STVP

Stanford Technology
Ventures Program

2024 ANNUAL REPORT

Stanford | **ENGINEERING**
Management Science & Engineering

Stanford Technology Ventures Program

We empower aspiring entrepreneurs to become global citizens who create and scale responsible innovations.

Contents

OUR MINDSETS

Purposeful Passion
Pursuing our work with enthusiasm and discipline, grounded in ethical consideration for the results we produce.

Leading with Empathy
Putting people first, expressing gratitude, and building a welcoming and inclusive community.

Humble Audacity
Aiming high, collaborating for greater impact, learning from failure, and celebrating success.

Positive Transformation
Activating the potential and resilience of each individual while strengthening the entrepreneurship ecosystem.

Welcome

Dear Friends and Supporters,

At STVP, this past year has been one of remarkable growth, research, innovation, and commitment to nurturing the next generation of entrepreneurial leaders.

We've taken significant steps to address emerging needs in the entrepreneurial ecosystem with the launch of the Stanford Initiative for Entrepreneurs' Resilience and Well-Being, generously supported by the Li Ka Shing Foundation. A collaboration with the Stanford Mussallem Center for Biodesign, this initiative is focused on supporting the mental health and resilience of entrepreneurs as they navigate the challenges of leadership.

We are proud to have five fellows programs now active, supporting Stanford students from the undergraduate to PhD level, as well as postdocs. The Mayfield Fellows Program completed its 29th cohort; the Accel Leadership Program marked its 10th anniversary with 11 cohorts complete; and the Threshold Venture Fellows completed its 10th cohort. Additionally, our student-run Xfund Ethics Fellows program (formerly PEAK Fellows) completed its fifth cohort and received generous support from Xfund partner Brandon Farwell. Finally, we introduced the Emerson Consequential Scholars program, which serves Stanford PhD students and postdocs with generous support from Emerson Collective.

In celebrating our academic excellence, we are proud to acknowledge the exemplary contributions of our faculty. Their path-breaking research continues to deepen our understanding of start-up performance and growth, technology innovation, and entrepreneurial policy, while their innovative teaching and dedication to strengthening entrepreneurship education have been recognized through numerous awards, including the Tau Beta Pi Teaching Award (Riitta Katila) and the Global Consortium of Entrepreneurship Centers Legacy Award (Tom Byers and Tina Seelig).

We invite you to explore the detailed achievements and inspiring stories contained within this report. The collective efforts of our community have made this an extraordinary year. We look forward to continuing this journey together, empowering aspiring entrepreneurs to become global citizens who create and scale responsible innovations.

Tom Byers
Professor, Management Science & Engineering and Faculty Director, STVP

Chuck Eesley
Associate Professor, Management Science & Engineering and Faculty Director, STVP

Riitta Katila
Professor, Management Science & Engineering and Faculty Director, STVP

Michael Lepech
Professor, Civil & Environmental Engineering and Faculty Director, STVP

Teaching

We create and deliver teaching and learning approaches that develop entrepreneurs as global citizens.

Through innovative educational programs from STVP, Stanford students from every discipline gain transformative learning experiences, a community of talent, and Stanford Engineering's spirit of groundbreaking technology innovation. Our pioneering pedagogies and widely accessible curricula power learning experiences around the world.

OUR IMPACT

650+
Fellows Program Alumni
from 5 programs spanning
undergraduates to postdocs

3,000+
Annual Enrollments
in 40 affiliated courses serving
students across Stanford

20+
Teaching Awards
received by STVP faculty
and instructors

A Shared Enthusiasm

Tau Beta Pi Teaching Award winner Riitta Katila inspires—and learns from—her students.

Professor Riitta Katila never expected to hear her own name called during the Management Science and Engineering commencement ceremony last June. But as she watched her students receive their diplomas, she found herself accepting the 2023-24 Teaching Award presented by the Stanford chapter of the national engineering honor society Tau Beta Pi.

"All I could think was, 'Did they just call my name?'" says Katila, STVP faculty director. "I was surprised, because I was surrounded by all these other master teachers. It was wonderful to be recognized by the students."

The award, given each year at commencement, honors a School of Engineering faculty member who has displayed exemplary teaching, superior mentorship, and notable contributions to engineering education at Stanford, says Manish Raj, co-president of the Stanford branch of Tau Beta Pi. Katila's expertise—and enthusiasm—earned her multiple nominations from students.

"Her excitement for our senior project was contagious and helped fuel our passion even more," wrote one nominator. "She is an inspiration and has had a strong influence on me. I work to keep a positive demeanor, ask questions, and understand everything as deeply as I can, just like Riitta."

