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# *Silicon Valley Knowledge Transfer Initiative*

## *An Entrepreneurial Perspective*

Efe Orhun - President, TABC  
05/24/2010





## Who is TABC

**TABC supports numerous Silicon Valley entrepreneurs and interacts regularly with them through conferences, start-up coaching sessions & regular networking events**

- TABC is a Business League – Founded in Fall 2004
- 100+ Active Members, 8 Executive Members, 6 Board Members
- Highlights:
  - High Profile Networking Events
  - Annual TABCON International Conference
  - DTM High-Tech Strategy Partner in the Silicon Valley ('07-'08)
  - Professional Services for US and TR based companies
  - Mentorship Events / Services

### Advisory Board

- Prof. Banu Önural, Drexler Univ.
- Dr. Bülent Başol, Entrepreneur
- Dr. Ali Kutay, Entrepreneur
- Babür Özden, Entrepreneur

### Entrepreneurs In Residence (EIR)

- Barış Karadoğan, VC Part. Fuse Capital
- Oltaç Ünsal, Venture Mentor, George Mason Univ.
- Efe Orhun, President TABC



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## Lessons Learned

**TABC's international experience with entrepreneurs has been applied to our new model for start-ups - we'll help TR entrepreneurs avoid others' mistakes**

- There are a lot of high-tech companies with potential.
- Entrepreneur mentality needs to change
- Low awareness and tolerance of venture capital.
- Business mentorship is needed

***Current model has not produced any significant results!***



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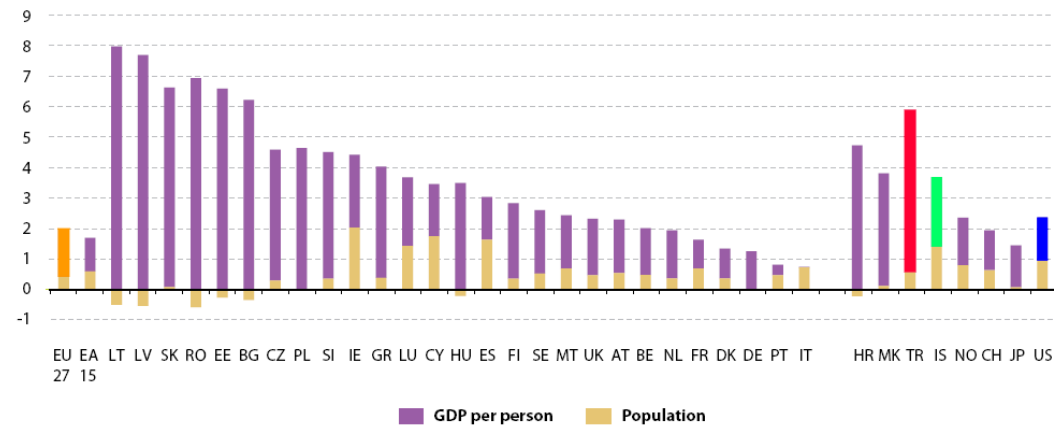
# Current Environment in Turkey

The TR model could benefit significantly from adoption of Silicon Valley's learning curve – many factors have aligned to make the environment ripe for change

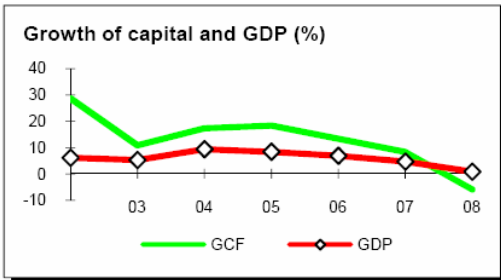
## Economy:

- Economic growth trend has been weakened by the global financial crisis, however TR continues to perform better than its neighbors.

Figure 2.2.10: Average annual growth of volume GDP for the period 2001–2008



Source: EU Economic Statistics 2009 - Eurostat



Source: World Bank

## Legislature:

- Equity-based employee incentive and saving plans not recognized by law.



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# Current Environment in Turkey

The TR model could benefit significantly from adoption of Silicon Valley's learning curve – many factors have aligned to make the environment ripe for change

## Innovation Environment:

- Techno parks have matured, yet there are no big success stories.
- New government and university programs encourage small business and entrepreneurship, but there is no business mentorship to support these programs.

## Funding:

- Institutional funding is merit based, commercial viability is ignored
- Investors are risk averse institutions.
- Investors expect immediate returns and shy away from technology investments.
- There is a lot of buzz about the VC market potential in Turkey.

