Siebel Scholars
Information Session

Fall 2010

Shegan Campbell, CEO, Kids Science Labs
2004 Siebel Scholar
**What is the Siebel Scholars program?**

The Siebel Scholars program was established in 2000 to recognize the most talented students at the world's leading graduate schools of business, computer science, and bioengineering.

<table>
<thead>
<tr>
<th>Disciplines</th>
<th>Participating Universities by Discipline</th>
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</thead>
<tbody>
<tr>
<td>Business</td>
<td>• MIT  • Northwestern  • U of Chicago</td>
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<td></td>
<td>• Stanford</td>
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<tr>
<td>Computer Science</td>
<td>• Carnegie Mellon  • MIT  • Tsinghua (China)</td>
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<td></td>
<td>• Harvard</td>
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<td></td>
<td>• UC Berkeley</td>
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<td></td>
<td>• U of Illinois at Urbana-Champaign</td>
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<td>Bioengineering</td>
<td>• Johns Hopkins</td>
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<td></td>
<td>• UC Berkeley</td>
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<td>• UC San Diego</td>
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<td>• Stanford</td>
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Each year, 5 students per program are named as Siebel Scholars and are awarded a $35,000 scholarship...

...but the financial award is only one of the many benefits of the Siebel Scholars program
A number of benefits for Siebel Scholars

Prestigious Community

Siebel Scholars Conference

'10 Climate change
'08 Water: The next global crisis?
'07 The economics of alternative energy
'05 The methamphetamine crisis in America
'04 Justice in America
'02 Stem Cell Research
'01 Crisis Management and Global Terrorism
'00 Global Security and the Human Genome

Platform for Impact
The Siebel Scholars community is a prestigious group of successful, motivated leaders from the leading universities across three disciplines: Carnegie Mellon, Chicago, Harvard, MIT, Northwestern, Stanford, Tsinghua, UC Berkeley, UC San Diego, Univ. of IL at U-C, John Hopkins.

100+ Siebel Scholars have worked for McKinsey, BCG, or Bain. Some of our Scholars have:

• Developed a low-cost water filtration system for communities in Ecuador and El Salvador
• Founded a sportswear company
• Consulted in Geneva for the UN High Commissioner for Refugees
• Founded a jewelry company
• Worked on micro-robots that perform heart surgery

Over 48 Siebel Scholars live abroad and one Scholar recently climbed Mt. Everest.

Community of 540+ Siebel Scholars today, growing +80 Scholars each year!
Our community comes together at a number of events throughout the year

Annual Siebel Scholars Conference

Local & On-campus Events
- Welcome dinners
- Regional receptions
- New Scholar luncheons
- Regional networking events
- Information sessions
- Special events
- Happy Hours

Future Trips Abroad
- China Delegation Trip 2011
The Siebel Scholars conference puts the world's top minds towards the world's toughest problems

3-day conferences focus on a major world issue and hosted at one of our partner universities

Conferences bring together key opinion leaders and topic experts

Siebel Scholars from around the world participate in interactive discussions on topics of global importance

And enjoy the evening entertainment activities
Climate Change is the focus of the 2010 conference

Overview
The 2010 conference focused on solving one of the most pressing issues of our time: climate change

Details
This conference brought together Siebel Scholars with political, academic, and business leaders
- Thomas Friedman, Author, New York Times
- Jim Rogers, CEO, Duke Energy
- Thomas Kalil, Deputy Director for Policy, Office of Science and Technology Policy, Executive Office of the President
- Daniel Schrag, Director, Harvard Center for the Environment
- Doug Arent, Executive Director, Joint Institute for Strategic Energy Analysis, National Renewables Energy Lab (NREL)
- Andrew Revkin, Author and Journalist, Dot Earth Blog
Prior conferences have covered a wide range of the world's toughest issues

- **'08 Water: The Next Global Crisis?**
  - Water scarcity threatens lives. Attendees debated on water as a human right vs. a commodity
  - Kimberley Strassel of the WSJ moderated

- **'07 The Economics of Alternative Energy**
  - Alternative energy has never been more urgent. The group explored innovations in the field
  - Speakers included Spencer Abraham, 10th US Energy Secretary & Jon Meacham of Newsweek

