

CHM

# EXPONENTIAL IMPACT

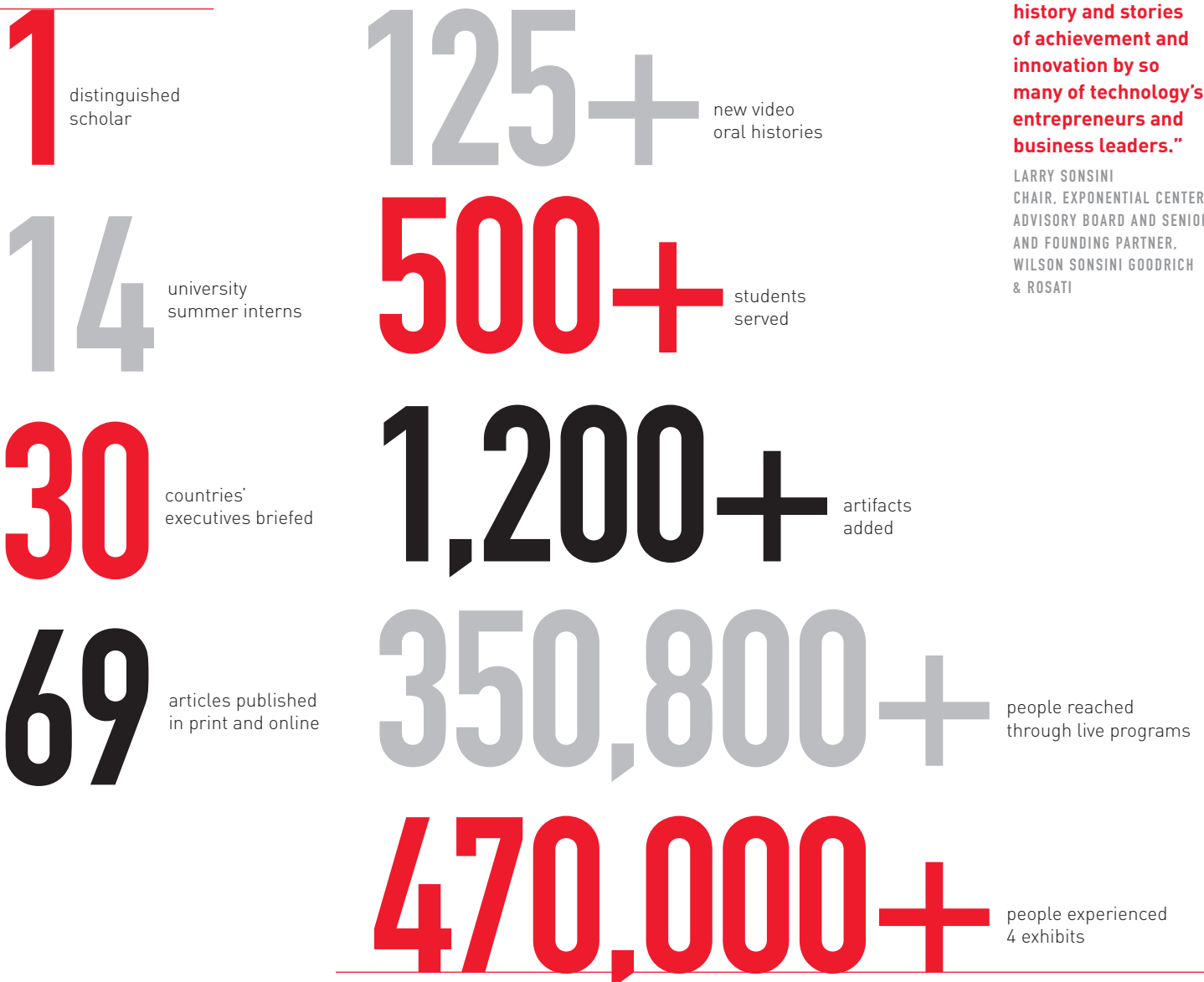
CHM'S EXPONENTIAL CENTER FROM LAUNCH TO LEADER

CHM's Exponential Center is dedicated to capturing the legacy and advancing the future of entrepreneurship and innovation in Silicon Valley and around the world. The Center collects and shares the stories of tech founders and builders and iconic technology companies and explores how tech innovation ecosystems can benefit humanity. Through timely and engaging initiatives, the Center informs and inspires current leaders and the next generation of changemakers.