## Entrepreneurs:

- Cultural Barriers
- Educational Barriers



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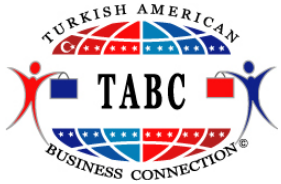
**Now is the time for change...**



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## Why change now?

**Changing the current approach to entrepreneurship will allow TR to take advantage of a significant opportunity – and position TR as a technical superpower**

- Entrepreneurs are agents of change and innovation
- Changing the minds of government, corporations, academia about what entrepreneurs need to be successful is critical for establishing a successful start-up culture
- Large scale change comes from key innovation partners

### Our Mission

Bringing Silicon Valley know-how to Techno-Park resident Turkish technological companies with missions to Silicon Valley and enhancing their experiences with complimentary services.



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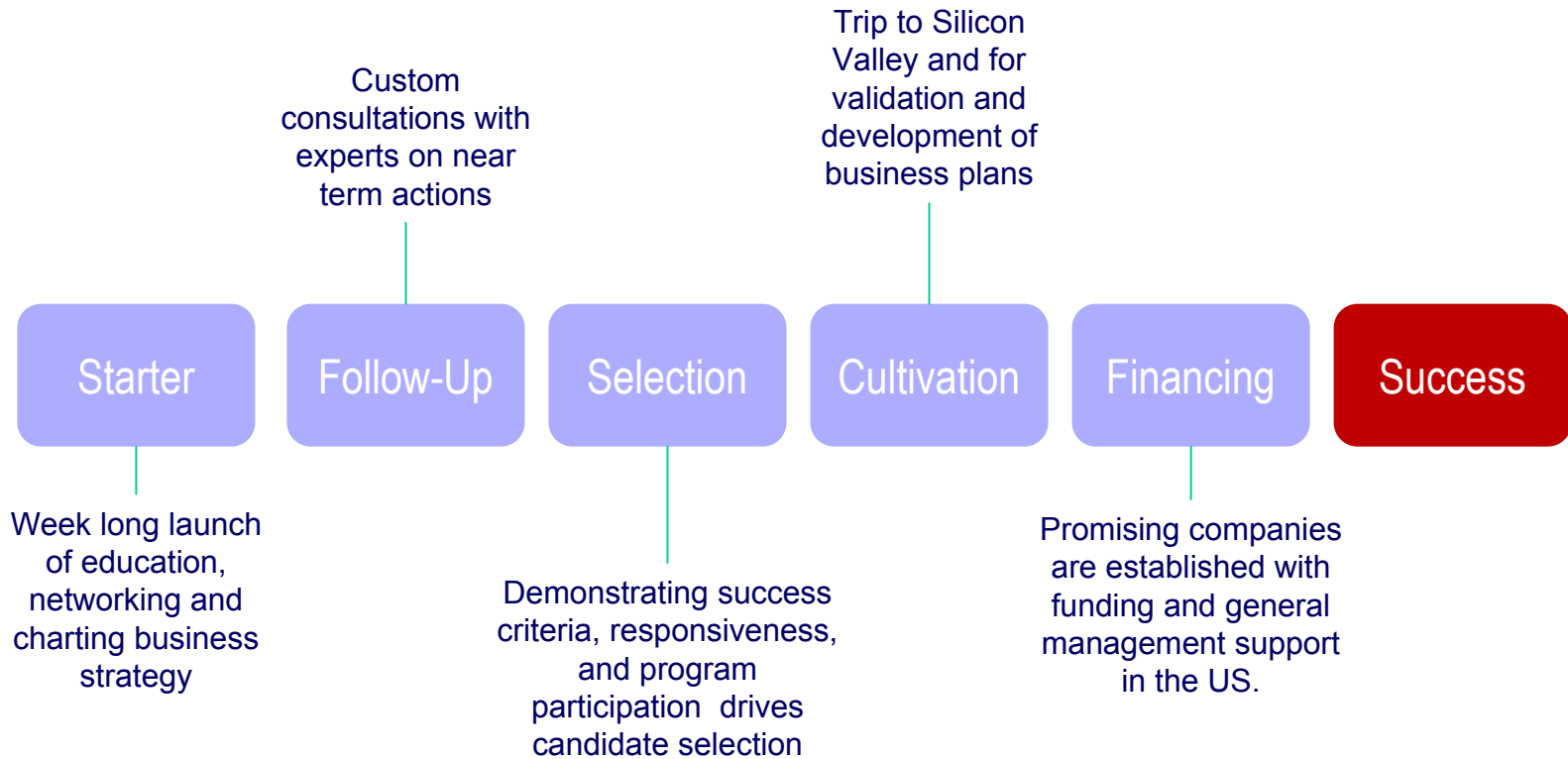
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# How do we achieve success?

