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View this packet online at tinyurl.com/2018summitinfo
Welcome!

Congratulations Summit Class of ‘18. Get ready for an exciting week of events and workshops that will be sure to leave a lasting impact on your entrepreneurial journeys.
Dear Delegates,

Congratulations on your acceptance to ASES Summit 2018 at Stanford University! This year, our admissions decisions were more difficult than ever; with that said, we’re confident your Summit class contains the most promising entrepreneurs from around the world. We hope you are excited for this experience as we are.

Without further ado – welcome. We are looking forward to get to know you over the course of this week! We have been involved with Summit for the past several years, and it’s one of our favorite weeks of the year because of the people we meet, the conversations we have, and the friends we make.

The theme this year is “Path to a Unicorn: The Next Billion Dollar Company.” We hope that our programming pushes you to think bigger and search harder for those billion dollar opportunities. We encourage you to take advantage of not only the time you spend with our experienced and knowledge speakers, but also the time you share with this year’s particularly diverse and talented delegation. You all have something very unique to contribute.

Throughout this week, you’ll experience many of the exciting things that make Silicon Valley a truly unique place. To get the most out of your Summit experience, we ask that you begin the week with an open mind and always stay eager to learn. Karen, Krishna, and the rest of the ASES Summit team have been working tirelessly to put together a great program that we hope will be both useful and inspiring.

Get ready for an incredible week!

Best Regards,

Nicholas Benavides & Maurice Chiang
Co-Presidents, Stanford ASES
The theme for this year’s Summit is “Path to A Unicorn: The Next Billion Dollar Company.” As you may know, the term “unicorn” applies to ventures that are worth over one billion dollars, including Uber, Airbnb, Palantir, Dropbox, and Pinterest. It was coined in 2013 by venture capitalist Aileen Lee, who chose this mythical creature to parallel the rarity of such successful ventures.

As entrepreneurs, we aspire to start successful ventures that will have a large impact and leave a lasting legacy. Throughout the week, we will hear from ventures capitalists who will give us their insight on what makes a startup successful. We will tour former unicorn companies Facebook and Google to get a first-hand sense of the their world-class work environment. Lastly, we will strive apply what we learn from our speakers and tours to the culminating pitch competition, where you will take a shot at developing a successful startup. We hope you gain more insight into what makes unicorn company stand out and worthy of over one billion dollars. Who knows, you might even start the next billion dollar company.
Dear Delegates,

On behalf of the rest of the Summit team and Stanford ASES as a whole, welcome to ASES Summit 2018 at Stanford University! We are so glad to have you with us this week for our 20th annual ASES Summit, and we could not be more excited to meet you.

Our delegates this year make up on of the most diverse, accomplished, and impressive classes yet. Overall, your delegate class is made up of 38 exceptional students from 13 countries around the world, studying a variety of subjects from finance to arts and culture studies, and pursuing a range of impressive personal projects.

We encourage you to push the boundaries of your comfort zone this week and get to know each and every one of your fellow delegates. In past years, Summit delegates have gone on to produce award winning projects at other conferences, create startups together, and form friendships that will last a lifetime. Have fun, take risks, and make mistakes. Let’s get to work!

Best Regards,

Karen Dai & Krishna Patel
ASES Summit 2018 Directors
LET’S GET TO WORK.
This schedule will be your guide for this week. It has information for all events, weather forecast, and dress code. Make sure you read it thoroughly and please be punctual to all events.
April 10

Welcome Day

Welcome to Summit! Check-in, meet your room host, grab your welcome package and get ready for an amazing week!

Morning Stanford Tour (Optional)
11:00 am–12:15 pm, Stanford Visitor Center
Walk-in tours that leave from Stanford Visitor Center.

Cantor Arts Center (Optional)
11:00 am–5:00 pm, Cantor Arts Center
Visit our world-renowned museum located on campus!

Stanford Shopping Center (Optional)
11:00 am–6:00 pm, Stanford Shopping Center
Shop ‘till you drop, eat ‘till you sleep in the glamorous, high-end outdoor mall.

Lunch (Optional)
12:00 pm–1:00 pm, Old Union 215
Eat with the Summit crew at the check-in room.

Afternoon Stanford Tour (Optional)
3:15 pm–4:30 pm, Stanford Visitor Center
Same tour as the morning Stanford Tour!

Dinner
6:00 pm–7:00 pm, Arrillaga Dining Hall
Experience a classic Stanford dining hall dinner with Stanford ASES members and students.

