

Laurence A. Baiada Center for Entrepreneurship in Technology

Calendar of Events 2004-05

| Entrepreneurial Skills Workshop | | October 6, 2004 |
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| "Foundations for Success" | | |
| Leader | John Stapleton, Managing Partner, Paskill Stapleton & Lord John Stapleton is managing partner of Paskill Stapleton & Lord, a marketing and consulting firm specializing in higher education. As one of the firm's principals and co-founder, he has helped colleges and universities across the country devise and implement recruiting and marketing strategies. He began his career as a newspaper photographer for the Philadelphia Journal, and was Director of Photography at Sun Company. He has published a book of photographs, a calendar and articles on the internet, marketing and communications. He graduated in 1980 from Drexel University with a degree in Economics. | |
| Venue | Laurence A. Baiada Center, 3225 Arch Street, Ground Floor | |
| Time | 6:00 – 8:30 p.m. | |
| Register Now | Click to register online | |

| Entrepreneurial Breakfast Series | | October 14, 2004 |
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| "Thriving in a Multicultural Economy" | | |
| Panel | Larry Duke , President, LKD Enterprises Karanta Kalley , Managing Director of Middle East & Africa for Global Insight, Inc. Dr. Vibhas Madan , Department Head and Professor of Economics, Drexel University's LeBow College of Business Dr. V. K. Narayanan , Stubbs Professor of Strategy & Entrepreneurship, Drexel University's LeBow College of Business Moderator – Ajay Raju , Chairman, Global Indian Chamber of Commerce and Partner, Reed Smith LLP | |
| Venue | George D. Behrakis Grand Hall, Creese Student Union Complex, Drexel University, 32nd & Chestnut Streets | |
| Time | 7:30 – 10:00 a.m. | |
| Register Now | Click to register online | |

| Business Plan Development Workshop | | October 21, 2004 |
|---|---|-------------------------|
| "The ABCs of Entrepreneurship" | | |
| Leader | Baiada Center Mentors | |
| Venue | Laurence A. Baiada Center, 3225 Arch Street, Ground Floor | |
| Time | 4:00 – 6:00 p.m. | |
| Register Now | Click to register online | |

Entrepreneurial Skills Workshop **October 27, 2004**
"From Concept to Commercialization"

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| Leader | Brown Williams, Ph.D., Former Chairman & CEO Princeton Video Image Inc. Brown Williams was the Founder, Chairman, CEO of Princeton Video Image, the company that brings you the 1 st down line in NFL television broadcasts. Brown founded PVI in 1990 to exploit a new concept in TV advertising, "live, in-program" advertising. Prior to founding PVI, Brown ran about 1/3 of Sarnoff Labs (nee RCA Laboratories) responsible for a broad range of technology developments from TV picture tubes to photovoltaic devices and systems to IC process development. He was responsible for engineering programs in numerous locations in the US and Europe. Abandoning corporate life in 1988, he worked for some venture groups organizing small startups until he founded PVI. Brown has a Ph.D. in Physics from UC Riverside, acquired his meager accounting skills in two weeks at Wharton, and learned everything else in the trenches. |
| Venue | Laurence A. Baiada Center, 3225 Arch Street, Ground Floor |
| Time | 6:00 – 8:30 p.m. |
| Register Now | Click to register online |

Business Plan Research Workshop **November 4, 2004**
"Industry & Market Research Resources"

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| Leader | Emily Missner, Drexel University's business librarian |
| Venue | Hagerty Library, Room L-13 |
| Time | 4:30 – 5:45 p.m. |
| Register Now | Click to register online |

Entrepreneurial Skills Workshop **November 10, 2004**
"When & How to Add Resources"