**TABC has developed a 6-step program to guide, develop, and support entrepreneurs on their journey – from idea to launch**



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## How do we ensure results?

**TABC has the right network, the right approach, and the right access points to support entrepreneurs throughout their start-up life cycle**

- Customized consulting.
- Validating early stage ideas for market worthiness and promoting high potential ones
- Strategic management during incubation period – and tactical management support as you grow
- Joint development of short and long term action plans, to demonstrate progress and achieve critical business milestones
- Building partnerships globally, locally and across academia and industry
- Make the right connections to ensure high performers with potential get enough funding to go forward



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# Participation Benefits

## For Attending Entrepreneurs

- Develop a tactical Business Plan - take action
- Risk Mitigation – learn from other’s mistakes and avoid them
- Learn business basics and get operational support
- Access Silicon Valley Experience and Venture Capital Community
- Improve Market Access – in TR, US and beyond
- Get Funding
- Learn About New Technologies
- Expand Professional Network

*TABC will work with a select group of entrepreneurs, recommended by their sponsoring techno-parks, to take part in its flagship program.*

## For Hosting Organizations

- Bring Silicon Valley expertise to their companies and accelerate their development
- Improve current entrepreneurship programs – and their success rate
- Attract more entrepreneurs – boost revenue and reputation
- Learn about other ways to increase their effectiveness through partnerships
- Demonstrate a successful program and establish it as a source of innovation and new business in TR
- Be a shareholder in our program and benefit from the financial success, derived from equity in Success Step portfolio companies

*The inaugural host organizations will have first-mover advantage and market recognition for their entrepreneurs’ success.*



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# Contact Information

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## E-mail:

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## Our Web Sites:

TABC Main: <http://www.tabc-us.org>

Incubation Services: <http://incubator.tabc-us.org>

TABCON: <http://www.tabcon.org>



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# Questions?



