

INTO THE FUTURE:  
OUR GOALS & ACCOMPLISHMENTS

The UCSD Program in Technology and Entrepreneurship  
A Division of Extended Studies and Public Programs  
La Jolla, California 92093-0176

CONNECT<sup>®</sup>



  
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*The UCSD Program in Technology and Entrepreneurship*



## INTO THE FUTURE: OUR GOALS & ACCOMPLISHMENTS

"CONNECT, UCSD, and the San Diego community make the process of starting a company so enjoyable that you want to do it again and again."

Ramesh Jain, Ph.D.  
CEO, Praja, Inc.

**W**HAT IS CONNECT...

Founded in 1985 at the urging of the San Diego business community, UCSD CONNECT's mission is to link high-tech and biotech entrepreneurs with the resources they need for success - money, markets, management, partners, support services, technology, and government.

Often referred to as an incubator without walls, CONNECT has accomplished this through educational and networking programs, practical business seminars and technology transfer demonstrations, and international strategic and financing forums. CONNECT's programs have been credited with giving company executives a "mental picture" of what they can achieve, while providing access to the resources which help accomplish these goals. CONNECT has been instrumental in nurturing companies that have become the leaders in their industries. CONNECT also provides an opportunity to learn about research taking place at the University, and for the University community to learn about research in industry.

## MEMBERSHIP IN CONNECT

Companies currently developing new technologies and/or conducting scientific research may join CONNECT as members. Organizations, firms, and companies that service the technology industry, as well as companies with more than \$50 million in revenues, may join as sponsors.

Joining CONNECT enables organizations to network with a wide array of companies, service providers, and capital sources. By maintaining a fee structure geared toward entrepreneurial start-ups, CONNECT continues its mission of helping young companies find the resources and advice needed to succeed. Membership fees are based on numbers of employees: Companies with 1-20 employees pay \$100, companies with 20-100 employees pay \$500, and those with 100 or more employees pay \$1000. Over 325 high-tech and biotech companies are currently members of CONNECT and participate regularly in its events.

Sponsors who take an active role in CONNECT learn about upcoming trends and breakthroughs created by San Diego's technology industry. By participating in forum planning committees, Springboard events, and other programs, business leaders become an intricate part of the CONNECT family. CONNECT currently has over 175 sponsors, including leading law, accounting, and advertising firms, venture capital and financial service providers, real estate and architectural firms, human resource and consulting companies, and community business organizations. The fee for sponsorship is \$2500.

## MEMBERSHIP BENEFITS...

- Listing in the CONNECT Technology Directory
- Subscription to the weekly Connect newsletter
- Opportunity to include information in the Connect newsletter.
- Participation in Springboard and Virtual Board
- Preference for participation in the CONNECT Biotech/Biomedical Corporate Partnership Forum
- Preference for participation in the CONNECT Technology Financial Forum
- Networking with peer CEOs through special invitation-only events
- Participation in HR CONNECT
- Participation in Athena
- Substantial discounts on registration fees
- An opportunity to participate on the key committees
- Invitations to special events not open to the general public
- Opportunity to post job openings on The Job Source
- Priority consideration for underwriting opportunities
- Early information about UCSD research, emerging technologies, and business developments in the high tech community.
- Finally, you are part of a continuing network of entrepreneurs, university researchers, and service providers, all of whom are seeking to build our region's economy.

## CONNECT PROGRAMS

### CONNECT INVEST/ACE-NET...

CONNECT InVest's mission is to develop new sources of capital for San Diego-based technology companies through the development of a San Diego-based network of private investors/mentors and a focus on the creation of more San Diego-based venture capital funds. CONNECT InVest efforts include ACE-Net, a nationwide Internet-based listing service that provides information to angel investors on small, dynamic, growing businesses. ACE-Net is currently a free service offered to all CONNECT members.

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### SPRINGBOARD & VIRTUAL BOARD...

As a starting point for new companies the **Springboard program** helps high technology and biotechnology entrepreneurs in developing business strategies. Entrepreneurs are invited to make a presentation about their company to a panel consisting of a venture capitalist, accountant, corporate and patent attorneys, marketing professional, and an executive from a successful company in the same industry. Ninety companies have participated in Springboard since its formation in 1993. In 1996, the newly created San Diego Manufacturing Extension Center entered into a partnership with CONNECT to enhance the Springboard Program. **The Virtual Board** is a more sophisticated program to help senior executives think through strategic issues affecting their companies. Call (619) 534-6114 for an application.

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### CONNECTNET...

The purpose of *CONNECTNet*, CONNECT's website, is to build an on-line center for technology companies and their services providers, and to showcase products, research and companies in the region. Further information about the programs in this brochure as well as the job Source and membership, can be found on the Connect Website at [www.connect.org/connect](http://www.connect.org/connect).

