



October 24, 2007

Welcome to the Frank Peters Show

SHOWS

October 23, 2007

Inland Empire Optimists



Show #127 [Listen](#) (54:20) [Download](#)

Southern California's Inland Empire wants to become a center for high tech growth and entrepreneurship. So two years ago [Riverside Community College](#) brought [TriTech Consulting](#) from Orange County where it had operated for 14 years as a Small Business Development Center funded by the [Small Business Administration](#). That's where I met John Tillquist, RCC Dean of Technology and Economic Development.

Seems like a natural; just picture all those daily commuters on their way to their high tech jobs in Orange County. Sooner or later they're going to stop wasting those hours and work closer to their affordable housing.

Meanwhile, the [Tech Coast Angels](#) have been trolling in the Inland Empire. With fine schools like [UC Riverside](#) and [CSU San Bernadino](#), there must be fundable deals, right? Mike Napoli is leading the charge for TCA. How's he doing? To create a sustainable angel network Mike must build a three-legged stool. He'll tell us about the unique challenges he's facing.

In the ecosystem:

Nov 13th the Frank Peters Show is sponsoring Green IT at UCI 5:30-8:00pm in the [Calit2 Building](#), "Learn how emerging clean-tech solutions represent the next big wave of innovation..." [Register](#)

Nov 16th Join me for the 4th Annual Southern California Entrepreneur Conference at UCI from 6-9pm at the University Club, [details and registration](#).

Nov 29th Join me at UC Riverside from 5:30-9:00pm for the Tech Coast Angels - TriTech Fast Pitch. Location: UC Riverside University Extension Center 1200 University Avenue, Conf. Rm E, Riverside, CA 92507

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Posted by Frank at 10:34 PM | [Permalink](#) | [Comments \(0\)](#)

October 16, 2007

Angel Experts on Investing, Terms and Valuations



Show #126 [Listen](#) (1:13:46) [Download](#)

Three investors with [Tech Coast Angels](#) with over 130 investments in startups between them, think they have some advice on due diligence? What lessons have they learned the hard way? In this interview Dave Berkus, John Harbison and Luis Villalobos tell all their stories about investing in early stage companies.

Entrepreneurs will hear the candid perspectives, the voice of experience of what happens at the critical stage of negotiating a term sheet. Why do early stage investors want to escrow founders' stock? And what is a Participating Preference? Hear these patient investors describe the issues that go into closing every early stage deal. What if the business succeeds, generates great cash flow and turns into a lifestyle business? How can investors trigger an exit? Among these three, we have all the answers.

Want to hear more? Check out Dave's previous [podcast #108](#) and his [essay](#). John was recently on the show, listen to [podcast #116](#). Luis tells the story of founding the Tech Coast Angels in [podcast #72](#).

Posted by Frank at 10:48 PM | [Permalink](#) | [Comments \(4\)](#)

October 08, 2007

TCVN Survivor winner Joshua Paul

Show #125 (06:02)

Out of more than 50 presenters, only one can rise to the top.

The most investable, greatest opportunity for growth, the best creative technology, the greatest game-changing possibilities; no this isn't their pitch, it's the opinion of Steve Block. He and his fellow judges came to a unanimous decision: [Aweli, Inc.](#) CEO Joshua Paul is the 2007 [TCVN](#) Survivor champion!

Will Joshua get funded by the [Tech Coast Angels](#)? It's too soon to tell, but he has a shot.

Posted by Frank at 10:25 PM | [Permalink](#) | [Comments \(3\)](#)

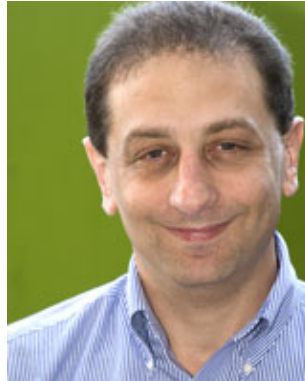
October 01, 2007

Incubator Innovators: Jeff Greenberg and Dave Schetter

Show #124 [Listen](#) (36:58) [Download](#)

Jeff just recently started listening to the podcast. Which ones? He started with Don Siegel, #121.

Jeff is listening and reading everything he can about licensing technology because he's building a for-profit incubator at UCI. It's part of the Orange County Business Incubation Network, [OCBIN](#).



To keep Jeff honest I get Asst. Vice Chancellor for [Research and Technology Alliances](#), Dave Schetter, on the phone. Not one, but two incubators are planned and they're coming together quickly. Incubators could be great for Orange County, but for the [Tech Coast Angels](#), does this mean more deals out of UCI, like [CODA Genomics](#) (podcast #52), or more competition?

The podcast finishes up with Jeff... when he's not building incubators, he's commuting to work on his new electric bike, a [Velotek](#), and it's more than just a new toy; Jeff has a new distributorship and hopes to find dealers across the southwest for this ecological mode of transport. It could catch on at UCI.



Posted by Frank at 10:29 PM | [Permalink](#) | [Comments \(3\)](#)

September 24, 2007

Media Matchmaker: autopsy of a failed startup

Show #123 [Listen](#) (54:46) [Download](#)

They were funded in 2005, but the raise was small. Their concept had great potential to disrupt huge markets, the buying and selling of TV and film ads and product placement. The team had great charm and pedigree, one was a lawyer with great connections to Hollywood, and the other had the first hand experience of selling ads in the hurly burly of the Fox Television empire. Today the company is for sale at a liquidation price, few interested parties watch from the sidelines.



In this autopsy of a failed startup I speak to both partners, separately because they're not speaking to each other, the chairman of the board and several investors, including myself. Did the market change just as their product came online? Everyone knew there'd be some resistance to change with the major players, but wasn't the technological allure strong enough to capture some market share? Did the company ever learn how to monetize their referral service or were they just selling phone numbers while the real deal was consummated off-line? Did Bessemer funded nextmedium eat their lunch? Or did the company just starve to death, unable to raise the funds they needed to build the system and take it to market; did they succumb because they only raised minimal funding from a small group of angel investors?

We'll find out together...

Posted by Frank at 09:36 PM | [Permalink](#) | [Comments \(22\)](#)

September 18, 2007

BIOCOM comes to Orange County

Show #122 [Listen](#) (39:24) [Download](#)

Three guests on today's show, but only two photos: Terry Bruggeman, Executive Chairman of Somanta Pharmaceuticals and Joe Panetta, CEO of BIOCOM, were visiting Matt Lawson at Ventana Capital while I referred. We have a lively, free wheeling conversation about many topics especially improving ties to the venture capital community for the benefit of the life science companies based in Orange County, CA.



Posted by Frank at 10:44 PM | [Permalink](#) | [Comments \(0\)](#)

