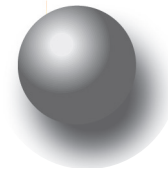


APPENDIX B



ONLINE AND OFFLINE RESOURCES FOR ENTREPRENEURS

In this appendix, you will find information about the following entrepreneurial resources:

- Online Resources
- Books
- Organizations
- Software

ONLINE RESOURCES

Check out these great online resources for entrepreneurs:

<http://www.artemisventures.com> This is venture capitalist Christine Comaford's website, where you'll find some fabulous articles written by Christine that talk about the funding process.

<http://www.Garage.com> Guy Kawasaki's website has a few great resource lists. You can be added to a list that includes a ton of your peers, all of whom are going through the same thing that you are. You can also find information about the Garage.com boot camps and other conferences for professionals in the business.

<http://www.Business2.com> Track what's going on in the industry.

<http://www.DotComDivas.net> This site, founded by Elizabeth Carlassare, author of *DotCom Divas*, is a really fabulous place to start your entrepreneurial journey.

<http://www.forbes.com/magazines/> Check out all of Forbes' mags ASAP to find out what's going on in the industry, and who is making it happen.

<http://www.FuckedCompany.com> Get all the dirt on tech startups. This info may save you from making the wrong partnerships or alert you to some great acquisitions possibilities.

<http://www.LaderaPress.com> Check out J. Dianne Brinson and Mark F. Radcliffe's website, which has great information about cases effecting multimedia and Internet law. Here you can download an entire book of contracts (including the ones in this chapter) to help you firm up the legal side of your dot-com.

<http://www.StartupFailures.com> A fabulous site founded by entrepreneur Nick Hall. It connects entrepreneurs with each other to share lessons learned.

<http://www.startups.com> This is a company that helps startups move from concept to funding and beyond. It has some great resource lists. Check it out.

<http://www.redherring.com> Red Herring offers online articles about the industry that can be helpful when you're keeping tabs on the competition.

<http://www.vFinance.com> This online resource is all about entrepreneur funding, and it was ranked one of the top 100 sites by *entrepreneur.com*, the online division of *Entrepreneur Magazine*.

<http://www.craigslist.org> This is a great site to post listings for your team and employees. You can also subscribe for free and see what new dot-coms are posting, and whether your competition is getting a foothold. It's also a great place to look for a place to live if you're going to one of the many major cities *craigslist.org* covers, or just want to find a date in a new city.

<http://www.venturewire.com> Subscribe to Venturewire to get an e-mail listing every day of who is getting funding and from whom.

<http://www.Fool.com> The Motley Fool is a great place to sign up on a list where you can find information every day about technology companies and what they're doing in the market.

<http://www.sba.gov/starting/indexbusplans.html> The SBA's business plan outline can guide you when you're developing the plan for your dot-com.

<http://otl.stanford.edu> Stanford's Office of Technology Licensing has great links for entrepreneurs.

<http://www.goldenparachute.com> This is a professional networking site with community and resources.

<http://www.nasdaq.com> Check IPO and stock news.

<http://www.FWE.org> Hey, if you're a woman in technology, join this group. I think you'll be really pleased about the quality of people you meet through the Forum for Women Entrepreneurs. There are chapters located throughout the country.

<http://www.WITI.org> The Women in Technology Foundation is another women's-based organization that holds conferences across the country at which you can hear fabulous people in technology talk about how they did it. You can also join local chapters to meet technologists who are looking for jobs or who might make good partners.

<http://www.GirlGeeks.com> GirlGeeks is really cool women's organization that will lead you to finding others like yourself. They have some great chats with leaders in technology, a free mentors program and an online technology courses.

<http://www.SVEC.org> The Silicon Valley Engineering Council is a great website to link to any of its member organizations. You can meet other technologists and entrepreneurs at your local chapter event.

