

Career Development & Entrepreneurship Seminar

Title: From Dust to Dough: A Journey of a Chinese American Entrepreneur in the High-Tech Industry (點砂成金: 晶片設計創業實記)

Date: Saturday August 2, 2014

Time: 2:30-5:30pm

Location: Beckman Institute Auditorium
California Institute of Technology
400 S. Wilson Ave.
Pasadena, CA

Speaker: Mr. Michael Ho 何明雄

- Chairman, GreenSoft Technology, Inc.
- Founding Board Director & Former EVP, PC-Tel, Inc.
- Adjunct Professor, the EMBA Program of National Chiao Tung University, Taiwan
- Former VP & General Manager, Acer Inc.
- Owner of LandHo Ventures, LLC.
- Former VP, Asia-Pacific Field Operations, Cadence Design Systems



Abstract:

In this fully interactive talk, Mr. Ho will share his extensive first-hand experience and unique insights into the high-tech start-ups as an entrepreneur, a venture capitalist, an EMBA program professor, a high-tech business consultant, and a mentor of high-tech start-up entrepreneurs. In particular, Mr. Ho will offer real war stories and actual case studies that touch upon all aspects of operating a high-tech startup including: (1) How can I know if I'm ready to start up a company as a career path? (2) What are essential attributes that a scientist/engineer should possess for a successful high-tech startup? (3) How to balance the product capability and the market need? (4) How to seize the fist sale? (5) What is the best company culture for a high-tech start-up? (6) How to strategize and execute an effective negotiation with a powerful customer? (7) How to pitch effectively to engage a responsible investor? (8) How to select distributors? and many more.

Bio:

As a Chinese American who left behind an enviable career as VP of Acer Inc. to pursue his entrepreneurial dreams on the land of opportunity, Mr. Ho has accomplished a 25-year-plus spectacular track record of leading a series of high-tech start-ups into successful IPOs on NASDAQ.

As a Co-founder, former Board Director, and Executive Vice President of PC-TEL, Inc., he helped to bring it into a sustainable profitability state that led its IPO on NASDAQ in 1999 and USD1.9 billions market capitalization in mid-2000. Mr. Ho was then recruited

as Adjunct Professor in 2004 by National Chiao Tung University for its EMBA program. In 1993, he was employed by Cadence Design Systems, Inc. as Vice President to lead its Asia Pacific Field Operations. In 1992, he self-funded LandHo International Company providing international business consulting services for the US high-tech companies in Los Angeles area. Before he immigrated to the U.S. in 1990, he co-founded E-CMOS Corp. in Taiwan, a fabless semiconductor design house and the world largest PC mouse controller chip supplier. Mr. Ho was recruited by Acer in 1986 on a mission to turn around its oldest and most sophisticated Engineering and Science Products Division. He led a team of 80 high-tech professionals and increased the revenue up to 400% in two years and brought the division into a profitable state.

Mr. Ho is holding shares of ownership in various startups for semiconductor, electronic component, semiconductor production equipment, telecommunication equipment and pharmaceutical. He is also a co-founder and chairman for Jiao Da Capitals Inc., a Chiao Tung University Alumni Association-affiliated investment club. He was awarded as an outstanding alumnus in the Chiao Tung University Alumni Association's year 2002 convention in Southern California. He has been a featured speaker for Business Forum Program of Chinese-American Radio Station AM 1300/1600 in Southern California..

In the most recent years, Mr. Ho has been contracted with four Taiwan high-tech VCs to identify quality startups in the US. As of this date, he has been continuing his own angel investing activities. Based on his case study write-up for the teaching in the NCTU's EMBA program, he has recently authored <點砒成金:晶片設計創業實記>(From Dust To Dough), a book written about an actual high-tech startup story in Silicon Valley. He has also been mentoring a few high-tech start-up teams in Southern California.

Mr. Ho holds a B.S. in Computer Science and Control Engineering from National Chiao Tung University and an MBA in International Business from USC. He and his wife Shirley reside in Torrance, California. He has two adult sons.

Detailed Program:

2:30-3:00pm: Registration and Networking
3:00-4:30pm: Mr. Ho's Presentation and Q&A
4:30-5:30pm: Networking and Mixer

Admission:

- Free for on-line registration
- \$10.00 for on-site registration

RSVP:

The seats are limited and based on first-come-first-serve. Please register on-line at <http://tinyurl.com/fromdusttodough>. The first 20 registrants will receive a free copy of the book, 點砒成金: 晶片設計創業實記, autographed and authored by Mr. Michael Ho. For further questions please contact Yutao He at he.yutao@gmail.com or Hao Zou at zouhao04@gmail.com.

Parking:

Two parking structures #123 and #124 are available for free weekend parking. Both are located on the Wilson Ave (near 400 S. Wilson Ave) as highlighted in the map. Please only park at non-reserved spaces. Street parking is also available but with 2 hours limit.

Getting to Beckman Institute Auditorium:

Once you park your car in one of two parking structures, please proceed back to Wilson Ave. There you will see a big lawn on the other side of the street. Simply walk across the lawn and the first beige colored building is Beckman Institute. The auditorium is located on the left (north) side of the building.



Organizers:

- THUAA-SC MAP (Mentoring Alumni Program)
- Tsinghua SoCal Entrepreneurship and Investment Club
- CESASC LEAP (Leadership, Excellence, Aspiration, Platform) Career Development Forum



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