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# Appendix

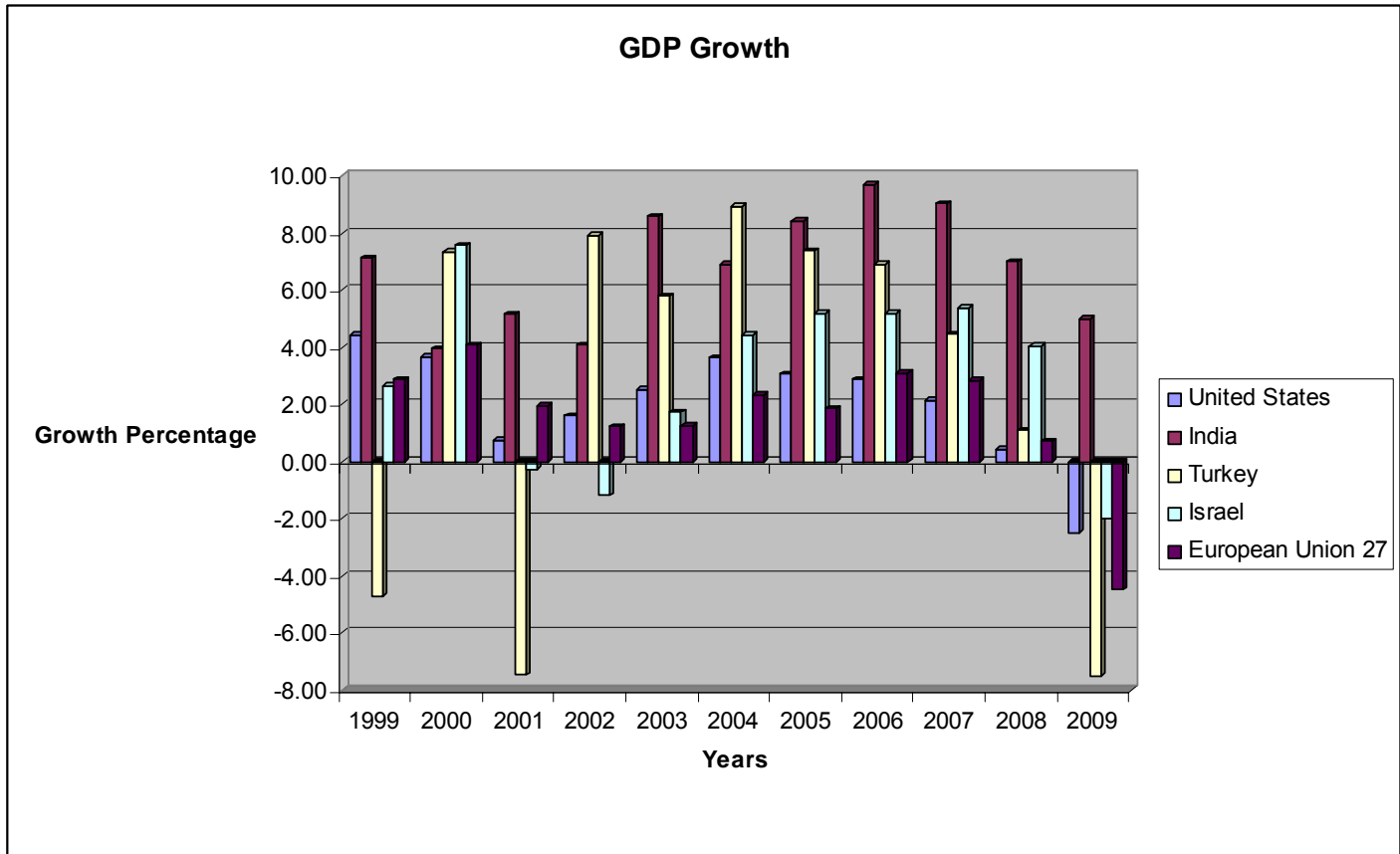


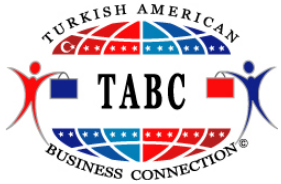
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# GDP Growth - US, IN, TR, IS, EU '99-'09





# EIR Team - Barış Karadoğan

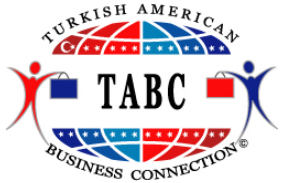
- Barış has been at Fuse Capital since 2006. He focuses on identifying investment opportunities in digital media with a principal emphasis on the Internet. Concurrently, Baris is the CEO of HIP Digital Media, a Digital Music company in the firm's portfolio.
- Prior to joining the firm, Barış worked for six years at U.S. Venture Partners, a leading Silicon Valley-based venture capital firm.
- Barış' recent board seats/investments include: [Radar Networks](#), [HIP Digital Media](#), [Like.com](#), [SpectraLinear](#), [Minerva Networks](#), [Redline Communications](#) (LSE: REDL) and Aspendos Communications.
- Before becoming a venture capitalist, Barış worked in both engineering and marketing at 3Com/U.S. Robotics, where he worked to develop the company's networking and cable industry products. His efforts at U.S. Robotics resulted in a number of U.S. patents.
- Barış holds an MBA from Stanford University Graduate School of Business, where he was an Arjay Miller Scholar, and an MS in Electrical Engineering from Stanford University. He earned a BS in Electrical Engineering from Lafayette College, where he graduated summa cum laude.
- He is a frequent speaker in Digital Media conferences, including Digital Hollywood, Dow Jones Conferences and Macworld.



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# EIR Team - Oltaç Ünsal

- Mr. Ünsal is the Managing Director of Smyrna Capital Corp., a global investment company. He has developed sophisticated trading strategies for absolute returns through class work with Nobel laureates Myron Scholes and William Sharpe; having also previously worked at Credit Suisse First Boston Structured Finance Group and Goldman Sachs Fixed Income Principal Investments since 1995.
- Equally comfortable in technology entrepreneurship as a founder or an early executive of four software and wireless startups, and as an investor and advisor to countless others, Mr. Ünsal also spent time in portfolio management, business and strategy development at Microsoft and Cisco Systems.
- He spends considerable time on technology-based economic development activities in the US and Turkey as a pro bono consultant and advisor. Currently he acts as a Venture Mentor for the small business program at George Mason University.
- Mr. Ünsal has an MBA from Stanford Business School, a Bachelor of Arts in Philosophy, Economics and Politics from Whitman College, and attended Law School at University of Washington.



