



# **TED<sup>x</sup>** Silicon Valley

Innovation for Social Change

# TEDx Silicon Valley

## Innovation for Social Change

On December 12 2009 TEDx Silicon Valley is gathering some of the world's leading thinkers and doers at Stanford University to discuss innovation for Social Change. The audience is composed of a diverse yet curated mix of thought leaders from the Silicon Valley area and beyond. Our goal is to create a stimulating day of presentations, discussions, entertainment and art that will spark new ideas and opportunities for all.

In the spirit of ideas worth spreading, TEDx Silicon Valley is part of a program of local, self-organized events that bring people together to share a TED-like experience. At a TEDx event, TEDTalks video and live speakers combine to spark deep discussion and connection in a small group. These local, self-organized events are branded TEDx, where x=independently organized TED event. The TED Conference provided a license and general guidance for the TEDx program, but individual TEDx events are self-organized (and we are curating TEDxSV at Stanford).

The leadership team creating TEDx Silicon Valley is composed of successful Silicon Valley entrepreneurs, artists, social media mavens, philanthropists, MD's and PhDs who are collaborating together to build a very special day that will lay the foundation for a strong TEDx presence in Silicon Valley, and will inspire our community members to engage in innovation for social change.

### **Ron Gutman**

TEDx Silicon Valley Curator

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# Schedule

## **Social** 10:30 am–12:15 pm

James Kass & Marc Bamuthi Joseph: [Youth Speaks](#)

TED Video

Ron Gutman: [Curator's Welcome and Introduction](#)

Reid Hoffman: [iMovements](#)

Leila Chirayath Janah: [Ending Poverty in the Digital Age](#)

Drue Kataoka: [Art as Social Bridge](#)

Prof. Clayborne Carson: [Dr. King and the Other Visionary](#)

Eoin Harrington: [Music](#)

TED Video

Peter Hirshberg & Josette Melchor: [Tenderloin Reinvented](#)

Lunch

## **Change** 1:30 pm–3:30 pm

Nancy Lublin: [For want of a Vice President](#)

Di-Ann Eisnor: [War Peace and Borders](#)

Yvonne Lee Schultz: [2Sweet2Kill](#)

Alberto Vollmer: [Project Alcatraz](#)

TED Video

Robert Strong: [Magic](#)

Victor Tsaran: [Dis/Ability](#)

James Kass and Marc Bamuthi Joseph: [Youth Speaks](#)

Break

## **Innovation** 3:30 pm–5:30 pm

Peter Thiel: [All We Need is a Singularity](#)

Tan Le: [The Magic Brain Device](#)

Thomas Goetz: [The Decision Tree and The Future of Healthcare](#)

Eoin Harrington: [Music](#)

David de Rothschild: [Out There](#)

Andrew Hessel: [The End of Cancer](#)

Sekou Andrews: [Trilogy: Innovation + Social + Change](#)

Reception

## Speakers



### **Sekou Andrews aka Misfit**

Talk title: **Trilogy: Innovation + Social + Change**

Sekou is a two-time champion of the National Poetry Slam Competition (2002 and 2003), as well as the winner of the 2003 Word Up! National Poetry Slam, his work has been featured on such diverse media outlets as ABC World News, MSNBC's Hardball, HBO's Def Poetry, Showtime's Crossover, MTV's Battlegrounds, BET's Lyric Café, Artisan Films' Belly DVD, Oprah Winfrey's celebration of Maya Angelou's 75th birthday, P-Diddy's Annual White Party, several national commercial spots and two national spoken word tours, including Declare Yourself. Sekou is also an accomplished actor, voice-over artist, songwriter, and music producer whose independent CD releases have earned him an impressive array of regional and national music awards.



### **Prof. Clayborne Carson**

Talk title: **Dr. King and the Other Visionary**

Dr. Clayborne Carson has devoted his professional life to the study of Martin Luther King, Jr., and the movements King inspired. Since receiving his doctorate from UCLA in 1975, Dr. Carson has taught at Stanford University, where he is now professor of history and founding director of the Martin Luther King, Jr., Research and Education Institute. His first book, *In Struggle: SNCC and the Black Awakening of the 1960s*, remains the definitive history of the Student Nonviolent Coordinating Committee. In 1985 the late Coretta Scott King invited Dr. Carson to direct a long-term project to edit and publish the papers of Dr. Martin Luther King, Jr.. Under Dr. Carson's direction, the King Papers Project, a component of the Institute, has produced six volumes of *The Papers of Martin Luther King, Jr.*



### **Leila Chirayath Janah**

Talk title: **Ending Poverty in the Digital Age**

Leila followed an unusual path: at age 16, she used a scholarship from the Lorillard Tobacco Company to move to Ghana and teach English in a rural school. After 10 years navigating the development industry as a consultant to NGOs and at the World Bank, she founded Samasource, a nonprofit that connects women, youth, and refugees to digital work. Samasource began with an initial investment of \$35,000, several sympathetic friends with couches, and heaps of "Jugaad" (a Hindi term for doing more with less, MacGyver-style). In just over a year, Samasource has provided work benefiting over 550 people through innovative uses of technology. The company's "Give Work" iPhone application, launched in partnership with CrowdFlower, was hailed as "one of the best and most useful iPhone applications around today" by Mashable.



