

The Importance of Networking in the Entrepreneurial Process



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- Copenhagen, January 2019
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Usual Boring Slide About Speaker's Background

- B.S University of California (Berkeley)
- J.D. Duke University School of Law
- Clerk, Judge Oliver D. Hamlin, United States Court of Appeals for the Ninth Circuit, San Francisco
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- Currently, Senior Counsel, Reed Smith LLP, San Francisco and Palo Alto
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Just So You Will Remember



PLUG FOR THE LAW FIRM



HELPING THE ENTREPRENEUR ON THE PATH FROM HERE



TO HERE



TO THIS EXIT



OR THIS EXIT



AND UNFORTUNATELY SOMETIMES TO THIS EXIT



THE BRANDING OF SILICON VALLEY

Don Hoefler, "Silicon Valley USA", Microelectronic News, January 11, 1971



SILICON VALLEY USA

[This is the first of a three-part series on the history of the semiconductor industry in the Bay Area, a behind-the-scenes report of the men, money, and litigation which spawned 25 companies — from the fledgling rebels of Shockley Transistor to the present day.]

By DON C. HOEFLER

It was not a vintage year for semiconductor start-ups. Yet the 1970 year-end box score on the San Francisco Peninsula and Santa Clara Valley of California found four more new entries in the IC sweeps, one more than in 1969.

The pace has been so frantic that even hardened veterans of the semiconductor wars find it hard to realize that the Bay Area story covers an era of only 15 years. And only 23 years have passed since the invention of the transistor, which made it all possible.

For the story really begins on the day before Christmas Eve, Dec. 23, 1947. That was the day, at Bell Telephone Laboratories in Murray Hill, N.J., three distinguished scientists, Dr. John Bardeen, Dr. Walter Brattain and Dr. William Shockley, demonstrated the first successful transistor. It was made of germanium, a point-contact device that looked something like a crystal detector, complete with cat's whiskers.

The three inventors won the Nobel Prize for their efforts, but only one of them, Dr. Shockley, was determined to capitalize on the transistor commercially. In him lies the genesis of the San Francisco silicon story.

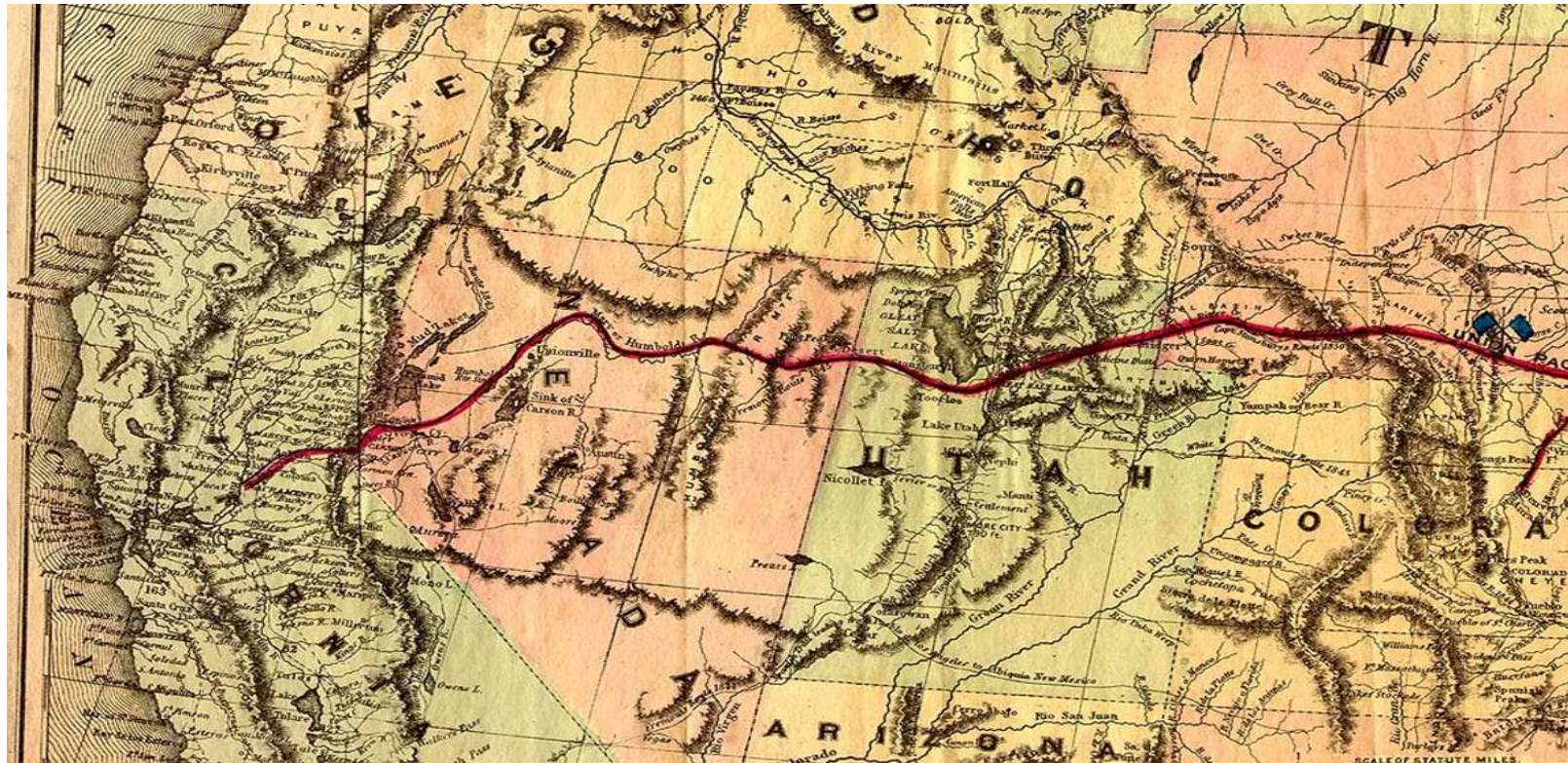
It was only by a quirk of fate, however, coupled with lack of management foresight, that Boston failed to become the major semiconductor center San Francisco is today. When Dr. Shockley left Bell Labs in 1954, he headed first for New England to become a consultant to Raytheon Co., with a view toward establishing a semiconductor firm there under its auspices.

