

# Who Wants to Be an Entrepreneur? Workshop



## Session I: Learn it!

September 30, 2011 \* Sheraton Hotel at the Reed Center in Midwest City

### AGENDA: SESSION 1

- 8:30 a.m.**      **Registration and Continental Breakfast**
- 9:00 a.m.**      **Welcome**  
*James Wicksted, Associate Director, Oklahoma EPSCoR*  
*Jerry Malayer, State Director, Oklahoma EPSCoR*
- 9:15 a.m.**      **The Process, the Plan and the Pitfalls**  
This session will walk you through the process, the key elements needed in a business plan, and discuss how to avoid classic entrepreneurial mistakes.  
  
*Wayne Embree, VP Entrepreneur Services, i2E, Inc.*
- 10:15 a.m.**      **Networking Break**
- 10:30 a.m.**      **Reality vs Perception**  
Meet local entrepreneurs and investors as they discuss lessons learned and give guidance on making your deal fundable.  
  
*Moderator, David Thomison, VP, Investments, i2E, Inc.*
- 11:30 a.m.**      **Networking Lunch**  
Dine with 400 students, community leaders, investors, entrepreneurs, and economic development experts from top Oklahoma companies.
- 1:00 p.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.  
  
*David Thomison, VP, Investments, i2E, Inc.*
- 2:30 p.m.**      **Networking Break**
- 2:45 p.m.**      **The Pitch**  
You may only get one chance to make your pitch to potential investors. During this session you will gain insight into crafting a compelling investor presentation and delivering an on-point elevator pitch.  
  
*Kenneth Knoll, Concept Investment Manager, i2E, Inc.*
- 3:45 p.m.**      **Questions and Answer**
- 4:00 p.m.**      **Networking Reception**