## David De Rothschild

Talk title: **Out There**

David de Rothschild is a British adventurer, environmentalist and head of Adventure Ecology, an expedition group raising awareness about climate change. His commitment to the environment has sent him on adventures to some of the world's most remote and fragile regions. In 2006, he became one of only 42 people, and the youngest British person, to ever reach both geographical poles. David is planning to sail to Plastic Island, a floating pile of plastic and garbage debris in the South Pacific, on a catamaran made from reclaimed post-consumer plastic bottles called the Plastiki. He was awarded the accolade of "Emerging Explorer" by National Geographic, and nominated as a "Young Global Leader" by the World Economic Forum.



## Di-Ann Eisnor

Talk title: **War Peace and Borders**

Di-Ann is a neogeography pioneer and serial entrepreneur employing all means to increase the world's citizen mappers. Di-Ann functions as both Chairman of Platial, The People's Atlas, and as Community Geographer at Waze. Platial is a widely adopted mobile and online social mapping service funded by Kleiner Perkins Caufield & Byers, Ram Shriram and others with approximately 15 million unique users. Waze is free crowd-sourced navigation and real-time traffic. Started in Israel and well past critical mass, Waze now has top quality map, navigation and traffic data in the country. Di-Ann is setting up US operations and crafting the cartography of "live mapping".



## Thomas Goetz

Talk title: **The Decision Tree and The Future of Healthcare**

Thomas Goetz has been a journalist for more than 15 years, first reporting on media and business at the Village Voice, then at the Wall Street Journal, followed by a crazed two years at the Industry Standard. Most recently, he's Executive Editor of Wired Magazine, where he oversees all editorial efforts. He describes that job as being "a trend spotter or zeitgeist watcher." Thomas is the writer of the forthcoming book, "The Decision Tree: Why Taking Control of Our Health Is the Smartest Way To Better Health." In 2005 he returned to school and picked up a Master of Public Health degree from the University of California, Berkeley.

# Speakers



## **Andrew Hessel**

Talk title: **The End of Cancer**

Andrew is a founder and the managing director of the Pink Army Cooperative. After earning degrees in cellular biology and bacterial genomics, he joined the Amgen Institute in Toronto, where he learned firsthand the challenges of novel drug development. A champion of open source synthetic biology, he advises leading groups on strategies for open innovation, including open source drug development. His work is enabling a new generation of researchers and entrepreneurs to address major bioengineering challenges, including renewable energy production, environmental preservation and remediation, and curing human disease. Andrew is also co-chair of the biotechnology and bioinformatics track at the Singularity University, whose focus is prepare humanity for accelerating technological change.



## **Peter Hirshberg & Josette Melchor**

Talk title: **Tenderloin Reinvented**

Peter Hirshberg is a veteran Silicon Valley executive and co-founder and chair of The Conversation Group, and acts as chair of the advisory board of Technorati. Peter served as president and CEO of Gloss.com, and was founder and CEO of Elemental Software (sold to Macromedia in 1999). During his nine-year tenure at Apple Computer, Peter ran enterprise marketing, where he grew Apple's large business and government revenue to \$1 billion annually. Peter earned his bachelor's degree at Dartmouth College and his MBA at Wharton. Peter co-founded GAFFTA with Josette.



Josette Melchor is the Executive Director of Gray Area Foundation for the Arts (GAFFTA), a San Francisco-based nonprofit organization dedicated to building social consciousness through digital culture. By funding and curating projects that offer insightful perspective on the information of our age, using the technologies of our time, GAFFTA provides a means to decode and humanize the evolving global database. Josette's previous projects include Gray Area Gallery and Gray Area Beacon, a new media arts program that she founded in 2008 with Peter. She has facilitated many large- and small-scale events up and down the west coast including notable pioneering media artists.



## Reid Hoffman

Talk title: **iMovements**

Reid Hoffman, an entrepreneur and angel investor based in the Silicon Valley, is Executive Chairman and a co-founder of LinkedIn, and in 2009 joined Greylock Partners. Prior to LinkedIn, Reid was Executive Vice President of PayPal where he led business and corporate development. After working at Apple Computer and Fujitsu, Hoffman co-founded his first company, SocialNet. Reid serves as Director of Mozilla, SixApart, Kiva.org, Tagged, and Zynga. Reid has also been an investor in Facebook, Flickr, Digg, Nanosolar, Care.com, and Last.fm. He graduated with distinction from Stanford University with a BS in Symbolic Systems and from Oxford University with a Master's degree in philosophy and a Marshall scholarship.



