



## Red Herring Spring Summit 2006

### Tentative Agenda (as of 05/05/06, subject to change)

Red Herring Spring 2006 will assemble a dynamic group of over 100 speakers that are pushing and breaking the boundaries of the business of technology. They look forward to discussing with you “The Pursuit of Disruption” spawns unexpected opportunities, novel alliances, and great success stories.

<b>Tuesday, May 23<sup>rd</sup></b>	
13:00 – 17:00	GOLF TOURNAMENT – DEL MONTE GOLF COURSE
18:30 – 21:00	REGISTRATION
18:30 – 19:30	WELCOME COCKTAIL
19:30 – 21:30	DINNER & AWARDS CEREMONY AT THE HYATT REGENCY - SPONSORED BY <i>ACCENTURE</i> Introductory Remarks by Ray Lane, General Partner, Kleiner Perkins Caufield & Byers Awards presented by Joel Dreyfuss, Editor-in-chief, Red Herring
<b>Wednesday, May 24<sup>th</sup></b>	
07:30 – 08:30	BREAKFAST & REGISTRATION
08:30 – 08:45	WELCOME SPEECH <b>The Pursuit of Disruption</b> Joel Dreyfuss, Editor-in-chief, Red Herring
08:45 – 09:30	KEYNOTE SESSION <b>Technology’s Unfinished Business</b> Bob Suh, Chief Technology Strategist, Accenture
09:30 – 10:15	KEYNOTE ROUNDTABLE SESSION <b>Are On-line Communities Disrupting the Global Media Marketplace?</b> With slim chances of an IPO, online media properties have ready buyers in both Internet portals and media giants-- both of whom are increasingly subsisting on the advertising dollars shifting from the broadcast market to the web. M&A activity by firms such as IAC, NewsCorp, and Disney, especially, is accelerating at a feverish pace, with "bubble"-type valuations. What are the some of the key drivers of this activity? How will the market change in the next year? How does the battle of user-generated content versus commercial content play out? Who are the likely winners and losers and why?  Marc Landsberg, President, Arc Worldwide Chris Sacca, Director of Special Initiatives, Google Jerry Murdock, Managing Director, Insight Venture Partners Chris DeWolfe, Co-Founder & CEO, MySpace Alex Welch, Founder & CEO, Photobucket
10:15 – 10:45	COFFEE & NETWORKING BREAK
10:45 – 12:15	<b>RED HERRING 100 PRESENTATIONS</b>

10:45 – 12:15	<p>ROUNDTABLE SESSION - UNDERWRITTEN BY <i>SONNENSCHN NATH &amp; ROSENTHAL LLP</i></p> <p><b>Early Stage Challenges: Keeping the Golden Geese Alive</b></p> <p>Is venture still adventurous? As VCs drift away from early stage deals, entrepreneurs and investors face new challenges in a market swollen with cash. Panelists will discuss challenges facing new ventures, evaluate organic versus injected growth, and how the role of the CEO is coming to be split between innovation and business development.</p> <p>Roger Lee, General Partner of Battery Ventures  Roland van der Meer, Partner, Comventures  Jim Kollegger, Chief Executive Officer, Genesys Partners  Tim Wilson, General Partner, Partech International  Victor Boyajian, Chair, Venture Technology Group, Sonnenschein Nath &amp; Rosenthal LLP</p>
12:15 – 13:30	LUNCHEON - SPONSORED BY <i>NORTH DAKOTA</i>
13:30 – 14:15	<p>KEYNOTE ROUNDTABLE SESSION</p> <p><b>Late Stage Opportunities: Alternatives in an IPO-Less World</b></p> <p>The effect of Sarbanes Oxley on the IPO market has been nothing short of dramatic. IPOs, while not extinct, are certainly endangered, and the exit market is dominated by M&amp;A activity. That's led to a change in the exit ecosystem, where venture debt, hedge funds, big private equity players, and players in the secondary market are finding more traction. This panel will explore opportunities in the later stage market, which strategies make the most sense, and under what circumstances.</p> <p>Tony Shell, Managing Director, Escalate Capital Partners  Walter Buckley III, Co-Founder, CEO, President &amp; Chairman, Internet Capital Group  Jim Kochmann, Senior Managing Partner, Pagemill Partners  Gail Fitzpatrick, Managing Director, Ritchie Capital Finance  Jim Labe, Co-Founder &amp; CEO, TriplePoint Capital</p>
14:15 – 15:00	<p>KEYNOTE ROUNDTABLE SESSION</p> <p><b>(Out-) Sourcing Innovation: Temptations of a Global Economy</b></p> <p>Can you outsource innovation? In this networked, global economy, outsourcing has become a critical strategy in cost-control, and competitive companies in North America. At the same time, outsourcing has moved beyond the familiar software coding, BPO, and call centers. But can off-shoring and outsourcing yield real innovation? Do the risks and impediments like imperfect IPR environments, or pedagogical traditions that may not foster out-of-the-box thinking, outweigh the upside? How can companies protect themselves while tapping into the talent pool in India, China, and other developing countries? Our distinguished panel will tackle these and other questions.</p> <p>Jim Miller, SVP Business Development, Cadence Design Systems  Navin Chaddha, General Partner, Gabriel Venture Partners  Steve Lewis, Co-Founder &amp; CEO, Tenoros</p>
15:00 – 15:30	COFFEE & NETWORKING BREAK
15:30 – 16:30	<b>RED HERRING 100 PRESENTATIONS</b>