ELEMENTS OF AN ENTREPRENEURIAL ENVIRONMENT

- Perceived Opportunities
- Culture of Risk Takers and Respect for Failure
- Support Infrastructure, Including Mentors
- Informal Propagation of Knowledge and Skills
- First Class Educational System Encouraging Entrepreneurship
- Capital and Liquidity
- Rewards and Honors
- Repetition and Reinvestment

PERCEIVED OPPORTUNITIES

- “In the hands of an enterprising people, what a country [California] might be” -- Richard Henry Dana, Jr., Two Years Before the Mast (1840)



CULTURE OF RISK TAKERS AND RESPECT FOR FAILURE

- "It's the regulatory environment, the cultural attitudes, the social and professional networks that connect people. It's the attitude toward failure - how you deal with that. Those are things that are much harder to change than it is to build up the research facilities."

Prof. William Miller, Stanford

SUPPORT INFRASTRUCTURE, INCLUDING MENTORS

- The Valley's Most Famous Mentor, Prof Frederick Terman



FIRST CLASS EDUCATIONAL SYSTEM ENCOURAGING ENTREPRENEURSHIP

- A Few Examples

Santa Clara (1851)



Berkeley (1855)



Stanford (1891)



STANFORD FOUNDING GRANT

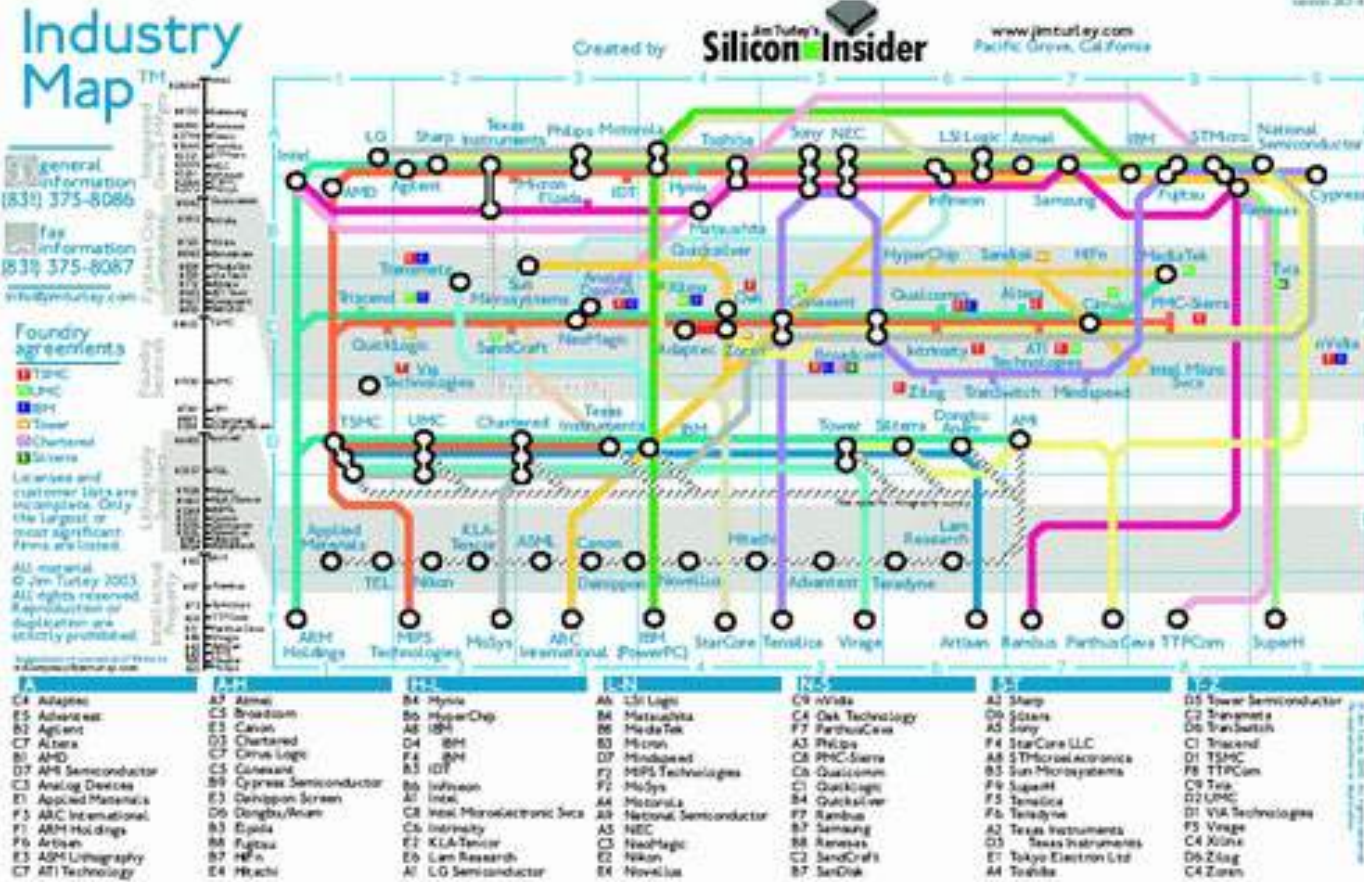
- The Stanford University Founding Grant dated November 11, 1885, outlines the founding principles of the University. The Founding Grant describes the "Nature, Object, and Purposes of the Institution" founded by Leland Stanford and Jane Lathrop Stanford in these terms:
- Its nature, that of a university with such seminaries of learning as shall make it of the highest grade, including mechanical institutes, museums, galleries of art, laboratories, and conservatories, together with all things necessary for the study of agriculture in all its branches, and for mechanical training, and the studies and exercises directed to the cultivation and enlargement of the mind;
- **Its object, to qualify its students for personal success, and direct usefulness in life;**
- And its purposes, to promote the public welfare by exercising an influence in behalf of humanity and civilization, teaching the blessings of liberty regulated by law, and inculcating love and reverence for the great principles of government as derived from the inalienable rights of man to life, liberty, and the pursuit of happiness.

INFORMAL PROPAGATION OF KNOWLEDGE AND SKILLS

“In the early days of the semiconductor industry there were certain places that everyone frequented and the standing joke was that if you couldn’t figure out your process problems, go down to the Wagon Wheel and ask somebody.”

