

E Bootcamp Agenda

February 6th, 2009

Darden Room 50

Morning Session		
8:30 - 9:00 am	Why Start a Business? <i>Dry cleaner vs. Microsoft</i>	Philippe Sommer, <i>Director of Entrepreneurship Programs, Darden School of Business</i>
9:00 - 10:00 am	Taking the Plunge <i>Are you ready?</i>	Saras Sarasvathy, <i>Associate Professor of Business Administration, Darden School of Business</i>
10:00 - 11:00 am	Day in the Life <i>Exploring personal trade-offs.</i>	Ian Ratcliffe, <i>CEO, Stemgent, Inc.</i> and Toan Nguyen <i>CEO C'Ville Coffee</i>
Break 15 min		
11:15 - 12:00 pm	Legal Matters <i>Incorporation, employment, ownership and other documents.</i>	Lisa Tomasetti, <i>Attorney, Morrison Foster</i>
12:00 - 1:00 pm	What Do You Mean I Don't Own It? <i>Intellectual property: patents, trademarks, copyright, work for hire, etc.</i>	Patent Attorney TBA, <i>Morrison Foster</i>
Break 45 min <i>Box Lunch</i>		
Afternoon Session		
1:45 - 2:30 pm	Being Account-able <i>Taxes, compensation, expenses and accounting systems.</i>	Rick White, <i>CPA, Hoffman White & Company</i>
2:30 - 3:30 pm	Where Do I Find the Money? <i>Friends, family and fools, venture capital, government support, etc.</i>	John May, <i>New Venture Group</i> Kathryne Carr <i>Tall Oaks Capital Partners</i>
Break 15 min		
3:45 - 4:45 pm	Story of the Plan. Story of the Money. <i>Convincing other people to invest.</i>	Liz Pyle, <i>Pyle Associates, LLC</i> Philippe Sommer
4:45- 5:30	Panel Discussion Q&A	All presenters
5:30- 7:30	Reception	South Lounge Piano Room

Each session will be 30 minutes of lecture and 15 to 30 minutes of Q & A.