Story: Beth Jensen, Image: Radhika Raj

Those remarks and similar responses didn't surprise Raj or Tau Beta Pi co-president Nathan Lam. "It was heartwarming to see, because Nathan and I are both MS&E majors, and we've both taken classes with her in the past," Raj says. "It was great to see that so many other students feel the same way about her that we do."

"I'm honored to receive this award," says Katila. "I've been at Stanford for 20 years, and the experience here is one of mutual learning, because students are always providing new ideas along with their enthusiasm. I can't think of a dull moment, because they always have something going on and something to say, and I love that."

Teaching Honors in 2023-24

Tau Beta Pi Teaching Award
Riitta Katila
W. M. Keck Sr. Professor of Management Science and Engineering
Faculty Director of STVP

Tau Beta Pi Teaching Honor Roll
Kathleen Eisenhardt
Stanford W. Ascherman M.D. Professor in the School of Engineering
Co-Director Emerita of STVP

Eugene L. Grant Undergraduate Teaching Award
Jack Fuchs
Lecturer, Management Science and Engineering

Fellows Programs

The fellows programs are at the heart of STVP, helping Stanford students develop as entrepreneurial leaders, understand how to navigate the venture ecosystem, and connect with a vibrant network of peers, alumni, and mentors. With the addition this past year of Emerson Consequential Scholars, the center now has five fellows programs, supporting students and academics from the undergraduate to postdoc level.

Mayfield Fellows Program

STVP's first program, launched in 1996, the Mayfield Fellows Program enables undergraduate and co-term students to develop leadership skills for responsible tech ventures. The program is supported by Mayfield and led by Tom Byers, professor, MS&E and faculty director, STVP; and Ann Miura-Ko, adjunct lecturer, MS&E and partner, Floodgate.

"
The Mayfield Fellows Program equipped me with the foundational knowledge and skills essential to becoming an effective and ethical leader. Through its focus on entrepreneurship and the invaluable mentorship of the teaching team, combined with the shared wisdom of an incredible cohort, the program has left me with enduring insights and lifelong lessons that continue to shape my journey."

Ali Hindy
2024 MFP Fellow

Accel Leadership Program

The Accel Leadership Program celebrated its 10th anniversary in 2023-24! The program trains technically minded graduate and co-term students to solve real-world problems via case-based team learning. The program is supported by Accel and led by Byers; Mo Lei Fong, adjunct lecturer, MS&E; and Steve Loughlin, partner, Accel.

"
The in-person site visits, case-based learning, and one-on-one mentorship provided a learning experience that was truly unique among all classes I've taken at Stanford."

Philippe Roberge
2024 ALP Fellow

Threshold Venture Fellows

Celebrating its 10th year in 2024-25, the Threshold Venture Fellows program enables master's and co-term students to develop leadership skills for the venture ecosystem. The program is supported by Threshold and led by Heidi Roizen, adjunct lecturer, MS&E, and partner, Threshold Ventures; and Aidan Madigan-Curtis, partner, Eclipse Ventures.

" Being part of TVF was one of the most memorable experiences of my time at Stanford. Surrounded by incredible peers and mentors who have become lifelong friends, I gained invaluable entrepreneurial expertise that has been instrumental in my career. As a non-STEM major now working in the VC/PE investment space, I credit TVF for shaping my personal and professional growth in ways I never imagined."

Yujing Zhang
2024 TVF Fellow

Xfund Ethics Fellows

STVP's student-led Xfund Ethics Fellows (formerly PEAK Fellows) allows Stanford undergrads and co-term students to develop their own ethical principles. In 2023-24, the program received generous support from Xfund partner Brandon Farwell, who serves as a mentor. Byers serves as faculty advisor. Jack Fuchs, lecturer, MS&E; and Mar Hershenson, adjunct lecturer, MS&E, and managing partner, Pear VC, are also mentors.

" Xfund Ethics Fellows gave me a space to consider what matters to me, and has equipped me for a lifetime of service and entrepreneurship. Whether you're launching a venture, or joining one, or curious about the business world, Xfund Ethics Fellows is the perfect launchpad for this exploration."

Sofie Roux
2023 XEF Fellow and
2024 Student Leader

NEW PROGRAM

Emerson Consequential Scholars

STVP launched Emerson Consequential Scholars in 2024, generously supported by Emerson Collective and led by Mike Lepech, professor, CEE, and Fern Mandelbaum, adjunct lecturer, GSB, and managing director, Emerson. The program includes PhD and postdoctoral cohorts and a seminar series, providing Stanford academics with an in-depth exploration of entrepreneurship and the entrepreneurial mindset.

" ECS provides a supportive environment that has helped me gain entrepreneurial expertise and helps position my research towards making meaningful, positive impacts on society. Whether you are interested in an entrepreneurial career or one in academia, ECS and its incredible cohort offers invaluable insights that will help nurture personal and professional growth during your PhD journey."