Since launching in June 2016, Exponential has become core to CHM's ongoing growth and impact. It is:

- An innovator for programming, content, curriculum, and traveling exhibits.
- The focal point for collections on founders, funders, and other ecosystem builders.
- A leader for business, strategic, influencer, and next-generation audiences, and critical for CHM's expanded focus on global audiences.

Here are a few highlights from the last six years:

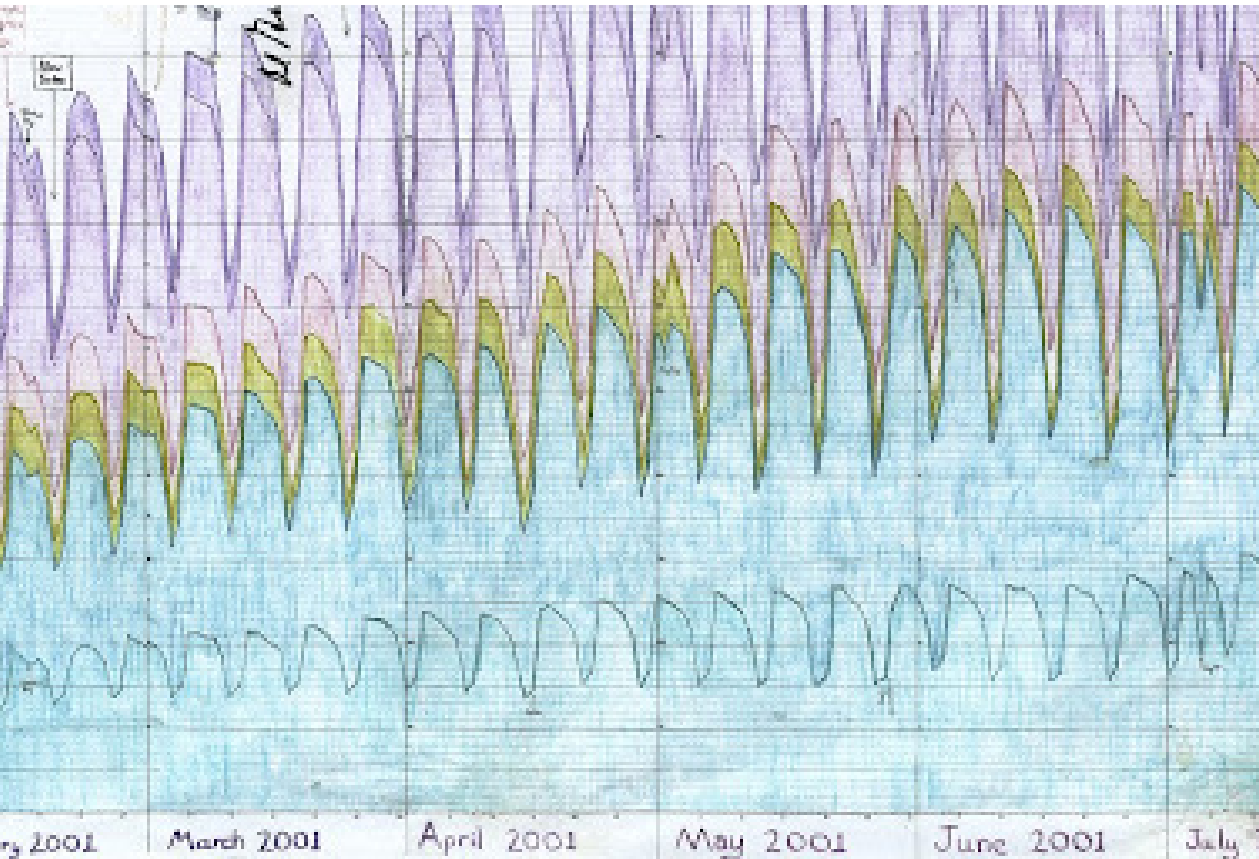


**“Exponential inspires by capturing the history and stories of achievement and innovation by so many of technology’s entrepreneurs and business leaders.”**

LARRY SONSINI  
CHAIR, EXPONENTIAL CENTER  
ADVISORY BOARD AND SENIOR  
AND FOUNDING PARTNER,  
WILSON SONSINI GOODRICH  
& ROSATI

# COLLECTIONS & RESEARCH

Capturing the spirit of entrepreneurship in the history of iconic companies



**“Here’s two kids, never had any entrepreneur experience, got the tiger by the tail.”**

JERRY YANG  
COFOUNDER, YAHOO!

