



## "WHO WANTS TO BE AN ENTREPRENEUR?" WORKSHOP

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Friday, November 5, 2010  
Bricktown Coca Cola Events Center, Oklahoma City

### AGENDA

**8:30 a.m. Registration and Continental Breakfast**

**9:00 a.m. Welcome**

*James Wicksted, Associate Director, Oklahoma EPSCoR*  
*Jerry Malayer, State Program Director, Oklahoma EPSCoR*

**9:15 a.m. The Process, the Plan and the Pitfalls**

This session will walk you through the commercialization process, the key elements needed in a business plan, and we will discuss how to avoid classic entrepreneurial mistakes.

*David Thomison, Vice President of Investments, i2E, Inc.*

**10:15 a.m. Networking Break**

**10:30 a.m. Making Sense of the Numbers**

Learn how to prepare and display your business model in your financial projections, confirm consistency in your capital requirements and "use of funds," and develop investor-approved, formatted and detailed financial projections.

*Dave Humphrey, Founder, OKCapAdvisors*

**11:15 a.m. Networking Lunch**

Dine with over 50 community leaders, investors, entrepreneurs and economic development experts from top Oklahoma companies.

**12:15 p.m. Chancellor Glen D. Johnson, Oklahoma State Regents for Higher Education**

**12:20 p.m. Inside Information**

Most high-growth entrepreneurial companies need capital. Get the inside scoop on what investors are looking for in an entrepreneur from a seasoned investor.

*Richard Sudek, Chairman, Tech Coast Angels*

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**--Agenda Continued--**

**12:45 p.m.      Been There, Done That!**

Don't miss this panel discussion on raising critical capital for your business. This session will include real-world examples from local entrepreneurs who will discuss lessons learned and capital experts who will give guidance on making your deal fundable.

*Moderator: David Thomison*

*Ron Brown, KRB Applied Sciences and SeedStep Angel*

*Jim Eberlin, JBarra Software*

*Roy Georgia, BuzzVoice*

*William Paiva, Oklahoma Life Sciences Fund*

*Richard Sudek, Tech Coast Angels*

*John Thompson, Founder, Thompson School Book Depository and SeedStep Angel*

**1:30 p.m.      Networking Break**

**1:45 p.m.      Creating an Effective Elevator Pitch for Investors**

This session will review how to create an impactful elevator pitch for investors. Past elevator pitches from a Tech Coast Angel fast pitch contest will be reviewed and discussed.

*Richard Sudek, Chairman, Tech Coast Angels*

**3:15 p.m.      The Longest 20 Minutes of Your Life...or is it?**

During this session you will gain insight into crafting a compelling 20-minute investor presentation and delivering an on-point message.

*Richard Gajan, Executive Advisor, i2E, Inc.*

**3:45 p.m.      Questions and Answers**

**4:00 p.m.      Adjourn**

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