Barney Miao
2024 ECS Fellow

Research

We advance ground-breaking research on technology entrepreneurship and innovation.

Leading-edge scholarly research from STVP creates a deep understanding of start-up performance and growth, technology innovation, and entrepreneurial policy. Our rigorous approach provides accessible insights that entrepreneurs apply in practice, while also improving the theoretical understanding of entrepreneurship.

OUR IMPACT

60+
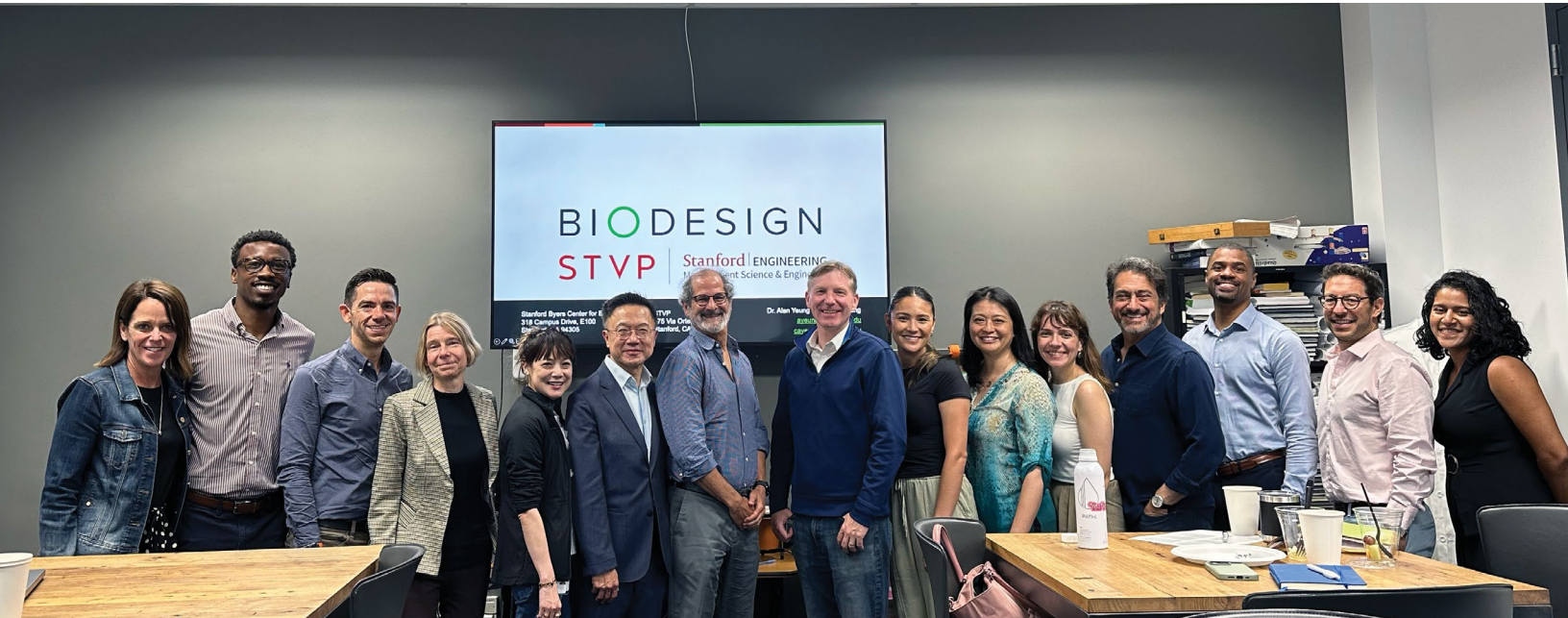**PhD Graduates**
affiliated with STVP

19
Research Papers
published by STVP faculty
leaders in 2024

14K
Citations
of research by STVP
faculty leaders in 2024

Understanding Entrepreneurial Resilience

A generous gift from the Li Ka Shing Foundation expands STVP's research into entrepreneurs' resilience and well-being.

Startup culture is high stress, high pressure, and high stakes. While investors recognize the crucial importance of founder resilience, it's easy for founders to prioritize performance above their own well-being. With a disproportionate number of founders suffering burnout and mental health challenges, shouldn't entrepreneurs and investors be as focused on well-being as they are on the bottom line? And how can founders best build resilience and maintain wellness on the bumpy road to startup success?

The new Stanford Initiative for Entrepreneurs' Resilience and Well-Being (SIER) will study these questions and offer support to Stanford students and entrepreneurs worldwide. SIER is a collaboration between the Stanford Mussallem Center for Biodesign and STVP, based in Stanford Medicine and made possible by a generous gift from the Li Ka Shing Foundation. The initiative will feature research, an annual distinguished lectureship (LinkedIn founder Reid Hoffman is the inaugural speaker), an annual symposium, and additional curricula and programming.

