High-Tech Start-Up
Dr. Brad Smith
Director, Core Technologies
Information Technology Services
SoE, UC Santa Cruz
brad@soe.ucsc.edu

Abstract:

Cenus Technologies (now Adara Networks) was born at the beginning of 2000 to commercialize technology derived from research carried out at UC Santa Cruz. In this talk I will review Cenus’ history, present my empirically derived view of how the startup world works, discuss the product development process, and then go over the lessons I learned from the Cenus experience.

About the Speaker:
Brad Smith received the M.S. and Ph.D. degrees in Computer Science from UCSC in 1997 and 2003, respectively. His dissertation was on the design and analysis of efficient policy-based routing algorithms, and their application to secure and manageable unicast and multicast communication services. He is currently the Director of Core Technologies in UCSC’s Information Technology Division. Prior to starting work on his PhD, Brad worked in I.T. management and security since the mid-80's, and participated in a startup, based on technology developed at UCSC, established in 2000 just as the .com bubble burst.

Rest of the quarter:
11/2: Anselm Kia, Senior Product Manager, iPass, on “Product Development and Innovation at iPass”
11/9: Speaker from Cisco, on “Technology, Marketing, ad Sales at Cisco”; instructions for Term Paper B handed out to class
11/16: Professor James Davis, Computer Science, on “Computer Graphics: Modeling shape and motion”; Draft of Term Paper B due in-class
11/30: Wrap-up of the course; final instructions for completing Term papers A and B handed out to class