## Drue Kataoka

Talk title: **Art as Social Bridge**

Drue Kataoka is a modern artist based in Palo Alto, CA. Her artistic vocabulary incorporates both the refined techniques of her ancient Zen art form and cutting-edge conceptual innovations inspired by life in Silicon Valley. At Drue.net, she creates expressive, experiential works of art that convey highly nuanced products and ideas or uniquely powerful portraits. Her projects have been covered by CNN, ABC, CBS, and NBC affiliates, and by the San Jose Mercury News, San Francisco Chronicle, Entrepreneur Magazine, CNET and many others. Drue's non-private commissions include cover art for Wynton Marsalis, original estate wine labels for Au Bon Climat, and numerous high-profile projects for clients like Nissan, Cisco, SUN Microsystems, Nordstrom, Stanford University and the Hoover Institution. Drue recently participated in the first zero-gravity art exhibition in space at the International Space Station. Through her art, she has raised hundreds of thousands of dollars for numerous charitable organizations. She also runs the blogs ValleyZen and CultureLick.



## Tan Le

Talk title: **The Magic Brain Device**

Tan is president and co-founder of Emotiv Systems. She is an Australian telecommunications entrepreneur, businesswoman and the 1998 Young Australian of the Year. Born in Vietnam, Tan migrated to Australia as refugee with her family in 1982. Before she joined Emotiv, Tan co-founded and ran SASme, a pioneer providing to telecommunication carriers and content aggregators, and one of the companies responsible for the creation of Australia's SMS application market. In 1998, Tan was named Young Australian of the Year and voted one of Australia's 30 Most Successful Women Under 30. Tan was a Special Ambassador to the United Kingdom as a guest of the British High Commission and Foreign Commonwealth Office, a Goodwill Ambassador for Australia in Asia, and a Patron of the Australian Youth Ambassadors for Development Program.

# Speakers



## **Nancy Lublin**

Talk title: **For want of a Vice President**

Nancy Lublin is the CEO and Chief Old Person of DoSomething.org, the largest organization in America for young people and social change. She is also the founder of Dress for Success, the organization that helps women transition from welfare to work. She created Dress for Success with a \$5,000 inheritance she received from her "Poppy Max." Dress for Success now exists in 96 cities in 8 countries and has helped nearly 1 million women reclaim their destinies. Nancy received her BA from Brown University, an M.Litt. from Oxford University where she was a Marshall Scholar, and a law degree from NYU where she was a Root-Tilden Scholar. She writes a column for Fast Company magazine, and is the author of "Doing More with Less: 11 Things Big Business Can Learn from Not for Profits" to be published in April by Penguin. Nancy is proud to have been selected a Young Global Leader by the World Economic Forum and to be the mother of two young children who love broccoli.



## **Yvonne Lee Schultz**

Talk title: **2Sweet2Kill**

Born in Berkeley, Yvonne lives and works as an artist in Berlin and San Francisco. As a Master of Fine Arts of Markus Lüpertz she received the Letter of Academy (Diploma) from the Academy of Fine Arts in Düsseldorf. Her artworks have been shown for more than 10 years in German and international museums, exhibition projects, art fairs and galleries, such as the Museum Ludwig in Cologne, Sprengel Museum Hannover, State Museum Baden-Württemberg, Stuttgart, CAMK, Museum of Contemporary Art Kumamoto, Japan or the Sydney Biennale, Australia. Her work includes site specific art installations, which are related to the given architectural context, challenged by location and space as well as content, purpose and function of a building, and are present in collections, institutions and companies such as Volkswagen in Wolfsburg, Robert Bosch GmbH in Stuttgart, Nord/LB in New York or in the European Patent Office in Munich.



## **Peter Thiel**

Talk title: **All We Need is a Singularity**

Peter Thiel, best known as the founder of both PayPal (sold to eBay in 2002) and hedge fund Clarium Capital, in 2009 launched the Thiel Foundation, a private foundation based in NYC that defends and promotes freedom in all its dimensions: political, personal and economic. Peter sponsors the Committee to Protect Journalists, the Seasteading Institute, and the Human Rights Foundation, and funds the artificial intelligence research of the Singularity Institute. He aids work against violence through the Oslo Freedom Forum, occasionally teaches on globalization and sovereignty at Stanford, and serves on the board of overseers of the Hoover Institution. He co-produced the film Thank You for Smoking, and was rated a master by the United States Chess Federation. He serves on the board of directors of Facebook and several other companies.