SIER research projects will examine why some entrepreneurs persist and ultimately achieve their goals, while others do not. Professor Riitta Katila, faculty director at STVP, leads STVP's research for the initiative. Affiliated faculty and PhD students are already working on topics including how teams recover from failure, and how race influences the types of workplace interactions that create belonging.

The research will inform future learning programs that will support not only participants' entrepreneurial success but also their mental health and well-being as they tackle difficult leadership roles. SIER participants will be guided by faculty and staff from the Stanford School of Medicine, School of Engineering, and industry mentors.

"We know that resilience is instrumental to founder success. As an entrepreneurship center that does original research, STVP has a critical role to play in understanding how to better prepare entrepreneurs for the inevitable ups and downs they will face," says Katila. "SIER enables us to do this important work and use what we learn to help entrepreneurs at Stanford and beyond become more resilient leaders."

RESEARCH HIGHLIGHTS

Advertisers Unknowingly Support Online Misinformation

Online misinformation is often driven by the financial incentives of advertising, but how does this dynamic work, and what can be done about it? In the paper "Companies Inadvertently Fund Online Misinformation Despite Consumer Backlash" (in *Nature*), STVP Faculty Director Chuck Eesley, PhD candidate Wajeeha Ahmad, and coauthors reveal that many companies fund misinformation websites through their ads without even realizing it. In examining the relationship between advertising and misinformation, the authors discovered that many companies unknowingly support these misleading sites because digital advertising platforms distribute ads widely across the internet. The advertisers often face backlash from consumers, yet most company decision-makers aren't aware of their ads' association with misinformation. When informed, these leaders tend to favor solutions that would help prevent their ads from financing misleading content. The study suggests that increasing data access for advertisers and improving transparency for consumers could help reduce the financial incentives that promote online misinformation.

Enhancing Strategic Decision Making with AI

Businesses and strategy scholars traditionally use regression models to conduct research and uncover causal relationships. In "Making the Most of AI and Machine Learning in Organizations and Strategy Research" (*Strategic Management Journal*), STVP Faculty Director Riitta Katila, PhD graduate Jason Rathje, and PhD candidate Philipp Reineke explore how businesses can leverage AI and machine learning to enhance strategic decision-making and organizational performance. The authors emphasize the importance of supervised machine learning, causal inference, and matching models in analyzing data to derive actionable insights, and they provide practical examples of how these techniques can predict market trends, optimize operations, and enhance innovation. They also highlight the potential challenges in implementing AI, such as data privacy concerns and the necessity for skilled personnel. Through these discussions, they aim to guide organizations in effectively integrating AI and machine learning into their strategic processes to stay competitive in the evolving business landscape.

Bridging Commercial Success and Societal Impact

Societal problems like access to education and healthcare can be attractive to ventures. Yet they face the dual challenge of forming a commercial strategy in a nascent market while building legitimacy in an established field that may not be driven by profits. In the paper "Mavericks and Diplomats: Bridging Commercial and Institutional Entrepreneurship for Society's Grand Challenges" (*Organization Science*), STVP Co-Director Emerita Kathleen Eisenhardt and PhD graduate Eric Volmar, who is now with Stanford's Gordian Knot Center for National Security Innovation, explore the strategy formation processes of two EdTech ventures in the Massive Open Online Courses (MOOC) market. The authors introduce a new theoretical framework identifying two effective strategic processes: the Maverick approach, which is bold, independent, and leans on rapid experimentation and innovation to disrupt traditional systems, and the Diplomat approach, which is collaborative, coalition-driven, and favors legitimacy, building alliances, and working within the system to drive change. Both processes can work but in different ways. The Maverick approach is often faster, but less able to change the institution. The Diplomat approach is typically slower, but more able to create long-term change in the institution itself. Overall, this study advances theories of entrepreneurship while highlighting how to resolve achieving both commercial success and societal impact.

Harnessing Friction to Improve Productivity

We've all experienced a work challenge that feels harder or takes longer than it should. Workplace friction is inevitable, but there's hope. In their book *The Friction Project*, Professors Robert Sutton of STVP and Huggy Rao of Stanford GSB distill seven years of researching real leaders and companies to guide readers in becoming "friction fixers." The authors show how effective friction fixers are trustees of their employees' time and, using "friction forensics," help readers know when to eliminate harmful friction and add helpful friction. The book focuses on five main friction issues, which the authors call oblivious leaders, addition sickness, broken connections, jargon monoxide, and fast and frenzied people and teams. Sutton and Rao end with actionable insights for leading your own friction project, including connecting little things to big things, the power of civility and care, and embracing the inherent chaos of friction fixing.