Ice-breakers
7:30 pm–10:00 pm, Arrillaga Study Room
Get to know your fellow delegates!

Casual Attire
All day

Helen Qiu
650-546-9592

Gunguk Kim
240-429-6116

Ray Iyer
248-912-8056

Check-in Reception
9:30 am–5:00 pm, Nitery 209

07

11° - 22°
Partly Cloudy
April 11

Mon

Team Forming

Formal Attire
4:30 pm–8:30 pm

Breakfast & Dr. Dasher Welcome Address
7:30 am–8:00 am, Arrillaga Dining Study Room
Our faculty advisor, Dr. Richard Dasher, director of the Stanford US-Asia Technology Management Center, will kick off official summit events with a keynote speech. Breakfast will be served. Make sure to eat for the long and exciting day ahead!

Hans Tung Keynote
10:00 am–11:00 am, Arrillaga Dining Study Room
Come and listen to Hans Tung on “Lessons from Chinese Internet Sector.” Hans Tung is currently a managing partner at GGV capital who has experience in cross-cultural investments in both the US and China.

Ashmeet Sidana, Engineering Capital
11:30 am–1:00 pm, Arrillaga Dining Study Room
Ashmeet Sidana is the founder and chief engineer of Engineering Capital and has a wide range of experience ranging from venture capitalism, entrepreneurship, and computer science and engineering. He will be presenting “Market Size, A Venture Capital Perspective.”

Lunch
1:30 pm–2:30 pm, Treehouse at Tressider
Come and enjoy some delicious “not burritos” at a Stanford staple eatery located in Tressider!

Heejung Chung
408-887-4289

Haley Tran
510-708-0089

Charles Tsao
310-292-9356

11° - 20°
Partly Cloudy
**ASES International Presentations**
2:00 pm–3:30 pm, Stanford d.school Studio 1
Listen to representatives from select ASES chapters as they tell us what their chapters have been up to back home.

**d.school Tour**
3:30 pm–4:00 pm, Stanford d.school
Talk a walking tour around the world-renowned Hasso Plattner Institute of Design at Stanford University, better known as the d.school. Experience firsthand where many world-changing ideas were prototyped and refined. Tour will be led by Kimberly Te, ASES Marketing Director and d.school tour guide.

**Get Ready for Opening Banquet**
4:00 pm–5:00 pm, Tressider Marguerite Bus Stop
Get yourself looking sharp and meet at the Tressider Marguerite bus stop promptly at 5:00 pm. Otherwise the bus will leave without you!

**Opening Banquet**
6:30 pm–8:30 pm, Cheesecake Factory
Get fancy and enjoy a delicious American dinner!

**Team Formation**
9:30 pm–11:00 pm, Arrillaga Dining Study Room
In this session, you will talk to people who you are interested in working with and form teams around problems that you would like to solve. Teams will be final after this session.
Casual Attire
All day

Breakfast
8:30 am-9:30 am, Crothers Hall Basement Lounge
Be sure to grab a big breakfast this morning. You have a long morning ahead of you and lunch won't be until 12:30 pm!

Pitch Competition Introduction
10:00 am–11:00 am, Arrillaga Dining Study Room
Start discussing your ideas for the pitch competition with your teams! Try out some of the design thinking strategies you learned yesterday! Introduction will be led by former ASES President Maggie Sun.

Abhay Agarwal - D.thinking Workshop
11:30 am–12:30 pm, Arrillaga Study Room
From Microsoft Research fellow, Abhay Agarwal will lead a workshop to walk you through what design-thinking is all about.

Lunch
12:30 pm–1:30 pm, Arrillaga Study Room
Devour a Stanford student favorite, some delicious Mexican grill cuisine (including burritos, chips and guac) from Chipotle!
Eric Chen, Partner at OVO Fund
2:00 pm–3:00 pm, Toyon
Partner at venture capital firm OVO Fund, Eric Chen will be discussing his work as an investor in the Bay Area and Los Angeles, where he specializes in seed investments. He will also have time for Q&A, so come prepared!

Lecture with Dr. Dasher
4:30 pm–6:00 pm, Skilling Auditorium
Sit in on one of Dr. Dasher’s lectures for his course “Entrepreneurship in Asia”. There will also be a networking event directly after his lecture.

