San José State University

powering Silicon Valley

Dr. David Steele, Ph. D.
Dean
College of Business
Lucas Graduate School of Business
Overview of University

Established in 1857

30,000 Students

2,400 Faculty and Staff

154 Acre campus in the heart of Silicon Valley

Masters 1 Comprehensive University

7 Academic Colleges

134 BS and MS Degrees with 110 Concentrations
Overview of College

Established in 1928

AACSB Accreditation since 1967

~4400 Undergraduates, 750 Graduates

~100 Full Time Equivalent Faculty

~46,000 Alumni
Evolution of Silicon Valley

1850’s Gold Rush

Entrepreneurship, Risk Taking, Survival of the Fittest

1950’s

Semiconductors (Fairchild)

1960’s

Microprocessors (Intel)
Storage (IBM)

1970’s

Pc’s (Apple)
Software/Database (Oracle)

1980’s

Networking (Cisco)
Computers (Sun)

1990’s

Internet (Netscape)
Search (Google)

2000’s

Social Media (Facebook, YouTube)
Clean Tech (Tesla)
Ecosystem of San Francisco Bay Area

Integration of Key Institutions

Higher Education
- 9 Public Universities
- 20+ Private Universities
- 26 Community Colleges

Research Facilities
- 4 Federal Department of Energy Labs
- 6 Other Federal Labs
- 100+ Corporate Labs
- 9 Independent Labs/Research Centers
- 3 Collaborative Facilities

Incubators/Accelerators
- 20+ Sponsored by Universities or Local Governments
- 48 Independent/Joint/Others
Ecosystem of San Francisco Bay Area

Integration of Key Systems

Idea Marketplace
- Professional Networks
- Alumni Networks
- Innovation Challenges
- Competitions/Awards

Risk Capital
- VC’s
- Angel Networks
- Private Equity
- Crowd Funding

Government Incentives/Grants
- Federal and State Grants to Universities
- Clean Tech Incentives
- High Speed Rail Support
Elements of Silicon Valley Culture

Recipe for Success

Hard Ingredients

• Ideas and Innovation— Technology/Design/Global Supply Chains
• Capital availability – VC’s, Angel Networks, etc.
• Experienced Teams of Serial Entrepreneurs

Soft Ingredients

• Failure is OK – Multiple Failures Breed Success
• Opportunity For All – No Ethnic, Gender, or Educational Barriers
• Networking Events
• Collaboration – Entrepreneurs/Funding/Startups
• Public-Private Partnerships
The T-Person*

* Courtesy of IBM
The Breadth Axis
Integration of Key Disciplines

- Innovation and Re-Invention
- Global Intellectual Property
- Technology Management
- Service and Design Thinking
- Soft and Multicultural Skills
Technology Management

Challenges

• Disruptive Change
• Patent Wars
• Innovation Strategy VS. Business Strategy
• Company Culture
• Customer Insight
College of Business
The Donald and Sally Lucas Graduate School of Business

Q&A