The Exponential Center collects oral histories and artifacts from tech founders and builders to capture the innovative ecosystem that supports entrepreneurship. Together, these unique materials provide context and personal perspectives on the growth and development of the innovative companies and people that changed the world.

From joint video oral history interviews of Yahoo! founders David Filo and Jerry Yang to documents, photographs, and even crayon drawings from [Google founders](#) Sergey Brin and Larry Page, the collections illuminate pivotal moments in entrepreneurial history.

More than 125 oral histories in the collection include:

- Intel founder Gordon Moore and Venture Capital Pioneer Arthur Rock
- Infosys founder Narayana Murthy
- YouTube founder Steve Chen
- Joanna Hoffman, original Apple Mac and NeXT team member
- Marketing legend Regis McKenna
- Venture capitalists Peter Crisp (Venrock), Bill Draper (Sutter Hill), Pitch Johnson (Asset Management), Dick Kramlich (NEA), and Don Valentine (Sequoia).

Oral histories of leaders in the venture investor community conducted by CHM currently number over 30. A collaboration with Venture Forward and the National Venture Capital Association led to the acquisition of 38 additional oral histories from pioneering venture capitalists, such as Patricia Cloherty (Delta), Paul Ferri (Matrix), and David Marquardt (TVI). This effort stemmed from the Exponential Center’s [Venture Capital Initiative](#), an ambitious program to capture and share the stories of pioneering venture capitalists and their partnerships with entrepreneurs from idea to IPO and beyond.



# COLLECTIONS & RESEARCH

## DISTINGUISHED SCHOLAR

The Exponential Center's distinguished scholar program provides an opportunity for thought leaders to advance and share their work on critical topics related to innovation and entrepreneurship.

Inaugural scholar Sebastian Mallaby's most recent book, *The Power Law: Venture Capital and the Making of the New Future* was published in 2022. He is the author of several books, including the best-selling *More Money Than God*, a former *Financial Times* contributing editor and two-time Pulitzer Prize finalist as well as the Paul A. Volcker Senior Fellow for International Economics at the Council on Foreign Relations.



# CONVERSATIONS & STORIES

Convening opportunities for thoughtful dialogue to promote a better future

The Exponential Center hosts live programs, private roundtables, government and business briefings, conferences, and signature events that bring entrepreneurial stories to life. Exponential events engage audiences—in-person and via livestream—with provocative questions related to how technology and entrepreneurship can serve humanity.

Examples of topics and guests from over 50 events include:

- [Alpha Girls](#), a panel featuring the stars of Award-winning journalist Julian Guthrie's book on women venture capitalists.
- iPhone 360, a series of events on the [origins](#) and [impact](#) of the iconic device, featuring rare [interviews with engineers](#) and [designers](#) and analysis by experts in [business](#), economics, law, and sociology.
- [Look Who's Driving](#), a partnership with NOVA, featuring autonomous driving entrepreneurs and engineers.
- [Trillion Dollar Coach](#), featuring Google's Eric Schmidt and others on how beloved Silicon Valley mentor Bill Campbell changed their lives.

## Exponential Storytelling

Engaging content from Exponential Center programming is shared with a variety of audiences across different mediums.

Post-event recap blogs and full videos are available on CHM's website and YouTube channel, and content is used to develop online resources, like stories and playlists, and enrich educational curriculum. For example, as part of the Center's [Women in Tech Initiative](#), [Women's Work](#) explores the state of women in tech—past, present, and into the future—in a series of short videos and discussion guides. Past Exponential events have aired on KQED's public television. Exponential has also contributed articles to CHM's annual publication, *CORE*.

**"I remember sitting with Steve at lunch one time and we were both using our phones ... and Steve said do you think we could take that demo we're doing with the tablet and multi-touch and shrink it down to something big enough or small enough to fit in your pocket?"**

SCOTT FORSTALL  
FORMER SVP IOS SOFTWARE,  
APPLE



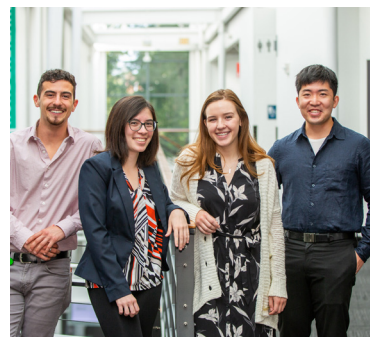
# EDUCATION & ENRICHMENT

Sharing insights to inform future changemakers



**“Our partnership with the Exponential Center paid so many dividends and allowed us to accomplish our goals to educate and inspire our student entrepreneur participants. We couldn’t be happier with the outcome.”**

JEFF BROWN  
DIRECTOR, INTERNATIONAL  
BUSINESS MODEL COMPETITION



From an international business model competition for university students to workshops for executives, Exponential’s [educational programs](#) provide learners with timely and relevant insights grounded in historical context. Curriculum is tailored for each group and may include lectures, projects, and guided tours.