MEET OUR PHD STUDENTS

Working with Management Science & Engineering research faculty, the PhD students affiliated with STVP study crucial questions that face entrepreneurs, investors, and policy-makers around the world. They go on to become thought leaders in entrepreneurship and innovation.

WAJEEHA AHMAD

Wajeeha's research interest lies at the intersection of digital platforms, entrepreneurship, and platform regulation, particularly in examining the role of digital platforms in enabling responsible entrepreneurship and innovation, and creating shared prosperity. Before STVP, she received a BS in mathematics and a MS in technology and policy from MIT.

PARISA ASSAR

Parisa's research interest revolves around the role of ethical principles and moral values in the realm of responsible innovation and entrepreneurship in order to help tech firms have fair and ethical outcomes given their power and influence on the well-being of the user and society. Prior to STVP, she worked at Google and as a consultant. She holds a master's degree in management science and engineering from Stanford University as well as a BSc in electrical engineering and a master's degree in IT management.

YIKAI CAO

Yikai's research interests focus on the impact of policies on corporate financing and the intersection of AI with innovation and entrepreneurship. Prior to STVP, Yikai earned a bachelor of engineering in industrial engineering and a bachelor of science in statistics from Tsinghua University.

CHRISTOPHER FLOWERS

Christopher's research interests lie at the intersection of organizational behavior, psychology, and entrepreneurship, specifically in investigating how personal identities and experiences influence entrepreneurial success. Christopher received a BS in computer science from Howard University. Prior to STVP, Christopher worked in IT consulting, venture capital, and product management. He is also a Stanford Enhancing Diversity in Graduate Education (EDGE) Doctoral Fellow.

ZAHRA HEJRATI

Zahra's research interest is at the intersection of entrepreneurial processes and AI, specifically how AI affects entrepreneurial processes such as decision making and organizational learning. Prior to STVP, Zahra worked in a MOOC startup in Iran. She holds a BS degree in physics and a minor in economics from Sharif University of Technology.

CUEHYON KIM

Cuehyon holds a bachelor's degree in economics and business administration with high honors and a master's in management from Yonsei University. Prior to STVP, she gained work experience at leading management consulting firms, including the Boston Consulting Group and Bain & Company.

YUXIANG LIU

Prior to STVP, Yuxiang gained work experience in EdTech startup, venture capital, and insurance product analytics. Yuxiang holds a BS degree in applied mathematics and statistics and data science from the University of California, Los Angeles.

JOSH LYMAN

An entrepreneur at heart, Josh has worked with several startups, publicly traded companies, and nonprofits with the focus on growing and investing to create a better world. He researches investing into and starting new ventures, with a focus on venture capital, entrepreneurship, corporate innovation, and the intersection between large corporate companies and startups.

PHILIPP REINEKE

Prior to joining STVP, Philipp worked as a pre-doctoral research associate at INSEAD Paris. He also worked in different startups and management consultancies. Philipp holds a bachelor's degree in business administration from the WHU - Otto Beisheim School of Management and a master's degree with distinction in organizational behavior from the London School of Economics.

YULIA VENICHENKO

Yulia holds a BS in engineering from National University of BioResources and Nature Management, Ukraine, as well as an MS in scientific computing from Heidelberg University, Germany. Before studying with STVP, Yulia worked as a research associate at INSEAD Paris. She also worked as data scientist at CERN robotics group, Geneva.

XILAN ZHANG

Before joining STVP, Xilan completed her bachelor's degree in economics and finance at Tsinghua University. Previously, she worked as a research professional at the Becker Friedman Institute for Economics at the University of Chicago and as a data analysis intern at a tech startup in China.

Community

We scale responsible innovation practices with stakeholders in communities around the world.

STVP is leading an inclusive, global movement that elevates the standards of entrepreneurship. Working with diverse communities of entrepreneurship educators, startup teams, investors, and policymakers, we strengthen ecosystems together.

OUR IMPACT

500+
Educational Institutions
utilize Entrepreneurial
Thought Leaders content

100K+
Subscribers
to STVP's eCorner
YouTube channel

1,000
Annual Participants
in executive education
programs from STVP faculty

A Legacy of Impact

Entrepreneurship's premiere academic organization recognized Tom Byers and Tina Seelig for their pioneering work to advance entrepreneurship education.

As leaders of STVP, Tom Byers and Tina Seelig have nurtured the entrepreneurial spirit and skillset of Stanford students and aspiring entrepreneurs worldwide. Their impact earned them the Legacy Award from the Global Consortium of Entrepreneurship Centers (GCEC).

Byers has been a faculty director of STVP since its inception in 1997 and holds the first Entrepreneurship Professorship endowed chair in the School of Engineering. Seelig, executive director of Stanford's Knight-Hennessy Scholars, is also faculty director emerita of STVP, having held roles as executive director, faculty director, and professor in the Department of Management Science and Engineering.

