



LEAVEY SCHOOL OF BUSINESS AT SANTA CLARA UNIVERSITY *presents*

S I L I C O N V A L L E Y

Boomer Ventures

Summit

\$10,000 BUSINESS PLAN COMPETITION

Your Invitation ~

To Register: www.boomerventuresummit.com

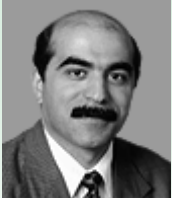
Discover Innovation, Investment, Entrepreneurship and Opportunity within the 40+ Market

Tuesday, June 20, 2006 ~ 8:30 am – 6:00 pm
Santa Clara University, 500 El Camino Real, Santa Clara, California

• The growing boomer market is now over 76 million strong • It represents more than \$2 trillion in annual spending • The oldest boomer just turned 60 on January 1, 2006 • By 2030 there will be 71.5 million Americans age 65 and older, more than double the number of Americans currently within that demographic

- ☑ Learn where and why VCs are investing heavily in the boomer market
- ☑ Hear success stories from VC portfolio companies
- ☑ Learn from key analysts – how they segment the market and evaluate opportunity
- ☑ Gain insight into the Internet's role to boomer consumers and its importance to the businesses serving them
- ☑ Hear the five finalists of the 2006 Silicon Valley Boomer Venture Capital Business Plan Competition present their business ideas to the blue ribbon panel of judges and to the Summit. Be there when the \$10,000 Grand Prize Winner is selected. www.boomerventuresummit.com/competition

Summit Highlights ~ Keynotes



The Future of the Internet and Boomers

Safa Rashtchy
Managing Director, Senior Internet Analyst, Piper Jaffray & Co.

Rashtchy has developed his research coverage with a focus on online advertising, search and e-commerce, and related Internet services. Rashtchy's research in online search has been the most extensive in the industry, and he is often considered an authority on the online search industry. Rashtchy consistently enjoys the top ranking for his earnings accuracy, as compiled by Starmine.



Online Community and Customer Service

Craig Newmark
Customer Service Rep & Founder of Craigslist

Newmark is a senior Web-oriented software engineer, with around thirty years' experience (including 17 years at IBM). In 1995, he started Craigslist, a non-commercial community service with classified ads and discussion forums, imbued with a pervasive culture of trust and designed to help people with basic needs, starting with housing and jobs. He is also involved in new forms of media involving "participatory journalism" and blogging. He doesn't take himself very seriously, and recommends that you don't either.

A Sample of the Noted Presenters ~

Jennifer Fonstad, Managing Director, Draper Fisher Jurvetson
Michael Goldberg, General Partner, Mohr Davidow Ventures
Emilio Pardo, Chief Brand Officer, AARP
Barry Posner, Dean, Leavey School of Business, Santa Clara University

Jon Staenberg, Partner, Rustic Canyon Partners
Brad Vale, VP, Johnson & Johnson Development Corporation
Peter Ziebelman, Partner, Palo Alto Venture Partners
Networking luncheon menu designed by Mollie Katzen, author of Moosehead Cookbook

To Register: www.boomerventuresummit.com. Half-day and multiple attendee rates available.
Seating is limited - please register early. Contact us: inquiries@boomerventuresummit.com

CO-PRODUCERS: Leavey School of Business, SCU and Mary Furlong, Ed.D., CEO, Mary Furlong & Associates

MARKETING PARTNERS: The American Society on Aging and its Business Forum on Aging, SmartSivers Alliance, CEOnetworking, SVASE

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