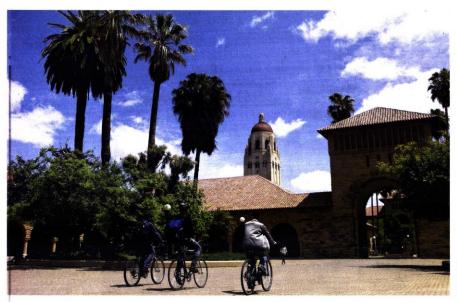
Publication: The Straits Times, pg B06

Date: 11 March 2019

Headline: How Stanford became a billionaire factory



EDUCATION FORUM 2019

IN PARTNERSHIP WITH SMU

EVENT DETAILS

The Straits Times Education Forumon Nurturing Entrepreneurs is supported by the Singapore Management University.

DATE: April 6 (Saturday) DATE-April 6 (Saturday)
TIME: IOam to IZpm
(Registration begins at 3am,
guests to be seated by 9.50am)
LOCATION: Singapore
Management Inhiversity School
of Law Building, Basement 1
Function Hall; 55 Armenian
Street, Singapore 179943
COST: Free for 5 Treaders
ONLINE REGISTRATION.
http://srs.pg/EudiForum/2019
Limited seats available.

The main quadrangle at Stanford University's campus in Stanford, California. The US university is famous for producing entreprene and innovators.

\$T-SMU Nurturing Entrepreneurs

How Stanford became a billionaire factory

In the first of a four-part series, Senior Education Correspondent Sandra Davie talks to Professor Charles Eesley on what goes into Stanford University's 'secret sauce' for nurturing entrepreneurs.

Stanford University has long been known as one of the world's leading centres for innovation and a breed in ground for the entrepreneurs who created, and continue to shape, Silicon Valley.

William Hewlett and David Packard, founders of what is now the world's leading PC manufacturer, met as Stanford undergraduates in the 1930s. Subsequent Stanford almain include the founders or co-founders of Cisco, Sun Microsyster, escaped and Engineering at Stanford University, excepting at Stanford University, expering at Stanford Univ

steels in the 1930s. Subsequent Stanford alumin include the founders of colounders of Cisco, Sun Microsystems, Intel, Yahoo, Netflik, Payll, Electronic Arts, Linkedin, YouTube and Mozilla Firefox.

Google founders Sergey Brin and Larry Hag are Stanford alumin and American Stanford alumin and American Stanford and Mozilla Firefox.

Google founders Sergey Brin and Larry Hag are Stanford alumin and Payle Stanford and Mozilla Firefox.

Well-known privately held companies like Gap and Trader joes also bear the Stanford Imprint.

A 2012 study conducted by Stanford academics Charles Eesley and William Miller estimated that Stanford are stanford and the Stanford Imprint.

A 2012 study conducted by Stanford Stanfo

About Charles Eesley

About Charles Eesley

Professor Charles (Chuck)
Eesley is an associate professor
and W.M. Keck Foundation Faculty Scholar in the Department of
the Charles of the Charles of the Charles
and the Charles of the Charles
and the Charles of the Charles
and t



agement in 2009.
Previously, he was an entrepreneur (Lobby) to Sun Dance Genetics. Learning Friends), early employee (NewoEd.com), board
member and adviser and investor.
NowoEd.com launched his online course, which was the first
entrepreneurship massive open
online course, and has taught
over 200,000 students in over
the currently serves as an independent board director on several public and private firms.

Of How important a role do alumni play?

A Stanford alumni return to campus to recruit, lecture, collaborate in research and advise current structure and how and advise current structure and how and advise current structure. Which explains the finding actually inspire students to become enterpreneurs that 40 per cent of Stanford students and the structure and how and advise current structure. The culture side of it is really important.

O Does the plu go to university work against and raisespheroms.

A The university offers dozens of dozens of dozens for the present and the proposal structure. The culture side of it is really important.

O Does the plu go to university work against and raisespheroms.

courses and programmes that equa-cate and support potential en-cate and support potential en-cate and support potential en-der study found that technical in-novators (those who go not not create new products), business founders as well as quick founders (those who received venture capital fund-ing within three years of gradua-tion) are all more likely than other alumni to have participated in en-trepreneurship course, business alumniate to have participated in en-trepreneurship course, business praymmess at Sanford.

All three categories of innovators were also much more likely to have used the alumni network, particu-larly for identifying funding, co-founders, early hires and mentors.

Awhite about the location itself?

so-called soft skills include a self-starting drive, a willingness to have higher opportunity cost. The other part is that you do have higher opportunity cost. The other part is that you do have higher opportunity cost. Carny we tell who's going to be on the lade doors os ource, according to a raft of studies, is parents. They are powerful role models, share practical experiences and often provide both enotional and financial support.

A My co-researcher often talked about the durant of the proper of the studies of the search of the west was not a pure coincidence.

A My co-researcher often talked about the was financial, the most of the dearly research on en-trepreneurs hip focused on this question, and there are only a few for achievement. And there's experiencess But by and large, en-experiences But by and large, en-experiences But by and large, on experiences were using to send western frontier. The settlers were community builders. They took risks by coming west and starting from scratch. But they also recog-nised that they would be a send that they would be without building a broader commu-nity and lending a hand to the peo-ple around them.

One of my-colleagues had been ap-proached to work on its social net-working algorithm and I advised him not to get involved.

One of the founders of a him not to get involved.

The other part is that you do higher higher policy to the purportunity cost.

you, considering there are so many cooling dropous who went on to become entrepreneurs?

A by colleague Edward Lazear has shown that students who take a greater variety of courses are significantly as the students of the strepteneurs and partly that's better preneurs and partly that's because entrepreneurs and partly that's because entrepreneurs tend to actually be a lack of all trades.

And then we do find that students who have a master's degree are significantly as the students who have a master's degree are significantly as the students who may be a master's degree are significantly as the students who may be a student with have a master's degree are significantly as the students who only have a bachelor's degree.

In other fields, having a PhD is also an advantage, or having a PhD doesn't lead to a greater advantage.

In other fields, having a PhD is also an advantage, or having a PhD coern't and sink-averse.

The other part is that you do have higher opportunity cost.



At SMU we celebrate and nurture both the talent and the desire to create meaningful impact for our world. Core to this is an emphasis on creating distinctive opportunities for learners to work with industry leaders and to tackle real societal

Imagine a better world with us.

Apply Now: http://smu.sg/apply2019