<http://www.TiE.org> An organization chartered by entrepreneurs, corporate executives, and senior professionals. With roots or interest in the Indus region, the explicit goal of this organization is to benefit all entrepreneurs, would-be entrepreneurs, and professionals with an interest in entrepreneurship.

<http://www.WomensTechCluster.org> This outstanding San Francisco incubator gives women-owned companies an exciting opportunity to grow.

<http://www.workit.org> At this site, you can find resources for incubators and accelerators, tech events, etc.

<http://www.NVST.com> This is a great place to list your investment opportunity, and it also has a great resources page.

<http://www.webmergers.com> Webmergers is the research-backed marketplace for Internet opportunities.

BOOKS

These are the books entrepreneurs should read:

Accidental Empires: How the Boys of Silicon Valley Make Their Millions, Battle Foreign Competition, and Still Can't Get a Date
Robert X. Cringely (Addison Wesley, 1992)

A former Stanford professor and foreign correspondent provides a detailed overview of the personal-computer industry, ranging from the technological breakthroughs of Intel and IBM to visionary entrepreneurs such as Steve Jobs (co-founder of Apple) and Bill Gates (Microsoft). Cringely's thorough analysis concludes that most of the major companies will need to redefine their mission due to the new engineering developments already in the works.

Confessions of a Venture Capitalist: Inside the High-Stakes World of Start-up Financing

Ruthann Quindlen (Warner Books, 2000)

A venture capitalist offers insights and lessons about how the venture capital economy and Silicon Valley are radically changing the world we all live in.

DotCom Divas: E-Business Insights from the Visionary Women Founders of 20 Net Ventures

Elizabeth Carlassare (McGraw-Hill, 2001)

Provides an inspirational look at women who founded dot-com companies. Carlassare gives people an honest look at the ups and downs of being an entrepreneur.

eBoys: The First Inside Account of Venture Capitalists at Work

Randall E. Stross (Crown Publishing/Random House, 2000)

Randall E. Stross, author of books on Microsoft and Steve Jobs, gives an inside account of life within a Silicon Valley venture capital firm that made investments into such companies as eBay and returned a Silicon valley record of 100,000 percent.

How to Drive Your Competition Crazy: Creating Disruption for Fun and Profit

Guy Kawasaki, Rick Kot (editor), Michele Moreno, Scott Adams (Hyperion, 1996)

The author of *Selling the Dream* and *The Macintosh Way* provides advice on how to help companies get and maintain the lead.

The Nudist on the Late Shift and Other True Tales of Silicon Valley

Po Bronson (Random House, 1999).

A series of essays intending to capture the spirit of Silicon Valley, from life with a group of Java programmers to the rise of Sabear Bhatia from a starving immigrant and engineering student to cofounder of Hotmail.

Rules for Revolutionaries: The Capitalist Manifesto for Creating and Marketing New Products and Services

Guy Kawasaki, Michele Moreno (Harperbusiness, 1999)

A former chief evangelist at Apple Computer and a business strategist who now works with high-tech startups in Silicon Valley lays out instructions and advice to aspiring entrepreneurs on how to succeed in business. The author presents insights drawn from his own personal experiences and the experiences of leading innovators such as Amazon.com, Dell, Hallmark, and Gillette.

Selling the Dream: How to Promote Your Product, Company, or Ideas—and Make a Difference—Using Everyday Evangelism
Guy Kawasaki (Harperbusiness, 1992)

The bestselling author of *The Macintosh Way* explains his successful business approach to selling, marketing, and managing.

The Monk and the Riddle: The Education of a Silicon Valley Entrepreneur

Randy Komisar, Kent L. Lineback (contributor)
(Harvard Business School Press, 2000)

The author intertwines the story of his own career with that of two fictional entrepreneurs to show how deals are made and businesses get started in Silicon Valley. Komisar stresses how venture capitalists and headhunters think and operate, the importance of passion and vision, and his own philosophy of success and fulfillment.

