AGENDA

5:00 p.m. – 5:15 p.m.  Introduction by Knapp Co-chairs
                        Welcome by Dean Bruce Willison

5:15 p.m. – 5:45 p.m.  Venture: Ocelot

5:45 p.m. – 6:15 p.m.  Venture: AsiaCard

6:15 p.m. – 6:45 p.m.  Venture: A-List Magazine

6:45 p.m. – 7:00 p.m.  Intermission

7:00 p.m. – 7:30 p.m.  Venture: Auditude

7:30 p.m. – 8:00 p.m.  Venture: Mujisan Pharmaceuticals

8:00 p.m. – 9:30 p.m.  Reception and Award Ceremony
                        Entrepreneurs Hall Atrium

THE KNAPP FOUNDATION
Special thanks to Bud and Betsy Knapp whose vision and generosity have endowed the Knapp Venture
Competition and made it an Anderson tradition. Thank you to Janis Minton, Knapp Foundation senior program
advisor, for her support.

ADDITIONAL SUPPORT
We would like to thank: Epson America, Inc. for sponsoring the $1,000 Epson People’s Choice Award (Make sure
you get your ballot!) and Hewlett-Packard for donating five HP 12C financial calculators.
A-List Magazine is a monthly, general-interest publication that exploits rankings, a dominant and lucrative editorial device, in a cover-to-cover format. In other words, it is a magazine of lists. By delivering topical content in a groundbreaking way, A-List will captivate status-conscious 25-39 year-olds. These young adults are short on time and attention span, and they are poised to embrace a product that keeps them informed and inspired in a fun, easy manner. A-List will allow similarly status-conscious advertisers to speak to this elusive demographic in a sterling editorial environment.

Ronnie Gul, Founding Publisher, MBA ’06
Andrew Lenchewski, Founding Editor

AsiaCard is the first national consumer loyalty program targeting the 900,000 Asian merchants and 13 million Asian-American consumers who represent $363 billion in annual purchasing power. Through its electronic payment-based loyalty program, AsiaCard will help both local and national businesses acquire, retain and understand the Asian consumer segment.

Jason Lee, Founder/MBA ’06
Lynn Wang, MBA ’06
Nikao Yang, MBA ’06
Eleanor Hsu, MBA ’06
Amy Chiou, MBA ’06

Auditude has developed a suite of technology services for automatic tracking of broadcast advertisements based on its proprietary technology. Auditude thus ensures accurate delivery and delivers accountability to the broadcast industry.

Erik Haus, MSCS ’05, MBA ’05
Nicholas Seet, Founder and CTO, MBA ’05
Johanna Wright, MBA ’05

Mujisan Pharmaceuticals is an advanced drug delivery company based on our ground-breaking proprietary drug polymer technology, PolyRx. PolyRx represents a novel sustained-release (SR) formulation that forms polymers using individual drug molecules as the building blocks. Our first reduction of the PolyRx technology, PolyOxy, is an abuse-resistant, SR opioid that targets the $3B US market for Oxycontin.

Peter Catalino, CFO, Interim CEO, MD/MBA ’05
Karoon Monfared, Scientist, BS UCLA ’05
Bassel Rifai, Scientist, BS UCLA ’05
David Wang, Scientist, MD
Jacob Waugh, CSO, MD

Ocelot enables consumers to periodically upgrade to the latest electronic devices easily and cost effectively by facilitating leases for products like laptops, digital cameras, and MP3 players. Ocelot makes offering leasing profitable for retailers by assuming the risk of device depreciation uncertainty, which retailers, consumer financing companies and used device resellers are neither willing nor able to take on.

Jade Van Doren, CEO, MBA ’05
Marc Lebovitz, VP, Financial Planning & Risk Analysis, MBA ’05
Jeremy Milo, VP, Product Development & Operations, MBA ’05
Lee Bailey, Partner, Rustic Canyon Partners
Lee Bailey brings to Rustic Canyon over 15 years of operating experience in both established and early-stage technology-based companies, primarily in the areas of energy and information. Previously, he held several senior management positions with Energy Conversion Devices, Inc., a leading developer of alternative energy and information products, including batteries, fuel cells, photovoltaics, magnets, superconductors, optical memories and thin film displays. In addition, Mr. Bailey was the founding director of a $60 million, joint United States-Israeli government fund investing in joint ventures to commercialize energy, information and health care technologies. Lee also served as the White House Director for International Science and Technology Programs from 1995 to 1997. Mr. Bailey has served as the CEO of several start-up companies, including the Rural Health Care Corporation. Rustic Canyon company representation: Auxora*, Encorp*; (*denotes board seat)

Mr. Bailey received an MS from Northwestern University and a BA from St. Lawrence University. He also graduated from Washington University School of Law. He is a member of the Los Angeles chapter of Tech Coast Angels.

