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School of Business**
THE UNIVERSITY OF UTAH



BAY AREA STUDY TRIP

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GOOGLE



STANFORD

VC-PANEL, FACEBOOK, AND D-SCHOOL



"Quite simply, the doors Linda was able to open to us for the Bay area trip were amazing. The exposure to the biggest investors in the game, as well some of the area's most celebrated and driven entrepreneurs, provided me so much insight and knowledge that I feel as if I got a semester's worth of learning in three days. It's opportunities like these, made possible by Linda's team, that enticed me to come to the U."

-Scott Rafferty



TESLA

This trip was extremely beneficial in that it gave us all an in-depth perspective on how start-up companies are formed and how they transition into growth mode as well as the difficulties associated within this. It was very revealing and insightful to get a view into this process through several companies in a variety of industries. It also gave me a better idea of the skills and talents that young companies need, which in turn will help me focus on areas that I can improve.

-Jake Erramouspe



BALSAM HILL

This trip was amazing! I never knew what an exciting place the Bay Area is. The Bay Area is to entrepreneurship as DC is to politics.

I still constantly think about this trip days later. I'd say this trip was life changing. I wish everyone of our classmates could have experienced this study trip.

The entrepreneurs we met inspired me to work harder at my own personal endeavors and to step up my game.

I learned a lot about myself on this trip from hearing others' experiences and deciding what fits best for me.

-Jeff Ehlers



NETWORKING EVENT/ COWPER INN



The rapid fire overview of a whole bunch of companies clearly demonstrates the differences in culture, resources, and job specificity across company types and sizes, offering students valuable insight into what style of company suits them best

Meeting a broad range of startup folks, discussing their business approaches, and relishing in the confident optimism of Silicon Valley has solidified my desire to get into a startup right now by replacing the dread of the job search with the excited anticipation of joining a small team tackling tough problems with big ideas.

The dense and varied interactions with the students and faculty offered by a trip like this foster deep and interesting relationships that are immensely valuable for network building and maintenance and go beyond what is typically possible in a classroom setting.

-Tim Cosgrove

LINKEDIN



I felt the most beneficial visits were when the host discussed their personal career paths and gave specific advice on things to think about as we in school and start applying for jobs. With my set of visits, these companies tended to be Google, Intuit, VMware, Zinch and the VC Panel. Even though some companies were more exciting than others, it was great to get an introduction to all of them. I felt there was something I could learn from each visit.

Thanks for putting this trip together. It was great exposure to the corporate world and opened my eyes to opportunities I hadn't thought about.

-Jake Haws

MEDALLIA



It was an awesome experience. I've been talking to everyone (family, friends, co-workers) about it since I got home. I learned so much. It was so insightful and eye-opening.

I really liked the companies we visited and the diversity of businesses. I think the diversity was good. I don't know if it would have been as insightful if we visited similarly-sized companies that were in the same industry. I know that Linda is thinking about trips that focus on one industry...but I would be a bit hesitant about making most trips like that.

-Jared Johansen

KIVA

KIVA was truly amazing. As the only nfp on the trip, it was the essential balance we needed. Experiencing “connecting people through lending to alleviate poverty” almost sounded at first like a flat note after leaving venture capitalists, start-ups, and industry leaders. However, Kiva’s story was just as, if not, more inspiring. This was the first time most of us had been exposed to the concept of “social performance” or measuring what we care about. Our minds were stretched. The small poodle running in and out of the presentation was not bad either.

-Sarah Johnston



The KIVA logo features a stylized green leaf icon to the left of the word "KIVA" in a bold, green, sans-serif font. Below the logo, the tagline "loans that change lives" is written in a smaller, green, sans-serif font.

loans that change lives

LUCASFILM



LUCASARTS™



The Bay Area trip was a great experience. We were able to not only get a better feel for things we liked about companies, but also for things we didn't like. It was interesting to find that some of the companies for which there was little interest in the beginning ended up being some of the most interesting companies in the end. By visiting so many companies in such a short period of time, we were able to see contrasts in company cultures, and environments, and visions. It was great to get a taste of the entrepreneurial spirit of the Bay Area. Additionally, one of the most valuable benefits of going on the trip was getting to know faculty, staff, and others in our cohort better.

-Trent Mortensen