# S T O R I E S

**Interactive Simulations, Inc.** - Mark Surles, Ph.D., a researcher at the San Diego Supercomputer Center, left his job in 1995 to start a new software company which provides molecular modeling and simulation on both UNIX workstations and personal computers. Mark presented at both Springboard and Financial Forum and has raised a total of \$2.6 million. He recently returned to CONNECT to participate in the Virtual Board Program to help him develop a marketing strategy for his new product.

*"CONNECT provides an invaluable service and network for high-tech start-ups. It would have been impossible to start Interactive Simulations, Inc. without the programs offered by CONNECT and the professionals that support CONNECT. When I started Interactive simulations, Inc., the staff at CONNECT provided guidelines regarding business plans, financing and market development. As ISI developed, continued support regarding growth, staffing and finance was provided by the professionals in San Diego and UCSD that I was introduced to through my CONNECT involvement."*

Mark Surles, Ph.D.

President & CEO, Interactive Simulations, Inc.

Other companies that CONNECT has worked with include: **Pyxis, Cymer Inc., Applied Digital Access, Gensia Sicor, Viagene,** and **SIBIA Neurosciences.** They have raised investments through both the Financial Forum and the Corporate Partnership Forum and have subsequently gone on to either successful IPOs or acquisitions.

CONNECT also holds seminars and courses throughout the year. Seminar topics include Equity Financing, The Strategic Use of Debt, and Mergers & Acquisitions. Course topics include: "How to Start & Manage and High-Tech Company"; "The Nuts and Bolts of Running a High-Tech Company"; and "How to Market a High-Tech Company." Other annual conferences include "Evolving Markets in Telecommunications" and "China's Medical Market."

## HR CONNECT...

**HR CONNECT**, organized by a steering committee of CONNECT members, meets quarterly to discuss human resource issues with industry peers. HR CONNECT is open to CONNECT members and sponsors only. Other HR executives are invited to attend on a space-available basis.

## CEO CONNECT...

CONNECT has created a new group, **CEO CONNECT**, for new CEOs who have management and start-up experience but are actually performing the role of CEO for the first time. This program is open to CONNECT members only, by invitation, and requires a nominal fee to participate.

## ATHENA...

**ATHENA** was established to facilitate networking opportunities among senior women executives at member and sponsor companies and to address the business issues that women in senior management roles confront. ATHENA has quarterly meetings for female executives, and features two conferences each year that focus on various management issues. ATHENA conferences, which are open to the general public, attract over 200 women and men.

*"It's good for business to recognize the positive effect of women to any organization. More than half our work force is women, and they need to advance on their merit free of barriers based on stereotypes,"*

Abby Silverman, Partner, Baker & McKenzie

## MANAGEMENT...

William W. Otterson, Director

Barbara Bry, Director, Programs

Abigail Barrow, Ph.D., Director, Emerging Technology Programs

Carole Ekstrom, Director, Sponsors and Members

Robert Leach, Director, CONNECT Invest

Teasha Hahn, Associate Director, Marketing

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## INFORMATION REQUEST FORM

I AM INTERESTED IN JOINING AS A CONNECT SPONSOR

I AM INTERESTED IN JOINING AS A CONNECT MEMBER

I WOULD LIKE FURTHER INFORMATION ABOUT:

Springboard  Corporate Partnership Forum

Financial Forum  ATHENA

CONNECT Invest  Most Innovative New Products

CONNECT Courses  CONNECT TV Show

CONNECT General  CEO CONNECT

Special Projects  HR CONNECT

Please Type or Print

NAME \_\_\_\_\_

COMPANY \_\_\_\_\_

ADDRESS \_\_\_\_\_

CITY \_\_\_\_\_ STATE \_\_\_\_\_ ZIP \_\_\_\_\_

DAY PHONE (\_\_\_\_) \_\_\_\_\_ FAX (\_\_\_\_) \_\_\_\_\_

E-MAIL \_\_\_\_\_

WEBSITE \_\_\_\_\_

TYPE OF COMPANY \_\_\_\_\_

NUMBER OF EMPLOYEES \_\_\_\_\_

MAIN CONTACT \_\_\_\_\_

For more information about joining CONNECT, call: Carole Ekstrom, Director of Membership, at (619) 534-6114. To join CONNECT, call for an application form and mail it with payment to UCSD CONNECT, c/o Membership, La Jolla, CA 92093-0176 or fax it to (619) 552-0649.

CONNECT produces a weekly newsletter which provides up-to-date information about our members, as well as policies and issues affecting the technology industries. If you would like to receive this newsletter, please send your email address to [tmhahn@ucsd.edu](mailto:tmhahn@ucsd.edu).

