

Announcing Women 2.0 Labs - This Summer 2010

Women 2.0 Labs is a new 5-week program (July 6 - August 5, 2010) for engineers, designers, biz dev and marketing mavens to develop high-growth technology ventures in San Francisco, CA.

This Women 2.0 program is open to both women and men.

Application to Women 2.0 Labs is now closed. Selected participants will be notified June 25, 2010.

Keep your day job, join us afterward! Over the course of five weeks, selected participants will moonlight in teams at the Women 2.0 Labs co-working space — and every Thursday night, demo their latest startup prototype.

Week 1 — Teams form around ideas
Week 2 — Product release (alpha)
Week 3 — Product release (alpha/beta)
Week 4 — Product release (beta)
Week 5 — Product release (demo/pitch)

Participants will be joined by industry leaders who will serve as visiting advisors.

Do the math:

5 engineers (software, hardware, bio)
+ 5 more engineers (students)
+ 5 designers
+ 5 business / marketing people
+ 5 week program
+ 5 days a week (M-F after work)
+ 555 dollars to join the race

= 5 startups will emerge

Why \$555? Two reasons:

Deadline to apply: June 20, 2010
Program runs July 6 - August 5, 2010

women 2.0

Labs



↖ founding startups

- 1. If you rent a co-working spot in San Francisco, it would cost \$500 per person a month. Not only are we providing a co-working space, we are creating a hyper-smart environment for you to build, and we are giving you access to investors and entrepreneurs for advice. We want you to build authentic relationships and great products.*
- 2. We do not take equity.*

Add up your "eating out" money each month, it's about the same. Save it by investing in your startup!

Refund Policy: Due to the up front costs we incur and the structure of the program agenda, a 50% refund will be allowable until the end of the first week of the program. Refunds for emergency situations will be considered with proper documentation. [Email us](#) to discuss obtaining a refund.

Who should attend Women 2.0 Labs?

- Someone with an idea they'd like to validate, and passionately curious about starting a startup
- Someone without an idea, and passionately curious about starting a startup

How is Women 2.0 Labs different?

- We are focused on rapid prototyping.
- You work hands-on with potential team members.
- You don't have to quit your day job or drop out of school. Come with enough energy to burn the midnight oil after work/school hours.
- There is no curriculum.

Are you a female engineering student?

Are you interested in founding a startup? Join us! We've reserved a few spots for female engineers still in school, or recently graduated, to join Women 2.0 Labs. Email baat@women2.org if interested.

Schedule for Women 2.0 Labs - July 6th through August 5th, 2010

Women 2.0 Labs participants will meet on **Thursday nights from 6pm to 9pm** from July 6th through August 5th, 2010. Teams present their latest **product releases each Thursday evening**. Teams are allowed to use the San Francisco space to work on their startups on Monday/Tuesday/Wednesday/Friday from 6pm to 9pm.

Week 0 - Tuesday, July 6th, 2010

Idea Brainstorming and Team Formation.

Week 1 - Thursday, July 8th, 2010

Visiting Advisors: Ann Miura-Ko (Partner, FLOODGATE), Jon Callaghan (General Partner, True Ventures) Steve Blank (Creator, Customer Development).

Week 2 - Thursday, July 15th, 2010

Visiting Advisors: Eric Ries (Creator, Lean Startup) and Rebecca Lynn (Partner, Morgenthaler Ventures).

Week 3 - Thursday, July 22nd, 2010

Visiting Advisors: Ryan Spoon (Senior Associate, Polaris Ventures) and Saad Khan (Partner, CMEA Capital).

Week 4 - Thursday, July 29th, 2010

Visiting Advisors: Dave McClure (Investor, FF Angel LLC) and Mari Baker (President & CEO, PlayFirst).

Week 5 - Thursday, August 5th, 2010 — Final Pitch Day

Visiting Advisors: Sukhinder Singh Cassidy (CEO, Polyvore), Julia Hartz (President, Eventbrite), and Theresia Gouw Ranzetta (Partner, Accel Partners).

We are currently accepting company sponsors to provide food/drink for an evening in exchange for your logo on this page and a 3-5 minute pitch at event. Please contact shaherose@women2.org if you are interested in becoming a sponsor.

Women 2.0 Labs will be held at True Ventures:

The San Francisco office of True Ventures is located at Pier 38 on The Embarcadero. [View map here.](#)



Biographies for Women 2.0 Labs visiting advisors:

Ann Miura-Ko (Partner, FLOODGATE) - Thursday, July 8th, 2010

Ann is a partner at FLOODGATE where her investment interests include e-commerce, security, and big data. Ann is finishing up a Ph.D. in the Management Science and Engineering Department at Stanford University, where her research focused on mathematical modeling of computer security. She teaches High Tech Entrepreneurship at Stanford and is a frequent lecturer in courses such as Technology Venture Formation, High-tech Entrepreneurship, and the Mayfield Fellows Program. Ann holds a B.S. in Electrical Engineering from Yale.



Steve Blank (Creator, Customer Development) - Thursday, July 8th, 2010

Steve moved from being an entrepreneur to teaching entrepreneurship to both undergraduate and graduate students at U.C. Berkeley, Stanford University and the Columbia University/Berkeley Joint Executive MBA program. The "Customer Development" model he developed in his book is one of the core themes in these classes. In 2009, Steve was awarded the Stanford University Undergraduate Teaching Award in the department of Management Science and Engineering. In 2010, Steve was awarded the Earl F. Cheit Outstanding Teaching Award at U.C. Berkeley Haas School of Business.



