



Becoming an Investor-Ready Entrepreneur

From the Mind of the Investor™ Series

PLACE:

Worrell Center
Wake Forest University
Winston-Salem, NC

DATE/TIME:

August 2, 2011
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

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The SBTDC is partially funded by the US Small Business Administration

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

LEARN FROM EXPERIENCED INVESTORS AND ENTREPRENEURS

Panelists and moderators include:

- **Kip Johnson, WCSR** – transactional attorney and investor
- **Jon Wilson, SpringMed** – serial entrepreneur and investor
- **Tim Janke, SBTDC / IMAF** – investor and early stage fund executive
- **Bill Parrish, SBTDC** – consultant, entrepreneur and investor

LUNCHEON KEYNOTE: **Andy Chan, Wake Forest University**

ANDY IS THE FORMER CEO OF EPRONET AND MINDSTEPS, AND CURRENT VP OF CAREER DEVELOPMENT AT WFU

HOW TO REGISTER

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

For more information, please go to:

www.sbtcdc.org/investorready

or contact Tim Janke at 336.403.1088 / tjanke@sbtcdc.org