Brad Burke, associate vice president at Rice University and chair of the GCEC advisory board, praised Byers and Seelig's accomplishments and generosity over many years. He remarked, "Tom and Tina created an amazing program at Stanford and then developed several programs to share their learnings with other universities."

Byers and Seelig's notable contributions include democratizing entrepreneurship content through the Entrepreneurial Thought Leaders series and eCorner platform, hosting 50 international Roundtables on Entrepreneurship Education, and leading the National Center for Engineering Pathways to Innovation (Epicenter), a transformative project, funded by the National Science Foundation, aimed at catalyzing change in undergraduate engineering education.

"Tina and I have always believed in the power of engineering and entrepreneurship to make a positive impact on the world," Byers said. "Together, we strived to build programs and courses that emphasize principled entrepreneurial decisions and responsible technology innovation. It is deeply fulfilling and humbling to see these efforts recognized and appreciated by our GCEC colleagues."

"Teaching innovation and entrepreneurship to thousands of students over the past 25 years has given me great hope. The young people we are fortunate to teach are literally inventing the future, applying what they learn to create ventures that are addressing the biggest challenges facing the world," said Seelig. "I'm so grateful to the GCEC and its members for recognizing the value of our work."

Empowering Entrepreneurs Everywhere

Here are some of the ways STVP faculty and course content empower aspiring and practicing entrepreneurs beyond the Stanford classroom.

HBR Article Offers Guide to Better Decision Making

In the course Principled Entrepreneurial Decisions (ENGR 148/248), developed and taught by Stanford Lecturer Jack Fuchs (pictured) and Scott Sandell, students debate cases where entrepreneurial leaders faced significant inflection points in their companies. By the end of the quarter, the students develop their own principles to brave ethical complexity and face tough situations they will encounter in their lives and careers.

That course led to the *Harvard Business Review* article "It's Time to Define Your Company's Principles" (November-December 2023), by Fuchs, Sandell, and course assistant Vikram Shanker. In it, the authors explain why principles matter, how they differ from values, and how companies can develop a set of strong principles.

"By instilling well-known principles throughout the company, your team will have principled-based discussions, rather than merely arguing alternative paths. This means that within the context of a decision, you are weighing which principles are more important than others in that situation," explained Fuchs. "When you clearly communicate and instill those principles across the organization, employees will make better decisions."

Read the article at **hbr.org/2023/11/its-time-to-define-your-companys-principles**.

Podcast Explores Climate and Sustainability Entrepreneurship

With less than a decade to avert the worst impacts of climate change, engineers and entrepreneurs have an urgent opportunity to design and scale solutions. In the podcast Move Fast and Fix the Planet, produced by STVP with support from Stanford Ecopreneurship, STVP Faculty Director Mike Lepech explores the unique aspects of climate and sustainability entrepreneurship through interviews with experts in innovation, venture capital, policy, and more.

> *The important role that policy can play for a climate and sustainability startup is different than what I've seen in past times in my career. With things like the Inflation Reduction Act, the Infrastructure Act, I think is more profoundly impacting and creating opportunities for climate and sustainability-focused startups."*
>
> **Dan Dorosin,** Fenwick & West

> *The solution that you come up with, 99 percent of the time will not be the right one…If you fall in love with the problem, you will continuously come up with new solutions. It will free you to let go of the solution you have in front of you and allow you to pivot more quickly to something that works."*
>
> **Emily Ma,** Google

> *Now there is pressure to solve problems that we haven't really bothered to try to solve. And we're seeing new technologies that are able to solve it with great unit economics. That is, not philanthropies—they're actually businesses. What gives me hope is I do believe capitalism is going to be able to solve climate change."*
>
> **Arvind Gupta,** Mayfield

Listen to the podcast at **stvp.stanford.edu/series/move-fast-fix-the-planet**.

ETL Brings Course to Masses

For more than 20 years, the Entrepreneurial Thought Leaders series has served as the gateway to entrepreneurship for tens of thousands of Stanford students while inspiring entrepreneurs and innovators around the world. The podcast and video series, based on the popular MS&E 472 course, reaches over 100,000 listeners and viewers each month. Here's a sampling of speakers who visited ETL in 2023-24.

> *It is really important for us to build a team of people who care, not just about the mission, but in building a company that can make the mission come true, and those are not always the same."*
>
> **Maria Barrera,** Clayful

> *Whenever I'm learning something new, if I am the least knowledgeable person here in this room, then I get to learn the most. I get to grow the most."*
>
> **Michelle Lee,** Medra

> *I think we really owe it to society to deploy iteratively. One thing we've learned is that AI and surprise don't go well together. People don't want to be surprised—people want a gradual rollout and the ability to influence these systems."*
>
> **Sam Altman,** OpenAI

For full talks from these and other speakers, head to **stvp.stanford.edu/series/etl**.

