Department of Chemical Engineering

University of Washington

**LEADERSHIP SEMINAR SERIES**

2:30-3:20 p.m., Wednesday, November 7, 2012

Physics Astronomy Building (PAA) Room A110

*Refreshments to follow in Benson Hall lobby*

**“Best practices in secure venture funding for your technology startup”**

 Denny Roja MS ‘69

Managing Director and Founder, ValueQuest International

**Abstract:**

This talk will focus on on technology entrepreneurship and how to seek venture capital funding, and will cover the best practices in creating and funding a technology-based start-up including the following:

·         The practical realities in starting up technology companies

·         The lay of the land in venture capital funding today

·         The role of an entrepreneurial ecosystem like Silicon Valley

·         The power of a simplified business plan

·         The key to funding: Customer validation

·         How do you present your idea or concept to venture investors: the Power of the Pitch

·         Who will invest in your start-up?

·         Perspectives on valuation of start-ups

·         Understanding venture capital funds: why VCs act like they do?

·         Hallmarks of a venture fundable startup

·         If all else fails, what do you do? The Art of Bootstrapping startups

**Brief Bio:**

Denny Roja serves as CEO and co-founder of CloudPhase Systems, a cloud software startup based in Silicon Valley. He has been CEO and managing director of ValuQuest International, a boutique investment banking and strategic advisory firm, Blue Lake Partners (FINRA broker-dealer), and managing partner of Venture Law Partners, PC. From 2000 to 2009, he was Managing Partner and General Counsel of Acuity Ventures, an early stage Silicon Valley venture capital fund, where he invested in infrastructure and application software companies.

An active member of the California Bar, Denny practiced corporate law at the Carr McClellan, Enterprise Law Group, White & Lee, and Venture Law Partners. Previously, he held executive positions in corporate development and finance at Pacific Telesis and General Foods where he managed the successful acquisition of Communications Industries, Entenmann’s, Ronzoni Italian Foods and Oscar Mayer Corporation.

He has served on the Board of Directors of CloudPhase Systems, Cheryl Burke Dance, StaffNet Solutions and Professional Health Care at Home. He has been president of the Silicon Valley Association for Corporate Growth. He also serves as a director of the Stanford University Buck Cardinal Fund, a major fundraising arm of Stanford Athletics.

He presently serves as Trustee and Treasurer of the Philippine Development Foundation and its predecessor Ayala Foundation USA. In that capacity he is directing the implementation of a “Silicon Valley”-like technology entrepreneurial ecosystem in his native Philippines for the Philippine government. He is also the founder of the Filipino Entrepreneurs Network and the Filipino Business Alliance He was a director of Asian Business Association (ABA), the Science and Technology Advisory Council of Silicon Valley and the Filipino Professional and Businessmen’s Association and the International Angel Investors group.

In 2000, Denny received the distinction of being inducted into the Stanford University Alumni Multicultural Hall of Fame. He was appointed a senior fellow of the American Leadership Forum of Silicon Valley in 2012.

He graduated with a BS degree in Chemical Engineering (*summa cum laude*) from the University of Santo Tomas in the Philippines. As a National Science Foundation scholar, he studied industrial engineering at Georgia Tech and received an MS in Chemical Engineering from the University of Washington. He went on to receive an MBA in Finance from Stanford University Graduate School of Business, and a JD from Fordham University School of Law.