



# Becoming an Investor-Ready Entrepreneur

From the Mind of the Investor™ Series

## Agenda

<b>Time</b>	<b>Module / What Investors Expect ...</b>
8:00 AM	<b>REGISTRATION</b>
8:15 AM	<b>Introduction:</b> Ready for take-off <i>(including 15-second participant introductions)</i>
8:45 AM	<b>The Private Equity Investment Process:</b> In the trenches
8:55 AM	<b>The Funding Landscape:</b> The view and what it means.
9:25 AM	<b>The Idea:</b> So what's the big idea? Will it attract equity investors?
9:45 AM	<b>Break</b>
10:00 AM	<b>The Market:</b> Getting customer money out of their pocket into yours
10:30 AM	<b>Management Team:</b> Who will get it done? The buck stops here.
11:00 AM	<b>Funding Need &amp; Financials:</b> Passing the "sniff test"
11:30 AM	<b>Intellectual Property:</b> When and how does it matter?
11:45 AM	<b>LUNCHEON</b> ➤ Keynote: Entrepreneur "Guest Star"
1:00 PM	<b>Targeting / Qualifying Funding Sources:</b> Who's got your money?
1:20 PM	<b>Presenting to Investors:</b> The Teaser
1:45 PM	<b>Due Diligence:</b> The Test
2:10 PM	<b>Valuation:</b> What's it worth? The market rules!
3:10 PM	<b>Break</b>
3:25 PM	<b>Structuring the Deal:</b> Assembling the puzzle
3:45 PM	<b>Board &amp; Advisors:</b> Expanding your posse
4:00 PM	<b>Perfect IRE Profile:</b> Are YOU investor-ready?
4:15 PM	<b>Final Q&amp;A, Evaluation and Next Steps</b>
4:30 PM	<b>RECEPTION &amp; NETWORKING</b>
5:30 PM	<b>Adjourn</b>