- **'05 The Meth Crisis in America**
  - Siebel Scholars and guests learned about the impacts of the methamphetamine epidemic in the US
  - Panels moderated by Sam Donaldson, ABC News veteran and award-winning journalist

- **'04 Justice in America**
  - Experts and Scholars engaged in a debate on the successes and failures of the US Justice system
  - Speakers included Rubin "Hurricane" Carter

- **'02 Stem Cell Research and Economic Regulation**
  - Stem cell research and government regulations were rigorously debated by experts and Scholars
  - Speakers included Dr. Irv Weissman, Professor of Biology at Stanford University

- **'01 Crisis Management and Global Terrorism**
  - A month after the September 11 attacks, experts and Scholars discussed the threat of global terrorism
  - Speakers included General Norman Schwarzkopf and Israeli Prime Minister Benjamin Netanyahu

- **'00 Global Security and the Human Genome**
  - Global nuclear proliferation and DNA research were debated at the inaugural conference
The Siebel Scholars program is a platform for impact

Siebel Scholar conferences.... ...have led to initiatives with meaningful impact

<table>
<thead>
<tr>
<th>Year</th>
<th>topic</th>
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<tbody>
<tr>
<td>2010</td>
<td>Climate Change</td>
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<tr>
<td>2008</td>
<td>Water</td>
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<tr>
<td>2007</td>
<td>Alternative Energy</td>
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<td>2005</td>
<td>Methamphetamine</td>
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<td>2004</td>
<td>Justice in America</td>
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<tr>
<td>2002</td>
<td>Stem Cell Research &amp; Economic Regulation</td>
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<tr>
<td>2001</td>
<td>Global Terrorism</td>
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<tr>
<td>2000</td>
<td>Nuclear Proliferation &amp; Human Genome</td>
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The Meth Project

Large-scale Exercise in Prevention
• Launched 2005 in Montana

Program Objectives
• Dramatically raise level of dialogue
• Significantly reduce Meth use
• Develop a repeatable model

Results
• By 2008, MT moved from #5 to #39 among US states in Meth abuse
• Teen Meth use down 45%
• Adult Meth use down 72%
• Meth-related crime down 62%
• 1500+ news stories, 300 million+ impressions
• Implemented in 8 states
$10.5 million to fund an innovative joint research program in stem cell biology and regenerative medicine

Dr. Robert Tijan
University of California, Berkeley
Stem Cell Center

Dr. Irv Weissman
Stanford Institute for Stem Cell Biology and Regenerative Medicine

The Siebel Stem Cell Institute brings together leading experts from across the globe to target root causes of today’s most devastating diseases and translate discoveries into new therapies.
The Siebel Scholars community’s biggest impacts are yet to come

Community of exceptional leaders across mixed disciplines...

...holds the potential for huge future impact

- Computer Science
- Bioengineering
- Business Administration
- Entrepreneurship
- Innovation
- Philanthropy
- Policy
- Thought leadership

Platform for impact
Online Community

Siebel Scholars come together through the online community—sharing knowledge, collaborating on projects, and learning about job opportunities and upcoming events.
### Wrap-up and next steps

<table>
<thead>
<tr>
<th>Why Siebel Scholars is Important to me</th>
<th>How you can be Considered for a Siebel Scholarship</th>
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<tbody>
<tr>
<td><strong>Community</strong></td>
<td>Siebel Scholars are selected at the end of their first year of their MBA on the basis of academic excellence and qualities of leadership – solely merit-based</td>
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<tr>
<td>• Lifelong networking and career support</td>
<td>Application includes essays and resume</td>
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<td>• Sharing knowledge with peers in my field, as well as across disciplines</td>
<td>A committee comprised of the dean and select faculty and staff deliberate on the Siebel Scholars nominees</td>
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<tr>
<td><strong>Conferences</strong></td>
<td>Siebel Scholars selections are reviewed by the Siebel Foundation and announced in late summer/early fall of a student’s final year of studies</td>
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<td>• Debating issues of global importance</td>
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<td>• Opportunity to meet experts</td>
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<tr>
<td><strong>Impact</strong></td>
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<tr>
<td>• Working on Siebel Foundation programs</td>
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<tr>
<td>• Creating and contributing to social impact initiatives</td>
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