Prof. Annalee Saxenian, Regional Advantage (1996), p. xi

COOPERATIVE COMPETITION



NETWORKING IS A FOUNDATIONAL ELEMENT OF THE ENTREPRENEURIAL ENVIRONMENT

- Helps identify opportunities for products, processes, strategic customer contact, collaboration and employment
- Mitigates risk and provides psychological support
- Provides formal and informal mentoring opportunities
- Promotes informal propagation of knowledge and information
- Involves university faculty with limited time constraints, thus maximizing the value of their commitments
- Leads to strategic access to capital
- Promotes rewards and honors and helps identify the truly innovative projects
- Creates pressure for continued commitment and participation of those who have been successful

WHERE NETWORKING HAPPENS



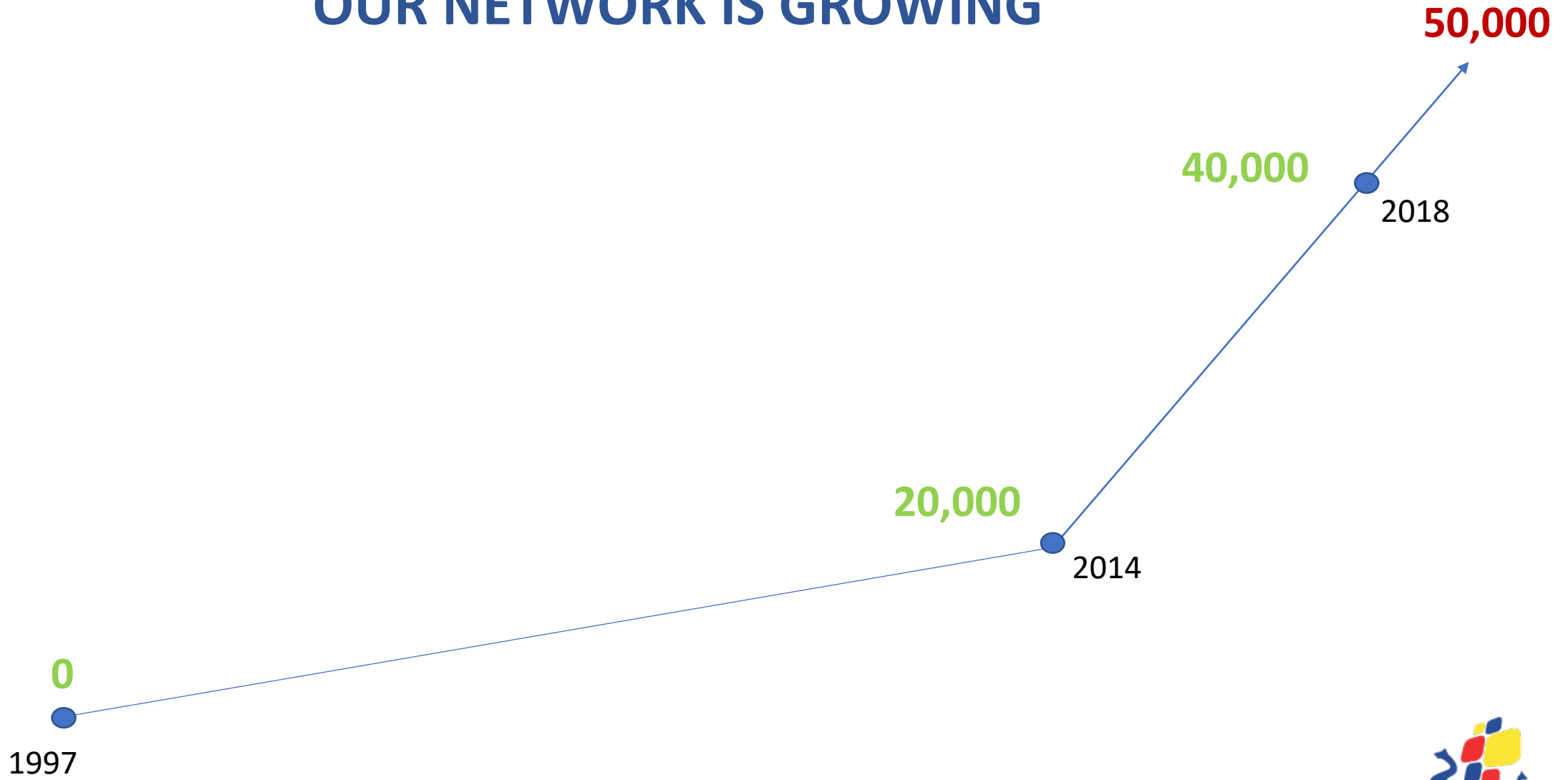
METCALF'S LAW (COURTESY OF GEORGE GILDER)

- "the effect of a telecommunications network is proportional to the square of the number of connected users of the system (n^2)."
- in social networks, the greater number of users with the service, the more valuable the service becomes to the community.