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| Leader | Bob Norris, President, Complete Healthcare Communications, Inc. Bob Norris started Complete Healthcare Communications, Inc. in 1994. Under Bob's leadership, CHC has grown to be a very well regarded medical communications and publications planning agency with over 85 staff members and revenue expected to top \$12 million in 2004. CHC has one of the largest and most experienced in-house editorial staffs in the industry. Previous to starting CHC, Bob spent 11 years on the client side of the pharmaceutical industry, beginning as a sales representative in the Bronx at Stuart Pharmaceuticals (now AstraZeneca). His background includes positions in sales, sales management, public and professional relations, meetings management, product management (ethical, direct-to-consumer, and trade), and managed care contracting and marketing. Bob also spent three years working for Zeneca Pharmaceuticals in the United Kingdom in international product management, business development, and finance. Bob earned a Bachelor of Science in Chemistry and Biology and an MBA at the University of Miami. |
| Venue | Laurence A. Baiada Center, 3225 Arch Street, Ground Floor |
| Time | 6:00 – 8:30 p.m. |
| Register Now | Click to register online |

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| Business Plan Development Workshop | | November 18, 2004 |
| "From Idea to Ink—Creating the Concept" | | |
| Leader | Baiada Center Mentors | |
| Venue | Laurence A. Baiada Center, 3225 Arch Street, Ground Floor | |
| Time | 4:00 – 6:00 p.m. | |
| Register Now | Click to register online | |

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| Entrepreneurial Skills Workshop | | December 1, 2004 |
| "Employee & Executive Benefits Considerations for StartUps" | | |
| Leader | Jonathan Corle, President, Tycor Asset Management, Inc. | |
| | <p>Jonathan Corle is the founder and president of Tycor Benefit Administrators, Inc. and Tycor Asset Management, Inc., based in Malvern, PA. He has over 30 years of experience working in the employee benefits and retirement plan fields for businesses and organizations employing between 1 and 1500 employees. Jon is a registered investment advisor, a Chartered Life Underwriter (CLU), a Certified Pension Consultant (CPC), and a Certified Financial Planner (CFP). He was a founding board member of the ASPA Benefits Council of the Delaware Valley and currently serves on the board of the Philadelphia Chapter of the Society of Financial Service Professionals. Jon received his BS in Business and Administration from Drexel University in 1970. He lives in Chester Springs with his wife Diane, a 1990 graduate of Drexel's MBA program.</p> | |
| Venue | Laurence A. Baiada Center, 3225 Arch Street, Ground Floor | |
| Time | 6:00 – 8:30 p.m. | |
| Register Now | Click to register online | |

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| Business Plan Development Workshop | | January 6, 2005 |
| "Blueprint for Success—Finance and Operations" | | |
| Leader | Baiada Center Mentors | |
| Venue | Laurence A. Baiada Center, 3225 Arch Street, Ground Floor | |
| Time | 4:00 – 6:00 p.m. | |
| Register Now | Click to register online | |

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| Entrepreneurial Skills Workshop | | January 12, 2005 |
| "The Art of Negotiation – Getting to Yes" | | |
| Leader | Gene Godick, CFO, Verticalnet Jeff Stello, CFO, Visalign | |
| | <p>Gene S. Godick has served as Verticalnet's Chief Financial Officer since February 2003. Mr. Godick also served as Verticalnet CFO from June 1998 until October 2001. He returned to Verticalnet, as a consultant, in November of 2002 at the request of Verticalnet's board of directors. As CFO, Mr. Godick is responsible for Verticalnet's financial infrastructure, IT legal compliance and human resources. His accomplishments include managing the company through its rapid growth leading up to a \$64 million initial public offering in 1999 and subsequent financings totaling over \$200 million. He has also had responsibility for managing the company's financial transformation including M&A activities, restructuring, and business unit divestitures. Before joining Verticalnet, he worked from 1997 until 1998 as a senior</p> | |

manager at KPMG LLP, in the information, communications and entertainment practice, with a focus on high technology companies. Prior to joining KPMG, Mr. Godick was President and Chief Financial Officer of Industrial Construction, Inc., a privately owned environmental remediation firm. From 1987 until 1994, Mr. Godick was an accountant and manager for Arthur Andersen LLP's Enterprise Group, which provided services to emerging growth companies in technology and software. Mr. Godick received a B.S. from Villanova University and is a Certified Public Accountant.