Abbott L. Brown, Vice President, Ridgestone Corporation
Abbott L. Brown started his professional career in Los Angeles with the international accounting firm of Price Waterhouse. During Mr. Brown’s 25-year career with Price Waterhouse, he was the managing partner for the Southern California region and served a broad range of companies with a focus in entertainment and media, real estate and the aerospace industries. In 1990, he became executive vice president and chief financial officer, Sony Pictures Entertainment. From 1994 to 1998, Mr. Brown was managing director and chief financial officer, Pacific Capital Group, a Beverly Hills-based merchant banking firm. Pacific Capital Group pursued investments in the telecommunications, healthcare, real estate and entertainment industries. Pacific Capital Group founded Global Crossing in 1997 where Mr. Brown was an executive officer and member of its Board of Directors. Mr. Brown left Global Crossing in early 2000 to focus on Ridgestone Corporation.

Mr. Brown is a graduate of Lehigh University with a B.S. degree. He currently serves on the Board of Directors of Oakley, Inc. as well as several private companies. He has also been active in community activities and currently serves on the Boards of Trustees of Claremont McKenna College, St. John’s Hospital and the L.A. Philharmonic.

Christine Bubser, Biosciences Consultant
Christine Bubser has twenty years of experience in biotechnology and health care. Since May 2001, she has been a consultant to a number of companies in the biotechnology and pharmaceutical industries. Her expertise spans the product lifecycle, and projects have included feasibility studies for preclinical and early stage products, market evaluations for pipeline products, marketing strategy for product launch preparation, strategy for marketed products, and business development.

Ms. Bubser began her career at Merck where she held positions in research and sales. She later spent seven years at Amgen where her responsibilities included a variety of roles in marketing, including managing a team responsible for three pipeline products. She was responsible for licensing and subsequently marketing Abarelix. Ms. Bubser received her BS degree in Industrial Engineering from Lehigh University and her MBA from UCLA Anderson where she was a Venture Fellow.

Josh Empson, Vice President, Corporate Development, United Online, Inc.
Josh Empson is Vice President of Corporate Development at United Online, Inc. (NASDAQ: UNTD), a leading provider of Internet subscription services, where he has responsibility for mergers, acquisitions, venture investments and business development. Mr. Empson joined United Online from its predecessor, Juno Online, in the formation of United through Juno’s merger with NetZero in 2001. In 2000, Mr. Empson helped found The FeedRoom, a premier internet video news service backed by NBC, Tribune, and Warburg Pincus. From 1995 to 2000, he held various roles with NBC, among them helping to launch the MSNBC cable network and MSNBC.com, and producing news programs and documentaries for anchor Brian Williams. Mr. Empson received his AB in English from Princeton University.
Robert Goldberg, Executive VP and Managing Director, Venture Operations, Idealab

Robert is currently Executive Vice President and Managing Director of Venture operations at Idealab. He and the Venture Operations group advise and assist Idealab's operating companies through their entire lifecycle from idea inception through IPO. Robert has over twenty years of senior management experience in internet, e-commerce and enterprise software. He is a recognized innovator in these areas having helped develop and market first mover products and services in Decision Support Systems, Enterprise Portals, Video on Demand, PPC/PPI Advertising and Cross Media Advertising. Prior to working for Idealab, Robert held senior operating roles at Looksmart, NBCi, Verano, nCube, Thinking Machines, and Symbolics.

