

becoming an INVESTOR-READY ENTREPRENEUR

FROM THE MIND OF THE INVESTOR™ SERIES

Wake Forest University
Farrell Hall
Winston-Salem, NC
May 26th, 2016
8:00 am - 5:30 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 and moderators:

Will Joyner, Kilpatrick Townsend
transactional attorney

Troy Knauss, Guardant Partners
entrepreneur and investor

Greg Frisby, Sensory Analytics
serial entrepreneur and investor

Bill Warner, IMAF-RTP
investor and early stage fund executive

Keynote

Dr. Daniel Cohen, Wake Forest
University
Dr. Cohen built a large business and
sold it to a private equity firm. He also
founded Cornell's e-Lab, and now
teaches at WFU.

HOW TO REGISTER

The Becoming an Investor-Ready
Entrepreneur (IRE) registration fee is \$295;
however, you are eligible for a special
scholarship rate of \$95 courtesy of our
state and local sponsors.

MORE INFORMATION

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™ is designed to educate and prepare growth-oriented entrepreneurs to successfully engage private equity investors. Getting ready includes a wide range of activities and decisions that will help the entrepreneur with their business in a number of ways. This program was developed with direct input from 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 obtaining funding for their business.

- Learn about the equity funding "food chain"
- Find out what investors look for and expect from the companies they fund
- Learn how to make your company "investor-ready" (and improve your business while you're at it)
- Assess your own "readiness" at each step of the way
- Hear from those who've "done it". Panelists will include serial entrepreneurs and angel investors who've "been there".
- Receive a comprehensive workbook, ongoing counseling support and access to additional online resources
- Save countless hours and enhance your chances of successfully raising equity capital