

About our Class

Entrepreneurs Workshop
Thursday, January 4, 2007

For Entrepreneurs
*Guys and gals...creating the next company;
Brave souls that are birthing new products and
services to market;
Saints starting schools, churches, and not-for-
profits.*

And the Entrepreneurial Minded

Our Challenge as Instructors

*The CSE and this class aims to improve the odds
of success for startup ventures. It caters to
entrepreneurs, intrapreneurs, and their
employees.*

How we meet this challenge

- A Billion Advisors and Teachers!
- A Supporting Alumni & Professional Network
- **Close** contact with Experts
- Gem of Class with Student Gems

How will *you* meet this challenge?

Real vs. Fake

Convince us you're for real!



Bonus Slide: What is Fake?

- Unless you have access to wealth: *psychotically large startup costs* (at the least, you'll need to grow organically)
 - Large Upscale Restaurant
 - Algorithmically complex or large Software apps
 - Biotech “blockbuster” company
- *I have no intent to make this real!*
 - You're trying to fake it
 - You're better off joining a team aimed for “real”
- I have no passion to do anything like this
 - Are you sure you're entrepreneurial minded?

UWBEN

Companies Started by Students & Alums

<ul style="list-style-type: none"> • 1997 <ul style="list-style-type: none"> – Designer Web • 1998 <ul style="list-style-type: none"> – Image Source • 1999 <ul style="list-style-type: none"> – Echospace – Pythos Systems • 2000 <ul style="list-style-type: none"> – Greenpoint Landscaping • 2001 <ul style="list-style-type: none"> – Venafi – GostNet • 2002 <ul style="list-style-type: none"> – Acirius – AD Performance – Serriform – Point B Telematics – Rainfall Studios – Universal School of Self – BlueSky Broadband 	<ul style="list-style-type: none"> • 2003 <ul style="list-style-type: none"> – Bottega Italiana – Stratego Investments • 2004 <ul style="list-style-type: none"> – Breaking Point Dance Company – Swingboard LLC – Innoba Consulting • 2005 <ul style="list-style-type: none"> – Plastic Payments – LocMont Group LLC – Auction Trust Network • 2006 <ul style="list-style-type: none"> – Business Performance Solutions – Rapid Remodeling – Cover My Mortgage • 2007 (estimated launch) <ul style="list-style-type: none"> – Sno-Homes Property Mgt – Style du Jour – PetLuxe – OpalEye, Inc. – Chatter Tots
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Just Do It...




You can do it

The Good things take Work
Full of Morphs and Muses




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Timeline

- Early Business Plans
- Critique Plans
- Fishbowl
- Hell Nights
- Deliverables
- Retreat
- UWB Competition
- Marketing
- Startup Capital
- Corporate Law
- Intellectual Property
- Franchising
- Community
- BioEntrepreneurship

BTW Finance Intro

This Saturday 2:00 pm

Two Network Meetings

- **Student Chapter**
- Bi-Weekly Meetings
- Weds Nites 8:30 pm
- Russell's Restaurant
- Matthew Wier
- **matthewwier@gmail.com**
- **Alumni / Professional**
- Every 4-6 Weeks
- Saturdays 2:30 pm
- Russell's Restaurant
- David Thomson
- **david@designer-web.com**
- **yee.owen@gmail.com**

Wonderful Staff

Matt Wier & Aiay Kaushal



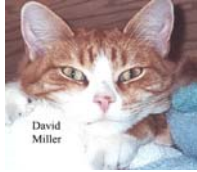
Jen Hall *Marketing Maven*

- 2004 UWB Business Grad (Focus in Marketing)
- Direct Marketing & Research at SanMar
- Associate Market Manager at Par3 Communications
- Helped market: Yoga Haven, Hallen & Co, Trendi.com, Training Impact, megiant and more.
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My dog Sam & my husband Chris.

David Miller
President, Biotech Stock Research



David Thomson
President, Designer Web



Charlene McCormack

- Simply Map
- Melissa Data

Pitching
Companies & Individuals

- 1) What is your product or service?
- 2) Who is your customer?
- 3) How will you make money?
- 4) Who are you?
- 1) Who are you?
- 2) What will you bring to a team? Why you?
- 3) What do you want in a venture team?
