

Designer's Day

- 9:00am-9:05am Introduction
- 9:05am-10:25am Session 1 Chair: Satwant Singh, Lattice Semiconductor
- 10:40am-12:20pm Session 2 Chair: Zhiru Zhang, Cornell University
- 12:20pm-1:50pm **Lunch**
- Marriott Hotel Ferrantes Bayview Room – 10th floor
- 1:50 pm-3:30 pm Session 3 Chair: Patrick Lysaght, Xilinx
- 3:45pm-5:00pm **Keynote Speech** Chen Chang, CEO, BEEcube
- 7:00pm **Conference Reception**
- Marriott Hotel Ferrantes Bayview Room – 10th floor

The BEEcube Story—Lessons Learned from Running a FPGA Startup for the Past 7 Years

Dr. Chen Chang

Chief Executive Officer

BEEcube Inc.

I'm happy to be the first to welcome you to the 2015 FPGA conference.

For several years we've expanded the regular program to include additional presentations the day before.

This was the first year that we invited open submissions

Today we have a number of presentations under the theme of "Designer's Day", focused on practical information for FPGA users.

I'm very pleased to introduce our Keynote speaker this afternoon.

Chen Chang

co-founded BEECube 2006

Current CEO with a long history of using FPGAs

I first met him around 2001 when we were both grad students at UC Berkeley

My advisor thought that we might have some tools to help them program some signal processing engines they were working on.

So I took a walk to meet him and find out about these "FPGA things".

So here we are 15 years later and

Previously he served as Chief Technology Officer at BEEcube where he led the development of the BEE3 product. Dr. Chang was the Chief Architect of the Berkeley Emulation Engine (BEE) project at the University of California in Berkeley, leading the design and implementation of three generations of FPGA-based emulation and computing systems, as well as unified FPGA/ASIC design environment using high-level descriptions from Mathworks Simulink environment. His research interests include large-scale FPGA-based real-time computer systems; digital systems design automation and hardware emulation; and wideband antenna array signal processing systems. Dr. Chang is a young entrepreneur who co-founded BEEcube in 2006 with professors from the University of California, Berkeley. He also participates actively in assisting many of the world's universities in FPGA-related research projects and academic exchanges. Dr. Chang holds B.Sc., M.Sc. and Ph.D. degrees in Electrical Engineering and Computer Sciences from the University of California, Berkeley.

Abstract:

After running BEEcube Inc for the past 7 years, I learned many lessons the hard way as an entrepreneur fresh out of engineer school. Behind the glory of being the #9 fastest growing private company in Silicon Valley in 2013, there were many untold stories about our FPGA technology based startup company. A startup company is where dreams start by smart people, and also where harsh reality squashes them. This is not one of those “unicorn” billion-dollar-valuation-in-18-month stories, but rather a bootstrap startup manage to find it’s own pot of gold under the rainbow.