HENCE COMMETH SILICON VIKINGS

- Silicon Vikings is a 45,000+ network that connects Nordic and Baltic Innovation with Silicon Valley and vice versa. We are a nonprofit organization that has been headquartered in Silicon Valley since 1997 with nodes throughout the Nordic and Baltic region and we act as a bridge between regions.
- We organize approximately 20-25 events in the Bay Area each year in addition to cross-border events with our nodes and partners in the Nordics to better connect the two regions. We organize pitching events and pitching competitions in the Nordics/Baltics & in Silicon Valley.
- Branding of the Nordics as leaders in innovation is also a central part of what we do through our events, publications, and via social media.

OUR NETWORK IS GROWING



SILICON VIKINGS

SILICON VIKINGS SOCIAL MEDIA



- 14,800 Followers
- Top statistics
 - 63,500 Reach
 - 1.15M Retweet Reach
 - 1.1M Impressions
 - 256 Tweets per month



- 4,300 Followers
 - USA 984
 - Sweden 917
 - Denmark 455
 - Norway 336
 - Finland 279
 - Estonia 122
- 4,400 Likes
- 2,800 Reach



- 13,000 Followers
 - Company Page 1,482
 - Personal Page 1,370
 - Groups 10,226
 - General 7,961
 - Copenhagen Group 897
 - Stockholm Group 579
 - Oslo 389
 - Helsinki 158
 - Tallinn 114
 - Vilnius 63
 - Reykjavik 48
 - Riga 17

