

# becoming an INVESTOR-READY ENTREPRENEUR

FROM THE MIND OF THE INVESTOR™ SERIES

North Carolina Biotechnology Center  
15 TW Alexander Drive  
Durham, NC 27703

July 11, 2019  
8:00 am - 4:30 pm

I learned more about the equity investment process, procedures, what is truly valued and expected in one day than I have in several months of stumbling through the process.

-Triad growth company entrepreneur

## LEARN FROM EXPERIENCED INVESTORS AND ENTREPRENEURS

Panelists

**Bill Warner**, IMAF-RTP

**Eva Doss**, The Launch Place

**Kip Johnson**, Morningstar Law Group

**Ed Pettiss**, RTP Capital Associates

Keynote

**Joy Parr Drach**, Advanced Animal Diagnostics, Inc. President & CEO, Joy has raised over \$40M to develop and commercialize AAD's diagnostic platform products.

**REGISTER NOW!**  
only 50 seats available

## THE COST

The Becoming an Investor-Ready Entrepreneur (IRE) registration fee is \$145; however, you are eligible for an early bird rate of \$95. Early bird rate ends June 24.

## MORE INFORMATION AND TO REGISTER

[www.sbtfdc.org/investorready](http://www.sbtfdc.org/investorready)

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## ARE YOU AN INVESTOR-READY ENTREPRENEUR?

Raising equity capital is challenging at best. Becoming an Investor-Ready Entrepreneur (IRE) is designed to educate and prepare growth-oriented entrepreneurs to successfully engage private equity investors. This full day program was developed by experienced entrepreneurs, angel investors, angel networks/fund executives and venture capitalists, and provides an "insider's look" into the world of equity funding. By viewing investors as "customers of equity", entrepreneurs can reduce barriers to funding, navigate the process more easily, and increase the chances of successfully obtaining funding.

- Learn what investors look for and expect from the companies they fund
- Understand the private equity investment process and terminology
- Find out how investors really approach valuation and deal structure (including cap tables and term sheets)
- Learn how to make your company "investor ready" (and improve your business while you're at it)
- Hear from those who've done it. Panelists include serial entrepreneurs and angel investors who've been there.
- Receive a comprehensive workbook, ongoing counseling support and access to additional online resources.

**100%**  
of past attendees  
would recommend  
this workshop to a  
fellow entrepreneur!