Jeff Stello brings a unique combination of financial management and operational experiences with businesses large and small including his own consulting practice. During the past 20 years he has held several financial management positions with high-growth public and venture-backed companies including Shared Medical Systems, GMIS, Inc. and five *Inc. 500* companies. During the past 6 years he has been the Chief Financial Officer with Vis.align, Inc. an IT consulting firm based in West Chester, PA. with offices in New York City, Washington DC and Ontario, Canada. Jeff has raised more than \$85 million through private and public equity transactions and he has executed the due diligence, negotiations and integration of 8 acquisitions. Jeff has also handled direct contract negotiations with many clients and strategic partners. Jeff has a Bachelor of Science from Bloomsburg University, MBA from Villanova and is a Certified Public Accountant.

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| Venue | Laurence A. Baiada Center, 3225 Arch Street, Ground Floor |
| Time | 6:00 – 8:30 p.m. |
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| Deadline for Submissions | January 19, 2005 |
| Phase I Business Plan Competition | |

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| Entrepreneurial Breakfast Series | January 20, 2005 |
| " Technology Transfer – Addressing the Concept to Commercialization Gap" | |

Panel

Dr. Louis P. Berneman, Managing Director, Center for Technology Transfer, University of Pennsylvania
Dr. Dona DeCarolis, Chair, Management Department and Professor of Technology Commercialization
Michael DiPiano, Managing Partner, NewSpring Capital
Dan H. McKinney, Managing Partner, NextStage Advisors
Dr. Anil K. Rastogi, Vice President, Entrepreneurship and Technology Commercialization, Drexel University

Panel Discussion Moderated by:
Stephen M. Goodman, Esquire; Partner, Morgan Lewis & Bockius LLP

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| Venue | George D. Behrakis Grand Hall, Creese Student Union Complex, Drexel University, 32nd & Chestnut Streets |
| Time | 7:30 – 10:00 a.m. |
| Register Now | Click to register online |

Entrepreneurial Skills Workshop **February 9, 2005**
"Governance & Developing Boards"

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| Leader | Bob Cooper, President & CEO, Ricochet, Inc. Bob Cooper, founder of Ricochet, Inc., is a serial entrepreneur who works with founders and CEOs of technology-oriented service firms to help them refine their strategy, grow their revenues and build their team. In addition, Cooper serves on a number of boards for area companies and non-profit organizations. In 1991 Cooper founded Frontier Media Group, Inc., a full-service interactive marketing firm, which he grew to become a nationally recognized professional services firm specializing in Internet and broadband solutions for Fortune 500 clients both here and abroad. In 1998 Cooper sold the firm to Icon CMT, a publicly traded company that was subsequently acquired by Qwest Communications (NYSE: Q.) At Qwest, Cooper served as Senior Vice President in charge of Strategic Consulting and built a nationwide staff before leaving in late 1999 to launch Ricochet. From 2001 to 2002, Cooper served as CEO for Vertical Alliance, Inc., a troubled VC-funded company in Plymouth Meeting, PA. During his tenure, Cooper repositioned this troubled technology product company into an ASP (application services provider) for the sports and entertainment ticketing industry. Within 9 months he found a strategic buyer for the company and was able to recoup the investment dollars of both the company's financial backers as well as the company's clients. Cooper earned a Bachelors of Arts degree in journalism in 1983 from Indiana University of Pennsylvania, and lives with his wife and three children in Charlestown, PA. |
| Venue | Laurence A. Baiada Center, 3225 Arch Street, Ground Floor |
| Time | 6:00 – 8:30 p.m. |
| Register Now | Click to register online |

Business Plan Development Workshop **February 17, 2005**
"Simply Strategy—Marketing, Product and Technology"

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| Leader | Baiada Center Mentors |
| Venue | Laurence A. Baiada Center, 3225 Arch Street, Ground Floor |
| Time | 4:00 – 6:00 p.m. |
| Register Now | Click to register online |