SOCIAL MEDIA HONORS

#5 Top 100 Twitter Users in Palo Alto

**Rated #80 most influential tweeter in “The Euro
Tech Investor Power 100**



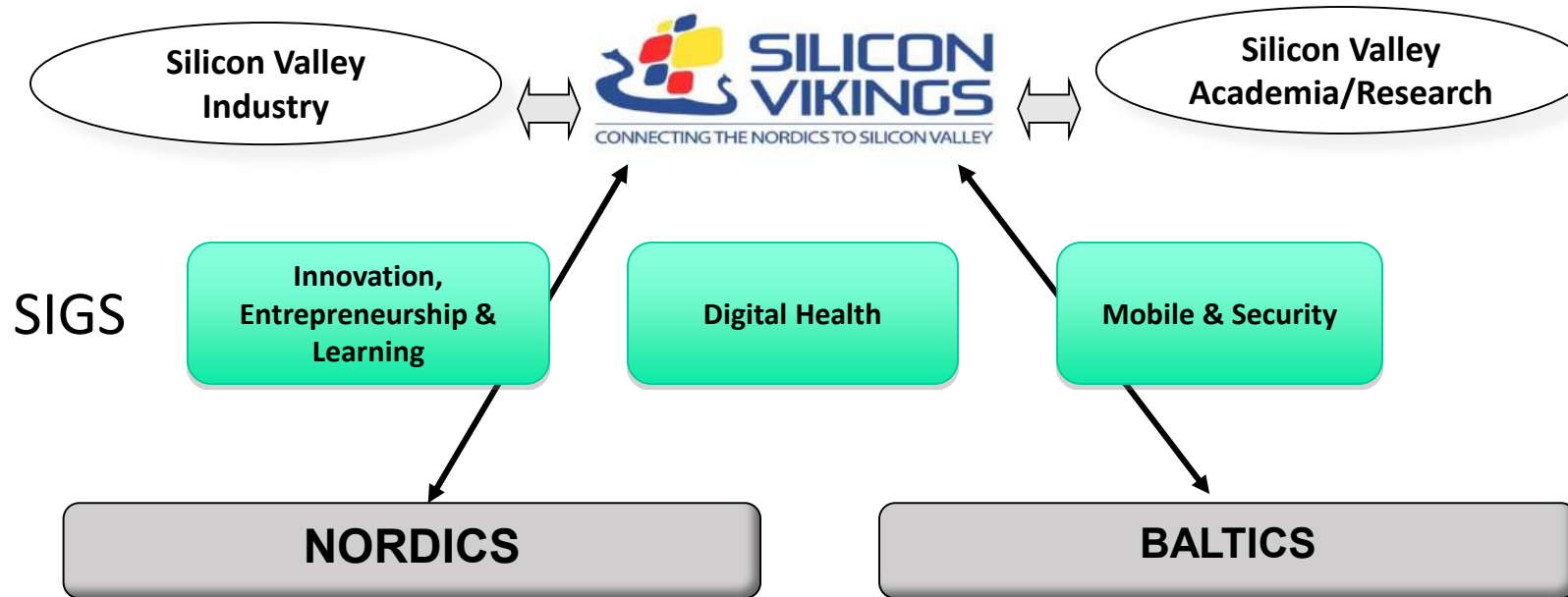
SILICON VIKINGS

SILICON VIKING NODES

- COPENHAGEN
- GOTHENBURG
- HELSINKI
- OSLO
- REYKJAVIK
- RIGA
- STOCKHOLM
- TALLIN
- VILNIUS
- TAMPERE
- LINKOPING



SILICON VIKINGS



- ❖ Silicon Viking Country Nodes
- ❖ Events and activities -- Driven by Node Leadership Team
- ❖ Nodes brings together "friends of Silicon Valley" and others
- ❖ Nodes coordinate visits and collaboration with Silicon Valley
- ❖ Moved into research over last couple of years

STATE OF NORDIC TECH IN SILICON VALLEY

- Silicon Vikings put together a 93 page publication on Nordic Tech in Silicon Valley that included the creation of a 300+ directory of Nordic tech companies in Silicon Valley, results from a survey of Nordic startups in Silicon Valley, and interviews with key players of the Nordic tech ecosystem in Silicon Valley. Our report has been referenced internationally and was used in the Bay Area Economic Council's 2017 report on Nordic tech. <http://siliconvikings.com/report/>

SIGNATURE EVENT: STATE OF NORDIC TECH

Our annual State of Nordic Tech event showcases the full spectrum of Nordic technology in Silicon Valley/San Francisco. This event features a Nordic Startup Expo as well. Speakers have included:

Global Executives from Nokia, Ericsson, & Spotify

Bridge organization leaders from Innovation Norway, Vinnova, Innovation Denmark, Business Finland, EIT Digital, Enterprise Estonia, Norwegian Consulate, Investment & Development Agency of Latvia

Nordic CEOs who have achieved excellence such as Marten Mickos (former MySQL founder/CEO and now CEO of HackerOne)

Nordic Venture Capitalists in the Bay Area (EQT Ventures, Creandum)



CONNECTING NORDIC AND BALTIC ENTREPRENEURS WITH SILICON VALLEY VCS VIA PITCH NIGHTS



INDUSTRIES COVERED