**MOST INNOVATIVE NEW PRODUCTS AWARDS..**

Once a company sells its first product, it becomes eligible to enter into the **Most Innovative New Products Awards**, an event which culminates with an annual awards luncheon in December, attended by over 600 executives. To receive an application, please contact CONNECT. The annual deadline is September 15 and the awards luncheon is held in December.

**THE CONNECT SHOW...**

Heading into its fourth season, The Connect Show is a production focusing on issues impacting high-tech and biotech companies, locally and nationally. "The CONNECT Show" has brought CONNECT into the television limelight. The CONNECT TV Show reaches 800,000 homes in San Diego, 500,000 homes in Seattle, and 26,000 homes in Palo Alto.

**FORUMS...**

**The UCSD CONNECT Technology Financial Forum** is for technology companies in search of venture capital, seed funding or partnerships. Companies that presented at the 1995 and 1996 forums have raised over \$500 million since their participation.

**The UCSD CONNECT Biotechnology/Biomedical Corporate Partnership Forum** seeks to establish strategic partnerships and collaborations between San Diego biotechnology companies and large pharmaceutical companies. Past presenters have entered into partnering deals with a value of more than \$4.5 billion. Last year representatives from 9 of the top 10 pharmaceutical companies in the world attended the Corporate Partnership Forum.

**SPECIAL PROJECTS...**

Periodically, CONNECT focuses on issues that are relevant to the growth of high technology, telecommunications, and biotechnology companies, or which enhance the quality of life in the San Diego region. The goal is typically to educate industry leaders and elected officials. Currently, CONNECT is heavily involved, along with several other industry leaders, in the effort to help recruit engineers to the San Diego region. As part of this effort, CONNECT, in partnership with the San Diego Daily Transcript, has helped to develop the Job Source. To find out more about this exciting resource, see the Job Source website at '<http://database.sddt.com/scripts/jobsource/search.cfm>'.

**Wright Strategies** - Jay Wright, a graduate of UCSD, presented his new company which develops and markets software development tools for hand-held mobile computers at a Springboard breakfast in 1995. At the program, Jay met a retired software executive who eventually invested in his company. Wright Strategies now sells its FormLogic System to companies such as American Airlines, Disney and Taco Bell. Jay presented his company at the Financial Forum in February 1996 and has recently raised \$5 million in venture capital.

*"Springboard provided me with a dose of reality and perspective. I hadn't had to formally present my company in front of an outside group before."*

Jay Wright, founder and CEO, Wright Strategies

**CellTherapy, Inc.** - Richard Slansky, an experienced CEO of a company with sales of over \$30 million, presented his new company at Springboard in order to gain insights as to how he could make the company more attractive to potential investors. He also attended the Corporate Partnership Forum where he met the company's first corporate investor. Cell Therapy is currently testing its prototype product and is seeking additional corporate partners.

*"The strategic development of CellTherapy's business plan was strongly influenced by our involvement in the CONNECT Springboard program. The review and critique of our plan by CONNECT's Springboard panel triggered essential changes in our strategic direction. And, by attending the CONNECT Corporate Partnership Forum, CellTherapy saved precious time and funds initiating pharmaceutical interest in our company and technology. CellTherapy's presentation and involvement in CONNECT's Corporate Partnership provided invaluable contacts with key pharmaceutical licensing sources."*

Richard Slansky  
President & CEO, CellTherapy, Inc.

**XLNT** - Ron Perloff, Ph.D., had been running a successful consulting business with five partners, undertaking OEM technology development for major players in the LAN marketplace. In 1995, the six principals of the company decided to transition to manufacturing their own end-user product lines. In early 1996, Ron worked with CONNECT to prepare his company to present at Financial Forum. After the Forum he raised \$9 million in venture capital and credits the Forum with helping him raise this money.

*"Participating in the UCSD CONNECT Financial Forum directly led to XLNT raising the capital needed to move from providing products to OEMs to becoming a well-recognized supplier of state-of-the-art end-user networking equipment. Perhaps more valuable are the training and experience we received and the other business contacts we made before and after the actual event. We continue to enjoy these relationships."*

Ron Perloff, Ph.D., Chairman, XLNT

**CryoGen, Inc.** - John Dobak, M.D., developed a new technology for cryosurgical catheters used in ablation therapy. John attended CONNECT's "How to Start and Manage a High-Tech Company" course, and presented at both Springboard and Financial Forum. CryoGen has raised over \$6 million from venture capital sources, has over 20 employees, and will soon enter clinical trials.

*"CONNECT assembles and delivers the essential elements of entrepreneurship - contacts, financing, business infrastructure - necessary to start a company. Most importantly, it gives the entrepreneur the savvy and confidence to raise that coveted venture capital."*

John Dobak, M.D.  
President & CEO, CryoGen, Inc.