Eric Ries (Creator, Lean Startup) - Thursday, July 15th, 2010

Eric is an author, speaker, and consultant for The Lean Startup. Previously, he co-founded and served as Chief Technology Officer of IMVU. He is the co-author of several books including The Black Art of Java Game Programming (Waite Group Press, 1996). In 2007, BusinessWeek named Eric one of the Best Young Entrepreneurs of Tech. He serves on the advisory board of a number of technology startups and venture capital firms. In 2008, he served as a venture advisor at Kleiner Perkins Caufield & Byers.



Jon Callaghan (General Partner, True Ventures)

Jon is truly passionate about early stage companies. He has founded three companies of his own, and his venture capital career spans 17 years, including consistent early stage success. Before founding True, Jon was a Managing Director at Globespan, where he served on the boards of Copan Systems, FilmLoop, Glu Mobile (fka Sorrent), Ingrian Networks, Next Medium Networks, Nominum Corp.,



Plaxo, Sigma Dynamics, and Vazu. Jon holds a BA in Government from Dartmouth and an MBA from Harvard Business School.

Rebecca Lynn (Partner, Morgenthaler Ventures) - Thursday, July 15th, 2010

Rebecca focuses on early-stage investments in mobile, health 2.0, Internet services and financial services. She serves on the boards of Lending Club and Practice Fusion. Rebecca began her career at Procter and Gamble, then joined NextCard as an early employee and led product development, later serving as VP of Marketing. Rebecca holds a JD/MBA degree from Haas School of Business and U.C. Berkeley School of Law. She also holds a B.S. in chemical engineering from the University of Missouri.



Ryan Spoon (Senior Associate, Polaris Ventures) - Thursday, July 22nd, 2010

Ryan Spoon is a senior associate in San Francisco at Polaris' Dog Patch Lab. He focuses on investments in internet, technology and digital media. Prior to Ryan was VP of Marketing & Business Development at Widgetbox. Ryan spent 2003-2007 at eBay Inc as part of the internet marketing team, focusing on user acquisition, search engine optimization and social content properties. Most recently, Ryan launched and managed the Kijiji.com business. As a collegiate swimmer, Ryan founded beRecruited (acquired by RVS Ventures) and currently serves on the board. Ryan holds a B.A. from Duke University.



Saad Khan (Partner, CMEA Capital) - Thursday, July 22nd, 2010

Saad focuses on CMEA Capital's software and Internet investments. He serves on the boards of Pixazza and Jobvite. Prior to CMEA, Saad was Partner at Garage Technology Ventures (GTV), a seed and early stage venture capital firm. During his career at GTV, Saad worked with many emerging technology, software, and digital media companies. Saad is a founding member of the FilmAngels. Saad holds a B.S. in Symbolic Systems and an A.B in Economics with Honors in Science, Technology, and Society from Stanford University.



Dave McClure (Investor, FF Angel LLC) - Thursday, July 29th, 2010

Dave likes to hang out with entrepreneurs, and occasionally help or invest in their startups if they let him. Dave has been geeking out in Silicon Valley for over twenty years, and has worked with companies such as PayPal, Mint, Founders Fund, Facebook, LinkedIn, SlideShare, Twilio, Simply Hired, O'Reilly Media, Intel, & Microsoft. Many years ago he used to do real work like coding or marketing or running conferences, but these days he mostly does useless stuff like sending lots of email, blogging, and hanging out on Facebook and Twitter.



Mari Baker (President & CEO, PlayFirst) - Thursday, July 29th, 2010

Mari is currently the President & CEO of PlayFirst. Prior to Playfirst, Mari was President & CEO for Navigenics. Mari was an executive-in-residence at Kleiner Perkins. Prior to that, Mari served as President of BabyCenter. Before joining BabyCenter, she played a significant role in the growth of Intuit for ten years. Mari has been recognized in the San Mateo County Women's Hall of Fame, Fortune's list of Silicon Valley's Most Influential Women, and Advertising Age's Top 100. Mari is a graduate of Stanford University with degrees in economics and sociology.



Julia Hartz (Co-Founder & President, Eventbrite) - Thursday, August 5th, 2010

Julia is a reformed Television Network Executive and comes to Eventbrite by way of Hollywood. During her tenure in the television industry, Julia was a creative executive at FX Networks. Prior to FX Networks, Julia worked in creative development at MTV Networks. Julia brings the creativity and energy of the entertainment business to Eventbrite, leading the company with innovative thinking and a keen sense of the consumer audience. Julia holds a B.A. from Pepperdine University.



Sukhinder Singh Cassidy (CEO, Polyvore) - Thursday, August 5th, 2010

Before joining Polyvore, Sukhinder was CEO-in-Residence at Accel Partners. From 2005-2009 Sukhinder was President of Asia Pacific and Latin America for Google, where she built the company's presence from inception to scale across 40 domains and 103 different countries. Sukhinder first joined Google in 2003 as the General Manager for Google Local & Maps. From 1999-2003, Sukhinder was Co-founder and SVP of Business Development at Yodlee, and previously worked for Amazon.com, News Corp and Merrill Lynch. Sukhinder has served on the board of J.Crew, and is currently a board member at A Woman's Nation and Jobtrain.



Theresia Gouw Ranzetta (Partner, Accel) - Thursday, August 5th, 2010

Theresia focuses on Internet and software investments with specific interest in vertical search/media, online media, advertising and security. She serves on boards of ForeScout, Glam Media, Imperva, Jasper Design Automation, Kosmix, LearnVest, Trulia, TRUSTe and Wetpaint. Theresia has worked in computer and communications industries since the late-1980's as an entrepreneur, consultant and investor. Prior to Accel, she was founding VP of Business Development & Sales at Release Software. Theresia holds an Sc.B. in Engineering from Brown, magna cum laude and an M.B.A. from Stanford University.



Sponsorships

StartupToDo.com is graciously providing 6-month access to their productivity application for all Women 2.0 Labs participants!