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# EIR Team – Efe Orhun



- A serial entrepreneur, Mr. Orhun has spent the past 6 years managing corporate/governmental/nonprofit consortia to promote mutual investment in the US and Turkic nations before becoming the President of Kannas Energy, LLC., where he is leveraging these relationships to create a portfolio of global energy projects that integrate leading edge technologies.
- Mr. Orhun also is a co-founder and partner at software design and out sourcing management company, Derivative Technology, LLC. since 2002, where he co-holds 2 patents in Australia on Mobile Technologies.
- He co-founded and has served as president of a Silicon Valley non-profit, the Turkish American Business Connection (TABC) since 2004. TABC promotes high-tech entrepreneurship, facilitates business connections between professionals and corporations in Turkey and the U.S., and provides consulting services to emerging companies looking to enter the U.S. and Turkish markets.
- Prior to this Mr. Orhun served as a Sr. Information Security Engineer for Palm Inc. and Applied Materials Inc. and maintains a internationally recognized Certified Information Systems Security Professional Certificate (CISSP) since 2004.
- Mr. Orhun has a MIS/BA degree from Michigan Technological University.
- Mr. Orhun also serves on the boards of Citizens Living Abroad Committee ([YYVDK](#)) and American Friends of Turkey ([AFOT](#)).



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# Advisory Team – Dr. Banu Önaral Part 1



- Dr. Onaral is H. H. Sun Professor of Biomedical Engineering and Electrical Engineering at Drexel University, Philadelphia, PA. She holds a Ph.D. [1978] in Biomedical Engineering from the University of Pennsylvania and BSEE [1973] and MSEE [1974] in Electrical Engineering from Bogazici University, Istanbul, Turkey. Dr. Onaral joined the faculty of the Department of Electrical and Computer Engineering and the Biomedical Engineering and Science Institute in 1981. She held two sabbatical leaves at Bogazici University in the academic years 1980-81 and 1987-88. Since 1997, she has served as the founding Director of the School of Biomedical Engineering Science and Health Systems.
- Her academic focus, both in research and teaching, is centered on information engineering with special emphasis on complex systems and biomedical signal processing in ultrasound and optics. She has led major research and development projects sponsored by the National Science Foundation (NSF), National Institutes of Health (NIH), Office of Naval Research (ONR), DARPA and Department of Homeland Security (DHS). She has supervised a large number of graduate students to degree completion and has an extensive publication record in biomedical signals and systems. She is the recipient of a number of faculty excellence awards, including the 1990 Lindback Distinguished Teaching Award of Drexel University, the EDUCOM Best educational Software award, and the NSF Faculty Achievement Award.



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# Advisory Team – Dr. Banu Önara1 Part 2



- Dr. Onara1's translational research efforts for rapid commercialization of biomedical technologies developed at Drexel and its partner institutions have resulted in the creation of the Translational Research in Biomedical Technologies program. This initiative brings together academic technology developers with entrepreneurs, regional economic development agencies, as well as local legal, business, and investment communities. Under her leadership, the Coulter Translational Research Partnership Award recognized the program following a highly competitive selection process among 63 institutions in North America. At the end of an initial five-year term, universities successful in institutionalizing translational research will receive an endowment to ensure the perpetuity of the program.
- Dr. Onara1's professional services include chair and membership on advisory boards and strategic planning bodies of several universities and funding agencies, including service on the National Science Foundation's Engineering Advisory Board and on its proposal review panels and study sections. She has served on the strategic planning team charged with the creation of Sabanci University in Istanbul, Turkey. She currently serves on the board of trustees of Sabanci University, which was established in 1998.



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# Advisory Team – Dr. Banu Önara1 Part 3



- Her professional responsibilities have included service on the Editorial Board of journals and the CRC Biomedical Engineering Handbook as Section Editor for Biomedical Signal Analysis. She served as President of the IEEE Engineering in Medicine and Biology Society (EMBS), the largest member-based biomedical engineering society in the world. She organized and chaired the 1990 Annual International Conference of the EMBS and Co-Chaired the 2004 Annual Conference of the Biomedical Engineering Society (BMES). She is a Fellow of the IEEE Engineering in Medicine and Biology Society, the American Association for the Advancement of Science (AAAS), and a Founding Fellow of the American Institute for Medical and Biological Engineering (AIMBE). She served on the inaugural Board of the AIMBE as publications chair and as Chair of the Academic Council. She currently serves as the President of the Turkish American Scientists and Scholars Association (TASSA).



