are not sure what careers they want to pursue?

Let us know if you have ideas about how to design the learning experience.

The producers of the Entrepreneurial Thought Leaders' Seminar welcome ideas like these and others from the entrepreneurial thought leaders we invite to share their insights. Our aim is to do whatever it takes to create a distinctive, enjoyable, memorable learning experience for thought leaders and audience alike.