The New New Thing: A Silicon Valley Story

Michael Lewis (W.W. Norton & Company, 1999)

Profiles the technology entrepreneur Jim Clark, founder of Silicon Graphics, Netscape, and Healtheon. The narrative discusses Clark's entrepreneurial ideas and sheds light on the history of the Internet.

The Silicon Boys and Their Valley of Dreams

David A. Kaplan (William Morrow & Company, 1999)

A senior writer at Newsweek gives a historical survey of Silicon Valley that covers the ways and means of the individuals and their companies that made it big, ranging from the origins of HewlettPackard to Netscape and Yahoo!.

Engineering Your Start-up: A Guide for the High-Tech Entrepreneur

Michael Baird (Professional Publications, Inc.)

Entrepreneurs will find this book extremely helpful when looking for straight-up, practical information.

Internet Law and Business Handbook

J. Dianne Brinson and Mark F. Radcliffe
(LaderaPress.com)

A comprehensive, practical guide to the legal and business issues that arise in various aspects of using the Internet for setting up business websites and personal Home Pages, putting existing material on the Internet, creating material for the Internet, using material found on the Internet, and e-commerce laws. Includes disk with

ORGANIZATIONS

Here is a list of great organizations for entrepreneurs:

<http://www.fwe.org>

<http://www.TiE.org>

<http://www.WITI.org>

<http://www.GirlGeeks.com>

<http://www.SVEC.org>

One of the largest and most well respected organization with huge ties into the industry is the Silicon Valley Engineering Council. Check out its website at www.SVEC.org to find links to local chapter of the groups listed below.

Members of the Silicon Valley Engineering Council follow:

AIChE, American Institute of Chemical Engineers

ASCE, American Society of Civil Engineers

ASM Intl, American Society of Materials International

ASME, American Society of Mechanical Engineers

AVS, American Vacuum Society

CSPE, California Society of Professional Engineers

IEEE, Institute of Electrical and Electronic Engineers

NSBE, National Society of Black Engineers

SAE, Society of Automotive Engineers

AMPE, Society for Advancement of Materials & Process Engineers

SWE, Society of Women Engineers

WSV, Workforce Silicon Valley Engineering Consortium.

Silicon Valley Engineering Council's affiliate members include:

AES, Audio Engineering Society

AIAA, American Institute of Aeronautics and Astronautics

APWA, American Public Works Association

ASSE, American Society of Safety Engineers

ASHRAE, American Society of Heating, Refrigerating, and Air Conditioning Engineers

ASQ, American Society of Quality

ASQ, Statistics Task Group; CASE, Case Alumni Association

CHAC, Computer History Association of California

ECSCV, Engineers Club of Santa Clara Valley

EOS/ESD Electrical Overstress & Electrostatic Discharge Society

IEEE CPMT, Components, Packaging, & Manufacturing Tech

IEEE LEOS, Laser Electro Optics Society

IIE, Institute of Industrial Engineer

ISA, International Society of Measurement and Control

INCOSE, International Council on Systems Engineering

LM, Lockheed Martin

NATEA, North America Taiwanese Engineers' Association

OSNC, Optical Society of Northern California

PATCA, Professional and Technical Consultants Association

The Electronics Museum of the Perham Foundation

SAME, Society of American Military Engineers

SBE, Society of Broadcast Engineers

SCS, Society for Computer Simulation

SHPE, Society of Hispanic Professional Engineer

SME, Society of Manufacturing Engineers

SMPTE, Society of Motion Picture and Television Engineers

SPIE, International Society for Optical Engineering

SOCE, Society of Concurrent Engineering

SOFTWARE

The Multimedia Contracts Disk, by J. Dianne Brinson and Mark F. Radcliffe (www.LaderaPress.com), is a disk that contains all 56 contracts found in *Multimedia Contracts*, a 600-page book packed with contracts that have actually been used in the multimedia industry.