16:30 – 17:15	<p>ROUNDTABLE SESSIONS</p> <p><b>Web 2.0 in the Enterprise: Selling Democracy to the Bureaucracy</b></p> <p>Consumer Internet companies have brought some of the buzz back to technology with their dynamic, community-oriented web applications. “Web 2.0” promises a participatory Internet, using collaboration to improve publishing, labeling, search, sharing, and combining information online. Large companies will also benefit from this approach, and chances are, they’ll be willing to pay up. But there’s a fundamental disconnect between the closed structure of an enterprise and the empowering open ethos of the new web.</p> <p>Mark Organ, Chief Executive Officer, Eloqua  Rod Smith, Vice President Emerging Technologies, IBM  Robin Vasan, Managing Director, Mayfield Fund  Adina Levin, Founder &amp; VP Products, Socialtext  Satish Dharmaraj, Chief Executive Officer, Zimbra</p> <p><b>VOIP Security: The Poor Cousin With The Great Potential</b></p> <p>Though more enterprises have started using Skype and other VOIP products, few are giving thought to the security on these systems that have the potential to become the biggest hole in their networks. VoIP services lack strong encryption and are expected to be the next target of hackers and spammers. Though businesses haven’t yet delved into VoIP security whole-heartedly, the idea has already sparked venture capital interest. This panel will talk about what’s at stake for companies that choose to overlook this part of their network, and the wide market for VOIP security that is waiting to be cracked open.</p> <p>Joe Curcio, Vice President Security Technology Development, Avaya  Dr. Amir Elan, Chief Executive Officer, Bivio Networks  Andrew Graydon, Chief Technology Officer, Borderware Technologies  Bob O’Neil, President &amp; CEO, Covergence  John Occhipinti, Managing Director, Woodside Fund</p>
17:15 – 17:30	SHORT BREAK
17:30 – 18:15	<p>ROUNDTABLE SESSIONS</p> <p><b>What Can On-Demand Not Supply: Drawing the Boundaries of Software as Service</b></p> <p>Every technology has limitations and so does the practice of delivering software as a service over the Internet. While the model has been lauded in recent years as disruptive, some of the concerns for customers are problems with scalability, frequent system outages, and security concerns about hosting data outside of the firewall. The technology is also going through some of the similar problems that traditional software faced such as time-consuming customization and installation. However, these pitfalls will force entrepreneurs and investors to break the boundaries and ask the question: where are the next big opportunities in SaaS?</p> <p>Walter Buckley III, Co-Founder, CEO, President &amp; Chairman, Internet Capital Group  Steve Savignano, Chief Executive Officer, Katera  Michael McChesney, Chief Executive Officer, M1 Global Solutions  Walter Snell, Founder &amp; CEO, Pandora Networks</p> <p><b>Business Worms: The Shift From Juvenile Mayhem to Targeted Theft</b></p> <p>When the Zotob worm wreaked havoc on computers last year, it marked the rise of a new breed of cyber-thieves. Till recently, worm or virus attacks were by hackers looking for some notoriety. Now they are targeting information like trade secrets, or customer data that lives on corporate networks by unleashing a new class of ‘business worms’. In this panel, our experts will discuss the changing profile of a security attack, how enterprises can secure their networks, and the kind of security companies that will have to spring up to help businesses cope with this changed world order.</p> <p>Jon Fisher, Chief Executive Officer, Bharosa  Matthew Powell, Chief Executive Officer, Determina  Additional participants tbc</p>
18:15 – 19:00	<b>RED HERRING 100 PRESENTATIONS</b>