Reaching Lifelong Learners Online

Through Stanford Online, STVP faculty leaders offer a wide range of continuing education opportunities. Here is a sampling of certificate programs led or taught by STVP faculty leaders; individual courses are also available.

Digital Transformation Program
Teaching Team Member:
Kathleen Eisenhardt

Engineering Leadership Program
Teaching Team Members:
Riitta Katila, Robert Sutton

Leading People, Culture, and Innovation Program
Academic Directors:
Riitta Katila, Robert Sutton

Product Management Program
Academic Director:
Michael Lepech

Advanced Product Management Program
Academic Director:
Michael Lepech

Teaching Team Members:
Riitta Katila, Michael Lepech, Robert Sutton

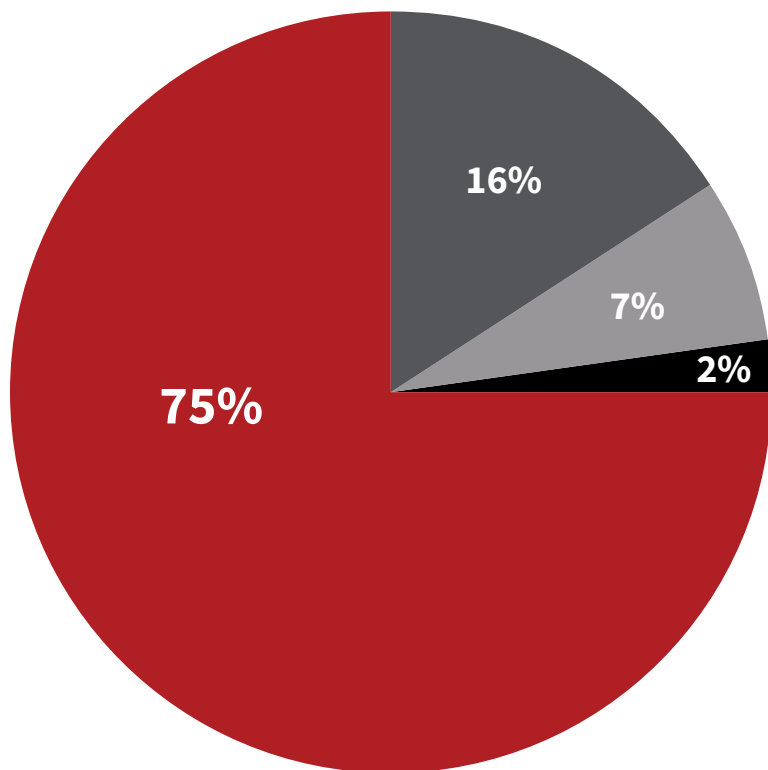Explore all programs and courses at **online.stanford.edu**.

Support

Thank you to the alumni, friends, and organizations who generously support STVP. Your support is critical to fueling our impact.

WHERE OUR SUPPORT COMES FROM

STVP relies on the generous financial support of alumni, friends, and organizations for more than 90 percent of our operating budget each year.

Revenue Sources

- Institutional Gifts
- Individual Gifts
- University Funding
- Earned Income

75%
16%
7%
2%

Join Us in Empowering Aspiring Entrepreneurs

STVP is poised to lead the next wave of entrepreneurship education and research. With our core pillars of teaching, research, and community each informing and reinforcing one another, we are able to think broadly about and influence the discipline of entrepreneurship as a whole. Free of the obligation to accelerate or incubate businesses, we have the privilege and responsibility to focus on empowering people through the programs we build.

Our impact goes beyond training founders or measuring economic returns. Our success is about empowering passionate, talented individuals to scale solutions that elevate joy, health, and prosperity for all.

Your support will help drive the future of entrepreneurship at Stanford—and around the world. Here is how we will do it:

Pursue Cutting-Edge Research

Our faculty continually advance our understanding of entrepreneurial policy, business strategy, and innovation in technology-driven markets.

Equip Entrepreneurs to Brave Ethical Dilemmas

Our future needs entrepreneurs who develop responsible solutions to global challenges while avoiding unintended consequences.

Lead and Inspire on Climate and Sustainability Entrepreneurship

We need to leverage engineering and entrepreneurship to help bold, innovative thinkers seize the climate challenge as an opportunity.

Understand and Empower Entrepreneurship Internationally

Our students become entrepreneurial leaders who solve problems across borders and accelerate innovation and entrepreneurship worldwide.

Advance Resilience and Well-Being for Entrepreneurs

We seek to understand where entrepreneurial resilience comes from, then support entrepreneurs as they undertake difficult leadership roles.