Entrepreneurial Skills Workshop **February 23, 2005**
"Legal Issues in Entrepreneurship – Advice from the Trenches"

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| Leader | Jack Rosenbloom, Esquire, Jacobs Law Group, PC Jack Rosenbloom is an attorney with Jacobs Law Group, PC whose practice is focused on representing both emerging and established businesses in complex corporate, transactional, tax and real estate matters. Jack handles asset and stock acquisitions, commercial agreements and transactions, licensing agreements, commercial real estate, business formation and capitalization, turnarounds, and tax-exempt organizations. Prior to joining the Jacobs Law Group in 2002, Jack was an attorney with the firms of Fox, Rothschild, O'Brien & Frankel, LLP and Fox and Fox LLP, and previously worked as a Senior Tax Consultant for Ernst & Young, LLP. Prior to becoming a lawyer, Jack worked in management for a Fortune 100 retailer and as a financial professional for a large financial firm. Jack serves on the boards of the Entrepreneurs Forum of Greater Philadelphia (EFGP) and the Play Rugby Foundation, from whom he also acts as general counsel. He has lectured on and written about a variety of business and tax law topics and has been published in <i>The Journal of Internet Law</i> , <i>SMU Computer Law Review and Technology Journal</i> , and <i>The Exempt</i> |
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Organization Tax Review. He earned his B.A. from Rutgers University, his J.D. from Widener University School of Law, and was a member of the Moot Court Honor Society. He also received an LL.M. in Taxation from the Villanova University School of Law. Jack is licensed to practice law in Pennsylvania and New Jersey, as well as the US Tax Court.

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| Venue | Laurence A. Baiada Center, 3225 Arch Street, Ground Floor |
| Time | 6:00 – 8:30 p.m. |
| Register Now | Click to register online |

Entrepreneurial Breakfast Series **March 31, 2005**
" Serial Entrepreneurship – Trends, Directions & Demographics"

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| Panel | Panel discussion moderated by: Richard A. Bendis , President and CEO Innovation Philadelphia Panel Members Mel Baiada , Serial Entrepreneur Ken Colwell , Ph.D., Assistant Professor of Management, Drexel University's LeBow College of Business Lucinda Duncalfe Holt , Serial Entrepreneur Sherrill Neff , Managing Partner, Quaker Bio Ventures, Inc. and Chairman, Greater Philadelphia Venture Group |
| Venue | George D. Behrakis Grand Hall, Creese Student Union Complex, Drexel University, 32nd & Chestnut Streets |
| Time | 7:30 – 10:00 a.m. |
| Register Now | Click to register online |

Business Plan Development Workshop **March 31, 2005**
"Crisp, Concise, Clear—Creating the Message"

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| Leader | Baiada Center Mentors |
| Venue | Laurence A. Baiada Center, 3225 Arch Street, Ground Floor |
| Time | 4:00 – 6:00 p.m. |
| Register Now | Click to register online |

Entrepreneurial Skills Workshop **April 6, 2005**
"Branding Your Product or Service"

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| Leader | John Willis, President, Hunter, Inc. John A. Willis is CEO and Creative Director of Hunter, a brand consulting and marketing communications firm in Exton, Pennsylvania. Hunter's services include brand development, strategic marketing planning and creative execution. A graduate of Villanova's Business School, Willis began his career in advertising in 1982 conducting consumer research. Along with several partners, he founded Hunter in 1986. Today, his client responsibilities include brand strategy development and overseeing Hunter's creative work. He believes the key to successful marketing for any company lies in its ability to create a brand that is clearly defined and congruent both internally and externally. Under his direction, Hunter won seven creative awards in the last two years. He has worked on Guess Watches, Woolrich, |
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Temple University, Cellular One, Salvation Army, Wawa Food Markets, Musselman and Lucky Leaf Apple Products, among others over his 20 year career. Willis serves on several non-profit boards, and believes strongly in giving back to the community. He lives in Glenmoore, Pennsylvania with his wife, Lee, and the six youngest of their ten children, a branding story in itself.