Betsy Wood Knapp, Founder and Chief Executive Officer, BigPicture Investors, LLC

After graduating from Wellesley College (BA, Economics) and working at the Sloan School of Management at MIT, Betsy Wood Knapp co-founded and was subsequently president of Telmar Communications. This New York City-based company pioneered interactive computer access to consumer behavior data bases and decision support systems for the media and advertising industries. Ms. Knapp resigned as President in 1978 and moved to California to marry Cleon T. (“Bud”) Knapp, Founder/CEO of Knapp Communications Corporation (KCC).

Ms. Knapp is a member of the Committee of 200, an international, invitation-only organization of women entrepreneurs and executives. She is a Trustee of Wellesley College, where she chairs the National Development and Outreach Council and has established the Betsy Wood Knapp Media and Technology Center. She was recently named co-chair of Wellesley’s capital campaign and is a founder of the Wellesley College Business Leadership Council. She serves on the UCLA Anderson Board of Visitors and is a Founder of Entrepreneurs Hall. She has served on the Board of Anderson’s Venture Development Program and now serves on the UCLA Chancellor’s Cabinet for UCLA’s $1.2 billion capital campaign. Ms. Knapp serves on the Board of the Los Angeles-based Fulfillment Fund, which provides mentoring, scholarships and counseling to disadvantaged students. She is an officer of the Knapp Foundation, which makes grants in the fields of education, medicine, and the arts. As a former Trustee of the Los Angeles Library Foundation, Ms. Knapp worked to secure funding to expand public computer access to library resources.

She founded BigPicture Investors LLC in 1997, to provide private capital and management expertise to start-up and early-stage companies.

Cleon T. “Bud” Knapp, Chairman and Chief Executive Officer, Knapp Foundation

Cleon T. (“Bud”) Knapp, former chairman and chief executive officer of Knapp Communications Corporation, a company he founded in 1977, is recognized throughout the publishing and business worlds as an innovative, entrepreneurial, and dynamic leader. Knapp Communications Corporation formerly published Architectural Digest and Bon Appetit, both of which were sold in April 1993 to The Conde Nast Publications, Inc.

Active in professional, philanthropic and civic organizations, he has presided as Chairman of the Board of the Cancer Research Fund of the Damon Runyon-Walter Winchell Foundation in New York City; member of the Board of Governors of the Fulfillment Fund; Chairman of the Board of Trustees of the Art Center College of Design in Pasadena; member of the Board of Visitors of UCLA Anderson School; member of the UCLA Executive Board for the Medical Sciences; member of the UCLA Foundation Board of Councilors; member of the UCLA/Price Center for Entrepreneurial Studies Board of Advisors; member of the Coaches Roundtable at UCLA; and former member of the Board of Trustees of the Santa Fe Opera. In 1989, he was listed for the first time on the annual Forbes “400” list.
OBJECTIVE
Now in its 24th year, the Knapp Venture Competition is designed to provide UCLA Anderson students with an intensive learning experience involving the entrepreneurial process. Virtually all Anderson student will either start, work in, advise, or finance growing businesses at some point in their careers. Participating in the Knapp prepares students – whether they will be founders, financiers, consultants, marketers, or general managers – for these experiences by simulating the process of starting and evaluating an entrepreneurial enterprise.

While a business plan is the tangible outcome of each team’s efforts, generating the document in and of itself is not the competition’s primary objective. Rather, the Knapp encourages a cross-disciplinary application of the tools that students have learned in the MBA program. The competition requires them to integrate concepts from the core curriculum – economics, finance, operations, marketing, accounting, strategy, and organizational development – into a total plan for starting and operating a business.

RULES
This year’s competition requires that one member of the team be a current UCLA Anderson student, which allows students to discover the incredible resources available to them through UCLA and the greater Los Angeles community. Fellow Anderson classmates and alumni, as well as graduate students in other technical and Professional schools, become potential partners and sources of ideas through networking events, mixers, department seminars, and dual enrollment courses. Relationships with undergraduate college classmates and former business colleagues are renewed to form teams as well.

The competition uses a two-track system, which encourages all types of ventures to participate. One track is for VC-fundable business opportunities that generally require a significant infusion of funding. The second track is for business opportunities not seeking institutional capital but rather looking for organic revenue growth or a small infusion of seed, angel or “friends and family” capital.

2005
This year’s competition started with 36 teams. Entrants participated in a student-run venture review session, which allowed them to receive feedback on their plans and presentations. The semi-final round narrowed the competitors to 5 finalists. We would like to commend all of the participants for their hard work and dedication.