19:30 – 22:00	COCKTAIL RECEPTION AT THE MONTEREY BAY AQUARIUM - SPONSORED BY <i>NOVA SCOTIA, CANADA</i>
<b>Thursday, May 25<sup>th</sup></b>	
07:30 – 08:30	BREAKFAST & REGISTRATION
08:30 – 09:15	KEYNOTE SNAPSHOT <b>JAJAH's New Ways to Phone</b> Roman Scharf & Daniel Mattes, Co-Founders, JAJAH
09:15 – 10:00	KEYNOTE ROUNDTABLE SESSION <b>IP and Innovation: Playing the Patent Game</b> With tech leaders such as Microsoft, eBay, and RIM being hauled into high-profile patent infringement proceedings, awareness of intellectual property is higher than ever. Corporate legal counsel increasingly talks about IP in terms of “defense” and “offense”—fending off litigation threats from so-called “patent trolls” while combing through their own portfolios for new revenue streams. Meanwhile, the big picture is in a state of flux; governments around the world are under pressure to tighten their IP laws, with topics such as business methods patents, counterfeiting, generics, injunctions, and open-source software topics generating great debate. How does the emerging IP economy affect business and innovation?  Brent Frei, Executive Vice President, Intellectual Ventures Gerald Dodson, Partner, Morrison Foerster LLP Thomas Moore, Partner, Tomlinson Zisko LLP Len Parker, Vice President & Chief Engineer, Xerox
10:00 – 10:30	COFFEE & NETWORKING BREAK
10:30 – 11:15	ROUNDTABLE SESSIONS <b>Open Source: Build It – Sell It</b> Gluecode, JBoss, InnoDB, and Sleepycat have recently set the example for small open source companies being bought by large corporations for huge sums. Earlier the open source movement was for idealist developers sitting in their garages contributing code, but the latest fad is commercializing it and selling off companies to the big fish for returns in tens, or sometimes, hundreds of millions. The growing demand for open source gives plenty of opportunity for entrepreneurs to feed on. But how do you find the right people and investors in this space, successfully convert an open source project into a business, and which gaps can you fill?  Larry Augustin, Open Source Strategist & Director, Medsphere Systems Jeff Jaffe, Chief Technology Officer, Novell Billy Marshall, Founder & CEO, rPath Winston Damarillo, General Partner, Simula Labs Byron Sebastian, Chief Executive Officer, SourceLabs  <b>Wireless Broadband For Sale: But Which Tech Will Win?</b> Ubiquitous, wireless broadband is coming. The only question: How? Wi-Fi and Wi-Max technologies rely on unregulated spectrum and the same kinds of open standards and economies of scale that have driven the PC industry forward. Little wonder Intel is a big backer of both technologies. There's a low barrier to entry for startups and aggressive investors looking to get in on the ground floor of disruptive technologies. On the other hand, 3G technologies rely on regulated bandwidth, and a tight coupling between hardware and service provider. Here the cellular carriers are king, but are also creating an environment of wireless investment for the startups that can walk the line. There's venture money flowing on all sides, so which technologies will win out? And more importantly how will the evolution of the two approaches change the business models of the telecom industry as we know it?  Reza Ahy, Chairman & CEO, Aperto Networks Chris Albinson, Managing Partner, JPMorgan Additional participants tbc
11:15 – 12:30	<b>RED HERRING 100 PRESENTATIONS</b>

12:30 – 13:30	LUNCHEON
13:30 – 14:45	<b>RED HERRING 100 PRESENTATIONS</b>
14:45 – 15:30	<p>ROUNDTABLE SESSIONS</p> <p><b>Breaking into the Energy Market: Can Clean Energy Get Competitive Fast Enough?</b></p> <p>With rebel attacks in Nigeria and fears of disruption in Iran, it doesn't look like oil prices will fall anytime soon. But the energy industry is cyclical, and has a reputation for being conservative and slow-moving. Often, high levels of testing are required for new energy technologies, so it can take an extra long time for new technologies to break into this industry. The panel will discuss the dependence on government subsidies and incentives, the breakthroughs that are lowering costs, and the challenges of scaling up in an infrastructure- and capital-intensive industry.</p> <p>Participants tbc</p> <p><b>Renting vs. Owning: Digital Content</b></p> <p>Synopsis tbc</p> <p>Participants tbc</p>
15:30 – 16:00	COFFEE & NETWORKING BREAK
16:00	SUMMIT ADJOURNS