- **DIGITAL HEALTH***
- VR/AR
- **LIFE SCIENCE***
- ROBOTICS
- MOBILE & WIRELESS
- DIVERSITY & INCLUSION
- FINTECH
- **GAMING***
- SUSTAINABILITY/CLEANTECH
- INNOVATION, ENTREPRENEURSHIP & LEARNING
- **CYBERSECURITY***
- **FOODTECH/AGTECH***
- **INDUSTRY 4.0***
- **AI***
- **MOBILITY***



Silicon Vikings partnered with Startup World Cup to bring the competition to the Nordics for the first time in 2018. Competitions were held in Norway, Sweden, and Finland; the Global Grand Finale was held in San Francisco.



2018 Global Grand Finale Speakers Included:

- Reid Hoffman, Founding CEO of LinkedIn
- Vinod Khosla, Founder of Khosla Ventures and Co-Founder of Sun Microsystems
 - Adam Cheyer, Co-Founder of Siri
 - John Chambers, Former CEO of Cisco
 - Marc Randolph, Co-Founder of Netflix
 - Jay Vijayan, Former CIO of Tesla

Silicon Vikings has partnered with Startup World Cup to bring the competition to the Nordics and Baltics in 2019!

Competitions will be held in Denmark, Finland, Latvia, Norway, and Sweden in February-March 2019.



One winner from each Nordic country and one winner from the Baltic region [covering Estonia, Latvia, and Lithuania] will have the chance to compete in the European Continental Finale in April 2019 for a 500,000 Euro investment prize as well as compete in the Global Grand Finale in May 2019 in San Francisco for the \$1 million USD investment prize! Note, participation in the European Continental Finale is just an additional benefit and is not a requirement to go on to compete in the Global Grand Finale in San Francisco.

FEB 21-22: BALTIC REGIONAL IN RIGA, LATVIA



MAR 6: FINLAND NATIONAL FINALE IN TAMPERE, FINLAND



TAMPERE



**TRIBE
TAMPERE**

FEB 26: NORWAY NATIONAL FINALE IN OSLO, NORWAY



MAR 8: DENMARK NATIONAL FINALE IN COPENHAGEN, DENMARK

FEB 28: SWEDEN NATIONAL FINALE IN GOTHENBURG, SWEDEN



**SingularityU
Nordic**



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