Using documentary artifacts like original business plans and video clips from oral histories of key founders and builders, workshops guide learners through explorations of the Silicon Valley ecosystem, analyses of iconic companies, and in-depth explorations of entrepreneurship and innovation in Silicon Valley and around the world. Students come from many countries, including Brazil, China, Russia, and Sweden.

Partnerships provide opportunities to expand audiences and deepen engagement. For example, the Center teamed up with award-winning Kikim Media as the educational partner for *Silicon Valley: The Untold Story*, a documentary that aired on Discovery’s Science Channel in March 2018. The Exponential Center’s [curriculum](#) explores the concepts of innovation and entrepreneurship through design thinking, research, and collaborative activities for grades 7–12 and university students.

## Internships

The Exponential Center runs a competitive, paid summer internship program for undergraduate students. Interns from around the country have conducted research, helped lay the foundation for events, educational materials, and oral history interviews, and undertaken special projects. The 2019 interns, for example, designed entrepreneurial activities for the CHM Teen Takeover event and engaged with families and children at their popular station.

# EXHIBITS & EXPERIENCES

Sharing the past to understand the present and illuminate the future

To share content generated from programming and research with the public, the Exponential Center develops exhibits with companion content and resources for educators. The Center created CHM's first-ever traveling exhibit prototype, *UpStart: Silicon Valley and Kansas City Startup Stories*, which showed in both locations. The exhibit focused on exploring the ecosystems that support tech entrepreneurship. (*UpStart* was made possible by a generous grant from the Ewing Marion Kauffman Foundation.)

**“Thank you for the incredible story-telling you’ve done about this point in time in Kansas City history...10 years from now I’d like to look back and see what all this has spawned.”**

DARCY HOWE  
FOUNDER AND MANAGING  
DIRECTOR, KCRISE FUND

In addition to *UpStart*, the Center developed and installed three wall exhibits in the main lobby of CHM:

- **The Trillion Dollar Start-up**, on Fairchild Semiconductor and the family tree of Silicon Valley tech companies.
- **One Device that Changes Everything**, on the origins and impact of the iPhone. This was just one part of a multidisciplinary project that integrated collections, events, and content to examine the past, present, and future impact of the iconic device.
- **One Word**, featuring advice from Silicon Valley founders and builders. In addition to the wall exhibit, the One Word project includes two interactives and a print publication as well as **educational resources**. The multiformat project aims to inspire and motivate people to think about what it takes to start and build a company. (*One Word* was made possible by the generous support of the Patrick J. McGovern Foundation.)

## Exponential Tours

**Special tours** through CHM's signature exhibit, *Revolution: The First 2000 Years of Computing*, and a scavenger hunt focus on artifacts that illustrate Exponential topics. These include the history of tech innovation and entrepreneurship and the development of the Silicon Valley ecosystem. Artifacts and displays include, for example, the Xerox Alto and the culture of Xerox PARC; the original Apple designed in the Jobs' garage; the prototype of the PalmPilot, made from a block of wood; an original Google server; a display of notable Silicon Valley failures from the dot.com bust of the early 2000s.



# LEADERSHIP & SUPPORT

## Exponential Possibilities

From the first day of its launch, the Exponential Center has inspired people everywhere to explore what it means to turn ideas into products and businesses that have the potential to change the world. The Center's unique focus among museums also attracted a new and diversified portfolio of funding sources.

Looking forward, the Exponential Center will continue to build on the solid foundation it has established over the last six years to advance CHM's visibility and impact. A strong team, smart strategy, and a growing network ensure that it is well-positioned to make critical contributions to CHM's vision of technology in service to humanity.

## LEADERSHIP

Exponential Center leaders and supporters are pioneers at the intersection of innovation and entrepreneurship.

Dan'l Lewin  
CHM President and CEO

Marguerite Gong Hancock,  
Vice President of Innovation  
& Programming and Director,  
Exponential Center

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