PRIZE
The 2005 Knapp winners will be announced during the reception following tonight’s competition. The total prize money is over $20,000 and will be awarded at the judges’ discretion. In addition, this year we have a $1,000 Epson People’s Choice Award for the audience’s favorite venture.
SEMI-FINAL ROUND JUDGES

Faculty, entrepreneurs, alumni, professional investors and advisors serve on the judging panels to evaluate each team’s efforts. We particularly appreciate the support of the many judges of the 2005 Knapp Venture Competition semi-final round. Every year, students report that this feedback is one of the most valuable aspects of the competition. We thank the semi-final judges:

Andrew Ainslie, Assistant Professor, Marketing, UCLA Anderson
Larry Antoine, VP - Mergers & Acquisitions, Platinum Equity LLC
Michael Banks, Managing Director, Centre Palisades Ventures
Scott Carr, Assistant Professor, Decisions, Operations and Technology Mgmt, UCLA Anderson
Scott Castle, Director, Finance & Development, Vantage Oncology
Joseph Dedinas, formerly with Hughes Space & Communication Company
Richard Gammill, Principal, DynaFund
Mark Grinblatt, Professor, Finance, UCLA Anderson
Charles N. Kenworthy, Allen Matkins Leck Gamble and Mallory LLP
Michael Kerr, President, Bluestone Communities
Bob Kohorst, President, Everest Properties
Barbara Lawrence, Professor, Human Resources & Organizational Behavior, UCLA Anderson
Gary Lazar, Managing Director, California Technology Ventures
Kevin Listen, Partner, Hancock Park Associates
Rahul Mewawalla, Monitor Ventures
David Ominsky, Partner, IT Capital Limited
Bruce Pompan, Managing Director, Cappello Capital Corporation
Karen Roche, COO, Winetasting Network
Jonathan Rosen, Partner, Shelter Capital
Mariko Sakakibara, Associate Professor, Policy, UCLA Anderson
Carol Scott, Professor, Marketing, UCLA Anderson
Manish Singh, Director, California Technology Ventures
Ted Suzuki, Shelter Capital
2005 ORGANIZATIONAL COMMITTEE

The Knapp Venture Competition is run by volunteer MBA student organizers. The students enjoy the opportunity to develop their leadership skills as well as their valuable access to the extensive entrepreneurial networks and resources within the Anderson community. We would like to thank the following people whose effort and ideas have made this event possible:

Mark Grinblatt, Faculty Advisor
Cherry Lu, Co-manager, MBA ’05
Lee Tenny, Co-manager, MBA ’05
Kindra Liedtke, Program Manager
Jennifer Tooley, Program Manager
Mazen Araabi, Internal Marketing, MBA ’06
Peter Carmichael, Venture Review, MBA ’06
Mark Dalby, Venture Review, MBA ’06
Nathan Fisher, Sponsorship, MBA ’06
Andrew Goodridge, Judge Recruitment, MBA ’06
Steven Kan, Judge Recruitment, MBA ’06
Jeff Kendig, Judge Recruitment, MBA ’06
John Kim, Events, MBA ’06
Robin Nourmand, Internal Marketing, MBA ’06
Lam Nguyen, Team Coordination, MBA ’06
Don Oparah, Sponsorship, MBA ’06
Katie Phillips, Events, MBA ’06
Mario Torres, External Marketing, MBA ’06
Itamar Volkov, Events, MBA ’06

UCLA ANDERSON SUPPORT

The Knapp Venture Competition receives tremendous support from the entire UCLA Anderson family. It takes dozens and dozens of people execute this competition; we regret that all have not been mentioned below. This year a record number of students helped support and advise this year’s venture competitors. We would like to thank the following for their contribution to the 2005 competition:

Student Venture Review Teams and the Venture Fellow Team Leaders
Professor George Abe, 2005 Knapp Speaker Series and Advisor to Venture Review Teams
Professor Bill Cockrum, 2005 Knapp Speaker Series
Professor Bob Foster, 2005 Knapp Speaker Series
Dean Bruce Willison
Faculty and Staff of the Price Center for Entrepreneurial Studies