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# Advisory Team – Dr. Bülent Başol Part 1



- Presently the CTO and founder of Encore Solar, Inc., Fremont, California.
- Previously co-founded SoloPower in 2005 and served as its CTO/Board Member till 2010 at which time he sold most of his holdings in the company.
- Has over 30 years of distinguished innovation in thin film photovoltaics (PV) and semiconductor processing. His work in the field of PV started in the late 1970s, with his pioneering Ph.D. dissertation on “Electrodeposited CdTe Thin-Film Solar Cells.” After graduating, he continued to lead the development of CdTe PV technology at Monosolar Inc., where he successfully demonstrated over 11% conversion efficiency. In 1984, this patented technology was sold to BP and subsequently yielded the highest efficiency thin film PV modules in the world at the time. In 1985 he co-founded International Solar Electric Technology (ISET), where he headed the technology development. Among his innovations were nano-ink based approaches that yielded the first and the most efficient ink-based CIGS devices at the time, and the first efficient, flexible CIGS type solar cells on polymeric substrates, for which he received an innovation award from NASA. In 2000 he joined NuTool Inc., a Silicon Valley start-up company, as a Board Member/CTO, where he led the research efforts to develop electrochemical processes and production tools for integrated circuit interconnect applications. In 2002 he licensed a nano-ink based CIGS solar cell technology to Nanosolar, Inc. ...



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# Advisory Team – Dr. Bülent Başol Part 2



- .... In 2004 ASM International acquired NuTool, and Dr. Basol became the CTO of the new company, ASM NuTool. In November 2005 Dr. Basol co-founded SoloPower, developed a novel electrode position-based CIGS solar cell technology, established a manufacturing plant to produce rigid and flexible solar modules.
- Dr. Basol has about 190 issued and pending US patents in the fields of PV, and electronic materials processing and tools for semiconductor manufacturing. He has authored over 100 publications. In addition to a Ph.D. in Solid State Electronics from UCLA, Dr. Basol holds a B.S. in Electrical Engineering from Bogaziçi University in Istanbul, Turkey.



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# Advisory Team – Dr. Ali Kutay



- Recently sold his company to Oracle. Mr. Kutay was the Chief Executive Officer of GoldenGate Software, Inc. since 2004, a privately held systems software company located in San Francisco, CA. GoldenGate's products are installed in close to 500 Global companies providing real-time data movement solutions.
- Prior to GoldenGate, Mr. Kutay was the Chairman and Chief Executive Officer of AltoWeb, Inc., a provider of e-business infrastructure software. From 1997 to 1998 he was a director, President and Chief Executive Officer of WebLogic, Inc., the company that pioneered the Application Server technology which became one of the major building blocks of web-enabled applications. WebLogic merged with BEA Systems, Inc. in 1998 forming one of the major infrastructure software providers in the industry.
- Previously he was the President and CEO of Lockheed Martin Corporation's Commercial Software Business Unit, Formtek, from 1990 to 1997. Formtek, Inc. was one of the earliest spinoffs from Carnegie-Mellon University in 1983. Mr. Kutay served at various roles at Formtek including as its President and CEO from 1985 until 1989 when it was acquired by Lockheed Corporation. His graduate and thesis work at Carnegie Mellon was the foundation of Formtek.
- Mr. Kutay holds B.Sc. and M.Sc. degrees in Engineering from Middle East Technical University in Ankara, Turkey and has completed graduate work at Carnegie Mellon University. He has published in the areas of database technology, management and entrepreneurship, and holds several technology patents. Mr. Kutay serves on the boards of several public and private companies.



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# Advisory Team – Babür Özden

- Babür has served as CEO of Berggi, an internationally acclaimed mobile applications provider (acquired by Avanzit MCE: AVZ); President of DataCert, no 1 provider of legal billing SaaS provider in the world (acquired by CCH Wolters Kluwer Wolters WLSNC: NA); CEO of LenSec, no 1 provider of web-based video surveillance management platform provider to Public School Districts in the USA; and CEO of Superonline, most recognized Internet brand in Turkey (acquired by Turkcell NYSE:TKC).
- His experience spans mobile, web, Internet, SaaS, consumer, enterprise, USA, Europe, and Asia.
- Babur holds an undergraduate degree in Computer Science from the University of Texas at Austin and a MBA from Rice University, and served in the boards of technology companies in the USA, China, Spain and in Turkey, and currently is an advisor to BroadVision (NASDAQ:BVSN), Transpera, Hakia, Alert Logic, Smart Medical Consumer, mPayConnect, and DFJ Mercury Venture Capital Fund.



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