Talk with Sam Yam, Co-founder Patreon
6:30 pm–7:30 pm, AllenX Auditorium
Listen to Sam Yam talk about his experiences and work at Patreon, which harkens to the old days of patronage where fans and sponsors can support artists and creators. Oren’s Hummus will be served outside Huang Engineering Basement.

Project Work Time
8:00 pm–11:00 pm, Huang Engineering Basement
Continue to work on those pitches!

Social Activity (Optional)
10:00 pm–11:00 am, Huang Engineering Basement
Unwind from the long day with some bonding time and a good ol’ facemask.
April 12

**Speakers & Panels**

**Carla Ho**
510-227-7988

**Brittany Truong**
614-598-1500

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**Breakfast**
8:30 am–9:30 am, Crothers Hall Basement Lounge
Come enjoy some more classic American breakfast!

**Pretha Ram, Co-founder & CEO of OpenStudy**
10:00 am–11:00 am, AllenX Auditorium
Dr. Preetha Ram (PhD, Yale: MBA, Emory: IIT Delhi) is a successful entrepreneur, Co-Founder and CEO of OpenStudy, a peer-to-peer academic help platform for high school and college learners, which she grew to over 60 million learners and led to a successful exit. She will be sharing her experiences as an entrepreneur.

**Tom Kosnik, MS&E Professor**
11:00 am–12:30 pm, AllenX Auditorium
Professor Kosnik will be giving an exclusive lecture to ASES Summit delegates about gearing up for the global market.

**Lunch with Professor Kosnik**
1:00 pm–12:00 pm, Tressider
Indulge in another Stanford student staple from CoHo, where Professor Kosnik will also be joining!

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10° - 20°
Partly Cloudy
April 12 Wed

**Speakers & Panels**

**Entrepreneurial Thought Leaders’ Seminar with David Buszucki, CEO of Roblox**
4:30 pm–5:30 pm, NVIDIA Auditorium
Come listen to an esteemed speaker hosted by the Entrepreneurial Thought Leader’s Seminar, also known as MS&E 472. Hear about Roblox’s imagination platform as it ushers in the next generation of entertainment from Co-Founder and CEO David Buszucki. Roblox enables kids of all ages to imagine, create, and play together in immersive experiences on their phones, desktops, consoles, and VR.

**Dinner**
5:30 pm–6:30 pm, Huang Patio
Enjoy some Hawaiian Barbeque from L&L!

**Office Hours with Dr. Dasher**
6:30 pm–9:00 pm, Huang Basement
Talk about your ideas and get feedback from Dr. Dasher. He has seen years and years of Summit pitches, so he knows what the judges will be looking for.

**Project Work Time**
6:30 pm–9:00 pm, Huang Basement
Continue to work on your pitches!

**S’mores**
9:30 pm–11:30 pm, 1047 Fire Pit
Meet and network with Stanford ASES members while enjoying some delicious s’mores.

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**Casual Attire**
All day

**Carla Ho**
510-227-7988

**Brittany Truong**
614-598-1500

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**Partly Cloudy**
10° - 20°
April 13

**Field Trips**

**Breakfast**
8:00 am–9:00 am, Crothers Hall Basement Lounge
Eat up! You have a big day of company tours ahead!

**Transportation to Facebook and Google**
9:15 am–10:00 am, Escondido Turnaround
Buses will leave promptly so please be on time!

**Facebook/Google Tour**
10:00 am–12:00 pm, Menlo Park/Mountain View
Come tour two of the world’s largest and most prominent software companies in the heart of Silicon Valley!

**Bus Back to Stanford**
12:30 pm–1:15 pm, Stanford
Buses will leave promptly so please be on time!

**Lunch**
1:30 pm - 2:30 pm, Stern Field
Munch on some slices of pizza from pizzeria Paxti’s Pizza!

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Shrey Gupta
480-745-6056

Tiger Sun
540-394-8631

Derrick Li
626-381-8410

Casual Attire
All day

- **10° - 20°**
- Sunny
April 13

Thu

Field Trips

Casual Attire
All day

Project Work Time
3:00 pm–5:30 pm, Old Union
Continue to work on your pitches!

Dinner
6:00 pm–7:00 pm, Old Union
Devour tasty sandwiches from Fambrini’s!

Stephen Ou, Facebook Engineer
7:30 pm–8:30 pm, AllenX Auditorium
Learn about how to pitch effectively and tell a compelling story from ASES alum and Facebook Engineer, Stephen Ou.

