

becoming an INVESTOR-READY ENTREPRENEUR

FROM THE MIND OF THE INVESTOR™ SERIES

Farrell Hall
Wake Forest University
Winston-Salem, NC

August 5, 2014

8:00 am - 5:30 pm

AGENDA

Time	Module	What Investors Expect ...
8:00 AM	Registration	
8:15 AM	Introduction: Ready for take-off	
8:30 AM	Participant Introductions: 15-second "elevator speeches"	
8:50 AM	The Private Equity Investment Process: In the trenches	
8:55 AM	The Funding Landscape: The view and what it means.	
9:25 AM	The Idea: So what's the big idea? Will it attract equity investors?	
9:45 AM	Break	
10:00 AM	The Market: Getting your share	
10:25 AM	Management Team: Who will get it done? The buck stops here.	
10:50 AM	Funding Need & Financials: Passing the "sniff test"	
11:20 AM	Intellectual Property: When and how does it matter?	
11:45 AM	Luncheon / Entrepreneur Keynote	
1:00 PM	Qualified Business Venture Tax Credit (QBV)	
1:10 PM	Targeting / Qualifying Funding Sources: Who's got your money?	
1:30 PM	Presenting to Investors: The Teaser	
1:50 PM	Due Diligence: The Test	
2:15 PM	Valuation: What's it worth? The market rules!	
3:10 PM	Break	
3:25 PM	Structuring the Deal: Assembling the puzzle	
3:50 PM	Board & Advisors: Expanding your posse	
4:10 PM	Perfect IRE Profile: Are YOU investor-ready?	
4:20 PM	Final Q&A, Evaluation and Next Steps	
4:30 PM	Reception & Networking	
5:30 PM	Adjourn	