Professor Ying-Dar Lin of CSIE Department will give a seminar today, August 20th (Tuesday)

Abstract:

In this talk, I shall share the startup experience by presenting a 10-year-old business plan (BP) which still remains quite valid from the viewpoint today. By going through the BP, the audience shall see the format, style, and content a BP might look like. I then conclude the talk with a list of well-told and un-told lessons learned which could serve as the tips for the future next-generation entrepreneurs.

Outline:

1. Lab 701 – Where the story began…
2. BP of L7 Networks Inc.
3. Lessons learned – Well-told and un-told stories

Short bio:

Ying-Dar Lin is Professor of Computer Science at National Chiao Tung University (NCTU) in Taiwan. He received his Ph.D. in Computer Science from UCLA in 1993. He served as the CEO of Telecom Technology Center during 2010-2011 and a visiting scholar at Cisco Systems in San Jose during 2007–2008. Since 2002, he has been the founder and director of Network Benchmarking Lab (NBL, www.nbl.org.tw), which reviews network products with real traffic. He also cofounded L7 Networks Inc. in 2002, which was later acquired by D-Link Corp. He recently, in May 2011, founded Embedded Benchmarking Lab (www.ebl.org.tw) to extend into the review of handheld devices. His research interests include design, analysis, implementation, and benchmarking of network protocols and algorithms, quality of services, network security, deep packet inspection, P2P networking, and embedded hardware/software co-design. His work on “multi-hop cellular” was the first along this line, and has been cited over 600 times and standardized into IEEE 802.11s, WiMAX IEEE 802.16j, Bluetooth IEEE802.15.5, and 3GPP LTE-Advanced. He was elevated to IEEE Fellow in 2013 for his contributions to multi-hop cellular communications and deep packet inspection. He is currently on the editorial boards of IEEE Transactions on Computers, IEEE Computer, IEEE Network, IEEE Communications Magazine - Network Testing Series, IEEE Wireless Communications, IEEE Communications Surveys and Tutorials, IEEE Communications Letters, Computer Communications, Computer Networks, and IEICE Transactions on Information and Systems. He recently published a textbook "Computer Networks: An Open Source Approach" (www.mhhe.com/lin), with Ren-Hung Hwang and Fred Baker (McGraw-Hill, 2011). It is the first text that interleaves open source implementation examples with protocol design descriptions to bridge the gap between design and implementation.