GOING FURTHER WITH YOUR SUPPORT

Contribute your time or resources to help us educate leaders who will solve the major challenges of the 21st century. Please contact **stvp@stanford.edu** to learn more about how your generosity can have a meaningful and enduring impact.

People

Center Leadership

Tom Byers
Professor, MS&E and Faculty Director, STVP

Chuck Eesley
Associate Professor, MS&E and Faculty Director, STVP

Kathleen Eisenhardt
Professor, MS&E and Co-Director Emerita, STVP

Riitta Katila
Professor, MS&E and Faculty Director, STVP

Michael Lepech
Professor, Civil & Environmental Engineering and Faculty Director, STVP

Tina Seelig
Executive Director, Knight-Hennessy Scholars and Faculty Director Emerita, STVP

Affiliated Faculty

Tom Byers
Management Science & Engineering

Joseph Desimone
Chemical Engineering

Chuck Eesley
Management Science & Engineering

Kathleen Eisenhardt
Management Science & Engineering

Ashish Goel
Management Science & Engineering

Pamela Hinds
Management Science & Engineering

Riitta Katila
Management Science & Engineering

Arvind Karunakaran
Management Science & Engineering

Michael Lepech
Civil & Environmental Engineering

Amin Saberi
Management Science & Engineering

Alicia Sheares
Management Science & Engineering

Robert Sutton
Management Science & Engineering

Melissa Valentine
Management Science & Engineering

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Holly McCall
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Anthony Ruth
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Pamela Sziebert
Director of Product and Programs

Adjunct Faculty

Fenwick & West Entrepreneurship Educators

Ravi Belani
Entrepreneurial Thought Leaders Seminar, Entrepreneurship: Principles & Perspectives

Jeff Epstein
The Lean Launchpad

Steve Blank
The Lean Launchpad, Hacking for Defense

Joe Felter
Hacking for Defense

Mo Fong
Accel Leadership Program

Jack Fuchs
Principled Entrepreneurial Decisions, Xfund Ethics Fellows

Mar Hershenson
The Lean Launchpad, Xfund Ethics Fellows

Rebeca Hwang
Technology Entrepreneurship

Vimbayi Kajese
Entrepreneurship without Borders

Perry Klebahn
Launchpad: Design and Launch Your Product or Service

Trevor Loy
Entrepreneurial Management & Finance

Michael Lyons
Venture Creation for the Real Economy

Emily Ma
Entrepreneurial Thought Leaders Seminar, Entrepreneurship: Principles & Perspectives

Fern Mandelbaum
Emerson Consequential Scholars

Ann Miura-Ko
Mayfield Fellows Program, Secret Foundations of Scalable Startups

Pedram Mokrian
Venture Creation for the Real Economy, Technology Entrepreneurship

Valerie Red-Horse Mohl
Entrepreneurship for Social and Racial Equity

Heidi Roizen
Threshold Venture Fellows

Scott Sandell
Principled Entrepreneurial Decisions

Jeff Schox, Esq.
Patent Law and Strategy for Innovators and Entrepreneurs

Lynda Kate Smith
Global Entrepreneurial Marketing

Anand Subramani
Introduction to Product Management

Eric Volmar
Entrepreneurship Inside Government

Steven Weinstein
The Lean Launchpad, Hacking for Defense

Victoria Woo
Global Entrepreneurial Marketing

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Stanford University and Alchemist Accelerator

Jason Cheng
Livewell Neurosurgery

Dan Dorosin
Fenwick & West

Jack Fuchs
Stanford University and Blackhorn Ventures

Tess Hatch
Bessemer Ventures

Mar Hershenson
Stanford University and Pear VC

Grace Isford
Lux Capital

Steve Loughlin
Accel

Emily Ma
Stanford University and Google

Andy Miller
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Andrew Nelson
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Script Capital

As of December 31, 2024

Join us on the path to entrepreneurial resilience.

> **Sign up to hear about SIER events, research, activities, and programs at mailchi.mp/stanford/sier.**

The Stanford Initiative for Entrepreneurs' Resilience and Well-Being (SIER) is working to better study, understand, and teach resilience and well-being to entrepreneurs at Stanford University and around the world. SIER is a collaboration between the Stanford Mussallem Center for Biodesign and the Stanford Technology Ventures Program.

Activities for the Stanford and entrepreneurship communities include:

- **A Distinguished Lectureship** featuring a prominent speaker on entrepreneurial well-being

- **An Annual Well-Being Symposium** with speakers and panels on a variety of topics

- **STVP Fellows Program Components** focused on teaching future leaders' resilience and well-being

- **Alumni Events** to learn more about the initiative and network with entrepreneurs and leaders

- **A Certificate Program** (forthcoming) for practitioners to become more resilient leaders

And more!

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