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| Venue | Laurence A. Baiada Center, 3225 Arch Street, Ground Floor |
| Time | 6:00 – 8:30 p.m. |
| Register Now | Click to register online |

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| Business Plan Development Workshop | April 7, 2005 |
| “Delivering the Message—Elevator Pitches” | |

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| Leader | Baiada Center Mentors |
| Venue | Laurence A. Baiada Center, 3225 Arch Street, Ground Floor |
| Time | 4:00 – 6:00 p.m. |
| Register Now | Click to register online |

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| Entrepreneurial Skills Workshop | April 20, 2005 |
| “Dynamics of Early Stage Funding” | |

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| Leader | <p>Dan H. McKinney, Managing Director, Next Stage Advisors Rob Adams, Managing Director, Next Stage Advisors</p> <p>Dan McKinney brings more than 20 years of operating and investing experience to early stage companies. He is a co-founder of NextStage Advisors which provides services to early stage companies, strengthening their business models and assisting them in becoming more attractive investment opportunities for the venture capital community. NextStage has built a valuable equity portfolio of companies, most of which have received follow-on financing or successfully exited for multiple times NextStage’s investment. Dan spent over 10 years at IBM where he held several management positions with responsibilities for mergers and acquisitions, sales and marketing, and business unit oversight with profit and loss responsibility. Dan maintains his CPA license and began his career at KPMG. Dan has invested over \$75M as a venture investor, sat on multiple investment committees and is actively involved in committees at the GPVG and BFTP.</p> <p>Robert Adams is a venture industry executive with more than 13 years of broad operational and financial experience, including business strategy development and implementation, financial analysis and modeling, management development, and business positioning. Adams joined NextStage Advisors after serving six years as Principal and Vice President of Safeguard Scientifics. At NextStage, Adams is focused on strategizing and executing best-practice business improvements that add value to technology and life science companies in the Mid-Atlantic region. His proven track record brings added potency to the operations and capital markets aspects of NextStage’s core offerings. His deep network of investors and service providers also adds strength to the company’s mission: to increase the probability of a transaction among early- and growth-stage ventures. In addition to his role at NextStage, Adams is a founder and Director of Ascendigm, a firm focused on the identification, development, and commercialization of emerging information and communications technologies. Adams spent five years at Ernst & Young (E&Y) as a Senior Advisor in the Entrepreneurial Services division where he worked with executives of technology-based, venture-backed companies to manage financial advisory services and financial statement audits. He also consulted with young organizations in the areas of capital raising, business plan development, and channel partnerships. Adams is a licensed CPA with a Masters of Business Administration with distinction from the University of Michigan and a Bachelor of Arts in Economics from Skidmore College. He currently sits on the boards of Ascendigm, OmniChoice Solutions,</p> |
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RealTime Media, and DotGlu, a subsidiary of Kirschenbaum Bond and Partners. He lives in Berwyn, PA with his wife and daughter.

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| Venue | Laurence A. Baiada Center, 3225 Arch Street, Ground Floor |
| Time | 6:00 – 8:30 p.m. |
| Register Now | Click to register online |

Deadline for Submissions **April 21, 2005**
Phase II Business Plan Competition

2005 Entrepreneur Conference **May 26, 2005**
**" The Purpose Driven Entrepreneur –
Combining the Heart of Business with the
Heart of the Community"**

Panel

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| Venue | George D. Behrakis Grand Hall, Creese Student Union Complex, Drexel University, 32nd & Chestnut Streets |
| Time | 7:30 a.m. – 2:30 p.m. |
| Register Now | Click to register online |

Camp Start-Up **June 20 – 24, 2005**

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| Venue | Laurence A. Baiada Center, 3225 Arch Street, Ground Floor |
| Time | 9:00 a.m. – 5 p.m. daily |