Work Time and Pitch Critiques
8:30 pm - 11:00 pm, Huang Basement
Finalize your presentations for tomorrow’s Pitch Competition. Practice and receive pitch feedback from ASES leadership.

Shrey Gupta
480-745-6056

Tiger Sun
540-394-8631

Derrick Li
626-381-8410

10° - 20°
Sunny
April

14

Fri

Pitch Day

Breakfast
9:00 am–10:00 am, AllenX Patio
It’s the big day; eat up!

Preparation Time
9:30 am–10:00 am, AllenX Auditorium
Put the finishing touches on your presentations before the competition begins.

Pitch Competition
10:00 am–12:00 pm, AllenX Auditorium
Get ready to present your team pitches! The judges are: Eric Bahn, Co-founder and Partner at Hustle Fund; Justine Moore, a venture investor at CRV; Olivia Moore, associate at Highland Venture Partners, and Elain Szu, an Executive in Residence at Accel Partners.

Deliberations & Announcement of Winners
12:00 pm–12:30 pm, AllenX Auditorium
The judges will deliberate and announce the winners of the pitch competition!

Lunch
12:30 pm–1:00 pm, AllenX Auditorium
Network with the judges and ASES members over Ike’s Sandwiches, the most popular and delicious sandwiches in the Bay Area.

Business Attire
All day

10° - 20°
Sunny

Nick Benavides
410-570-3908

Molly Zhang
301-366-9962

Kinbert Chou
408-791-9117
Pitch Day

Photos at the Quad
1:00 pm–2:00 pm, Main Quad
Take some pictures at the iconic Stanford Quad and enjoy the beautiful California sun before heading back to your room to get ready for the evening’s festivities.

Mixer with BASES Delegates
2:00 pm–3:00 pm, The Oval
Meet and mingle with national delegates from the BASES Conference at the scenic Oval.

Bookstore/Free Time
3:00 pm–4:00 pm, Stanford Bookstore
Browse the Stanford Bookstore for some souvenirs to bring home, take some time to enjoy the outdoors, and/or get some work done with your team before dinner.

Closing Banquet
6:00 pm–8:00 pm, Burma Ruby
Enjoy a fantastic feast at one of Palo Alto’s top restaurants - INDO Restaurant & Lounge. Meet promptly at 5:30 at Escondido Turnaround!

Wrap Party
9:30 pm–12:00 am, Crothers Hall
Destress and have a great time with the amazing people you’ve met over the course of the week!

Business Attire
All day

10° - 20°
Sunny
We have an incredible line-up of speakers and judges for you in this year’s Summit. We’ll have many opportunities for you to ask them a lot of questions so do your research ahead of time!
HANS TUNG
Managing Partner @ GGV Capital
ABHAY AGARWAL
Research Fellow @ Microsoft
SAM YAM
Co-Founder @ Patreon
DAVID BUSZUCKI

Co-Founder and CEO @ Roblox
STEPHEN OU

Engineer @ Facebook
ERIC BAHN
Co-founder and general partner
@ Hustle Fund
ELAIN Szu
Executive In Residence
@ Accel Partners
Delegates

The people are what make ASES Summit such an incredible experience. In the next week, you will have the opportunity to get to know your fellow delegates intimately. Don’t let it go to waste.
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Andres Kim
andresgkim@gmail.com

Philippines

Poland

Taiwan

Thailand

Venezuela
Meet the incredible ASES Stanford members behind Summit. They have been working tirelessly for the past nine months to put on the greatest Summit yet.
Summit Team

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carlaho@stanford.edu

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480-745-6056
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WiFi, WhatsApp, Maps

Learn how to connect to Stanford WiFi, join the Summit WhatsApp group, and navigate campus using the Stanford Mobile app. A map is also included for your convenience on the last page!
Map

Use the map on the back page to navigate yourself. Key event locations have been marked with circles.

Remember, to respect the speakers, please be on time to all the events!
Wi-Fi

**Network**: Stanford Visitor

Once connected, open up an Internet browser and click accept. Unfortunately you will have to go through this process everytime you wish to use the Internet.

WhatsApp

**Communication**

If you don’t already have it, download WhatsApp. It will be our primary way of communicating day to day. Make sure you check it all the time.

Stanford Mobile

**Getting Around**

We highly recommend downloading the iStanford app. It has Stanford maps, Marguerite (bus) schedules, and many other useful information pre-downloaded on it.