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# VC Outlook 2009: Looking Down the Money Trail

January 13, 2009



# Today's Schedule

7:00 PM Introduction

7:05 PM MoneyTree Survey Summary

7:20 PM Panel Discussion

8:00 PM Audience Q&A

8:30 PM Close

# Moderator – Steve Bengston

- Managing Director of Emerging Company Services (ECS) at PricewaterhouseCoopers.
- ECS acts as "mentor capitalists" for young, high potential companies and assists them with a variety of services, including: Reviewing Executive Summaries/Investor Presentations; Raising Money; Partnerships; Finding People.
- Before joining PwC, Steve had 20 years of experience in a variety of marketing, business development and general management roles at several high tech companies in the Bay Area. Most recently, he was Pres/CEO of ynot.com, a leading international emarketing and greeting card company. Previously, he was VP Marketing & Business Development at Worldview Systems, an Internet travel pioneer. At Worldview, Steve helped launch and market Travelocity with Sabre Interactive.
- BA in Economics and MBA from Stanford University.
- He works closely or sits on the Advisory Board at Time Domain Systems, SDForum, Financing Partners, and the Stanford/MIT Venture Lab, has taught classes on funding/running start ups at UC Berkeley, Santa Clara University, Hastings Law School, and Stanford, and is active in a variety of other organizations in the Bay Area targeting entrepreneurs and investors.

# VC Panel

- Steve Bengston (Moderator)
- Prashant Shah, Managing Director, Hummer Winblad Venture Partners
- Ashmeet Sidana, General Partner, Foundation Capital
- John Steuart, Managing Director, Claremont Creek Ventures
- Gus Tai, General Partner, Trinity Ventures