BACKGROUND

Asia Technology Initiative (ATI) Overview:

ATI is a group of highly motivated students and faculty members from Stanford University who are interested in Asia’s abundance of business opportunities. The organization aims to cultivate entrepreneurship through both hands-on experience and promoting alliances between Stanford University’s Silicon Valley connections and technology clusters throughout Asia.

ATI has had a history of being present in the most exciting centers of development in Asia. With sites in China (Shanghai), India (Mumbai), and Singapore, previous experience in Japan, and plans to expand into Korea and Europe, ATI is positioned to offer a network of entrepreneurial connections throughout all of the major powers of Asia. ATI hopes to continue its tradition of fostering global entrepreneurship and expanding the Stanford’s presence in Asia through a summer fellowship program and a conference at each of the sites.

ATI fellows are selected from Stanford to spend ten weeks exploring the powerful synergy between technology, industry and entrepreneurship in the Asian context. They interact and work with local companies on core projects, bringing in Silicon Valley culture and learning about local business settings by interacting closely with entrepreneurs at these sites. During their stay, annual entrepreneurship conferences are organized at each of these sites with an idea to get industrialists, venture capitalists, academicians, government officials and entrepreneurs with similar interests together for future sharing of intellectual and business resources.

Stanford University and Hi-tech Entrepreneurship:

Stanford is located at the heart of Silicon Valley, America’s high technology region. It leads the world’s elite universities in supporting high-tech entrepreneurship with alumni who have gone on to start numerous successful companies. At the end of 2001, 42% of Silicon Valley’s Revenues ($106.3 billion) and 36% of its Market Capitalization ($332.5 billion) came from firms that evolved out of the Stanford community including HP, Cisco, Agilent, Google, Sun, Yahoo, Surromed, Affymetrix, Netscape, BEA Systems, Rational, Incyte, Genomics, eBay, Varian Medical Systems. Overall, members of the Stanford community have founded over 1,200 companies, 350 of which are technology based (full list at www.stanford.edu/group/wellspring).

FELLOWSHIP

The fellowship program will bring over Stanford graduate and undergraduate students over to several start-up companies in Singapore over 10 weeks. In the past, fellows have worked at the following companies, the Genome Institute, Institute for Bio-Nanotechnology, ESI, Encentuate, GreenDot Capital, and IBM. Fellows bring their expertise and work across companies to develop new models of innovation and identify areas for expansion.

CONFERENCE

Overarching Theme:

Forging Alliances: A Silicon Valley Singapore Synergy
Participants:
Universities, junior colleges, government organizations, companies, and individuals in Singapore and the U.S. that wish to gain a better understanding of the role that Singapore can play in the growth of Asia.

EDUCATION AND OUTREACH

In the week leading up to the conference, speakers will be brought in to the universities and junior colleges to encourage the next generation of leaders in Singapore to create a model for global business operations. They will be presented with opportunities to work internationally. Speakers will talk about:

a. How to create a successful business and the considerations involved in starting a company.
b. Expansion of global entrepreneurship and what direction the global economy is taking
c. Social entrepreneurship and how a successful business model can be built around creating improvements for underserved populations.

CONFERENCE BREAKDOWN

The conference will be held as a two-day event with registration and an opening dinner on the first day and three sessions and poster presentations on the second day. ATI summer fellows will be asked to present their work as a poster throughout the second conference day. The following is a general outline of the conference:

Day I:
Dinner and Opening Speaker (Bobby Chao, Dragon Ventures)
a. What are the opportunities for the expansion of U.S. based biotech and information technology companies into Asia?
b. What role does Singapore play in this development? What can the public and private sectors do to attract international investors and also encourage the expansion of Singapore’s own entrepreneurial base?
c. What challenges do start-up companies face in Singapore and what is the availability of partnership or adopting U.S. business models

Day II:
Posters prepared by the fellows will be available for viewing throughout the day. The posters will be presentations of their work at local companies, showcasing which aspects of Silicon Valley entrepreneurship and culture translate well into Singapore.

9:00-9:15 Guest of Honor (Minister)

9:15-10:30 Session I: Government Encouragement of Entrepreneurship
EDB Chairman (30 min.)
President of NTU (30 min.)
Questions (15 min.)
a. What current initiatives does the government have to encourage entrepreneurship and what new plans are in the pipeline? How can education fit into this drive?
b. What is the role of academia in this process? Should the focus be on research and alliances with the private sector or is a focus on education a higher priority? How can a balance be achieved between these goals and how much compromise is necessary?
c. What is the vision of the future that these two sectors hold for development and innovation in Singapore?

10:30 – 11:00 Coffee Break

11:00 – 12:30 Session II: Forging Entrepreneurship Across the Generational Divide
Speakers:
Professor Su, NTU (20 min.)
Elizabeth Holmes (20 min.)
NTU young entrepreneur (20 min.)
Exchange/Questions (30 min.)
An NTU professor who has mentored many young entrepreneur will be invited to share his stories of success and one of his mentees and a U.S. young entrepreneur will then speak on their experiences across the generational gap on the following:
   a. What lessons can the next wave entrepreneurs learn from previous innovators? In what ways are the experiences of the past no longer valuable?
   b. What tensions exist between tradition and innovation in the realm of technology? Are there enduring business models that won’t be redefined by new technologies?

12:30 – 2:00 Lunch, Poster Presentations by Fellows

2:00 - 2:30 Google India
Google India will make a presentation addressing similarities between the India and Singapore markets, and how success in Silicon Valley translates over. The end of this will be a short recruiting pitch.
   a. What value does Google India see in Singapore? What are their plans to access it?
   b. How similar is entry into the India market to entry into the Singapore market?
   c. What practices from Silicon Valley have translated to starting up Google India?

2:30 - 3:00 Afternoon Break: Tea, Coffee, etc.

3:00 – 5:00 Panel Discussion: Industrial Alliances in Technology: An Interdisciplinary Experiment
Speakers:
Gajus Worthington
Frank Levinson
Edison Liu (Moderator?)
Another Singaporean (Moderator?)
The future of interdisciplinary integration of technology.
   a. How much cross-leveraging of technology is possible in the next 10 years? For example, how will advances in information technology drive innovation in medical devices? How will new forms of drug delivery affect the pharmaceutical industry? And what do venture capitalists see as the key to capturing the potential of these industries?
   b. Is there a strong desire for firms to work together and use the new developments that others offer?
   c. At what level are business models applicable across all tech companies?
   d. What concerns do investors have about firms that espouse new technologies that cannot be defined in more traditional fields?

5:00 – 5:30 Closing Speaker: Capturing Value in Asia
A speaker from one of the other sites, Mumbai or Shanghai will be invited to join the Singapore site and address:
   a. How technological developments in other Asian countries can work with Singapore for a successful model of growth.
   b. What has spurred technological growth in specific industries in China and India and what lessons can Singapore learn from it.