## **Victor Tsaran**

Talk title: **Dis/Ability**

Victor was born in Vilnogrisk and grew up in Drohobych, Ukraine. Beginning the age of 8, he learned music studying the bayan (chromatic squeeze-box). At 12, a friend showed him a few guitar chords and since that time the instrument has not left his hands for long. Along the way, Victor also learned to play the sopilka, a Ukrainian folk wind instrument and some piano. Victor's own unique style of music brings together Bossa Nova, Pop and Acoustic Folk genres, to name a few. He also runs Yahoo!'s accessibility program, helping to ensure that computer users with disabilities are able to use Yahoo!'s web sites. Prior to his work at Yahoo!, Victor worked for a number of international organizations, and taught computers to visually impaired kids and adults in South East Asia, Middle East and Europe.



## **Alberto Vollmer**

Talk title: **Project Alcatraz**

Alberto C. Vollmer is Chairman and CEO of Rum Santa Teresa, Venezuela's leading premium rum manufacturer. He entered the company as a third-shift production supervisor in 1996, was later assigned to the export department, and since 1999—due to a financial crisis—led the company turnaround as its new CEO. Since, the company has grown both in business and in social development initiatives. In 2003, after gang members assaulted the company, he founded Project Alcatraz, a reinsertion program for criminals. Alberto is a Young Global Leader, a member of the YPO, and sits on several boards. Prior to his entry to Rum Santa Teresa, Alberto practiced as a civil engineer dedicated to alternative construction in the slums of Caracas and as a photographer. He is married to Maria Antonia Capiello, is an avid traveler, rugby player and Enduro addict.

## Performers



### **Daniel Berkman, Musician**

Daniel Berkman is a San Francisco-based composer, multi-instrumentalist and innovator of the kora (a 21-stringed harp/lute from West Africa). His early recordings for kora highlighted his use of electronic devices and loop boxes to transform his kora in real time in live performance. His first three cds, "Heartstrings", "Feverdreams" and "Headlands" mark this period between 1996 and 2000, which feature Daniel creating other worldly soundscapes and a playing technique drawing on his myriad influences, including that of the great kora masters of our time.



### **Eoin Harrington, Musician**

Born and raised in Dublin, Ireland and surrounded by music since the age of 4, Eoin Harrington has travelled the globe and now resides in San Francisco where his music is causing quite a stir. This award winning songwriter has grabbed the attention of numerous heavyweights in the Bay Area and across America. Grammy award winning producer Scott Mathews has labelled him as one of the best artists he has seen here in the Bay Area in the last 10 years: "Classic music, this guys gonna be around for a long time...". KFOGS Rosalie Howarth says, "Kids a star, plain and simple, I've been in this business 25 years and it's a real pleasure to listen to someone with pure, raw talent."



### **Robert Strong, Magician**

Robert has been crisscrossing the world since 1985, entertaining audiences large and small, young and old, formal and casual, and everything in between! Recently voted "San Francisco's Funniest Prop Comedian" and the "Bay Area's Best Performer," Robert has appeared on CBS This Morning, performed for the U.S. Congress, and taken his act to more than 30 different countries. Although Robert specializes as a corporate entertainer, he regularly appears at a broad range of events: trade shows, conventions, product launches, cruise ships, colleges, comedy clubs, private parties, political events, and much more.



### **Youth Speaks, Spoken word and poetry jam**

Founded in 1996, Youth Speaks is the leading nonprofit presenter of Spoken Word performance, education, and youth development programs in the country. Presenters of local and national youth poetry slams, festivals, reading series, and more, Youth Speaks also offers a comprehensive slate of literary arts education programs during the school day and the after-school hours, and conducts numerous publications and youth development programs. All told, Youth Speaks works with 45,000 teens per year in the Bay Area alone, and has created partner programs in 36 cities across the United States. Performers will be James Kass, Marc Bamuthi Joseph, April Chavez, Ben Turner and Brian Yoo.

# Team

**Ron Gutman**, Curator  
**Andrej Nabergoj**, Co-Curator  
**Drue Kataoka**, Art  
**Silvia Console Battilana**, Operations  
**Lorenzo Thione**, Sponsorships and Video  
**Rachel Masters**, Marketing  
**Daniel Kraft**, People  
**Gary A. Bolles**, Logistics  
**Chris McCann**, Social Media Strategist  
**Jen McCabe**, Social Media and Marketing Coordinator  
**Veronica Ho**, Event Coordinator  
**Kathleen Donahue**, Interactive and Graphic Designer  
**Rocky Mullin**, Stage Manager  
**Mona Brooks**, Photographer  
**Robin Farmanfarmaian**, Volunteer Coordinator  
**Ivan Marchenko**, Web Development  
**Greg Miller**

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