

2007 - 08 Calendar of Events

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| 2008 Business Plan Competition "Competition Awareness Event" | | October 2, 2007 |
| Leader | Mark P. Loschiavo, Executive Director | |
| Venue | Laurence A. Baiada Center, 3225 Arch Street, Ground Floor | |
| Time | 5:00 p.m. – 7:00 p.m. | |
| Register Now | http://www.lebow.drexel.edu/Newsroom/Events/login.php?doneAction=registerEvent&doneArgs[]=1362 | |
| Entrepreneurial Skills Workshop - " The Importance of Market Research in the Business Plan: Best Channels for Entrepreneurs" | | October 11, 2007 |
| Leaders | <p>Michael Levey, Strategist - Zer0 to 5ive Scott Blue, Principal – Zer0 to 5ive</p> <p>To determine whether an exploitable business opportunity exists, entrepreneurs must gather information about the market including size, trends, barriers to entry, competitive landscapes, distribution channels, and more. Join us for this interactive workshop to learn top 10 do's and don'ts for conducting primary, secondary and competitive market research and understanding how market research helps drive the development and execution of critical business decisions.</p> <p>Michael Levey is a Strategist and researcher with Zer0 to 5ive, where he brings a unique blend of experience including primary and secondary research, strategy and tactical implementation. At Zer0 to 5ive, Michael is responsible for participating in the major research initiatives of clients, as well as helping to drive both the development and execution of marketing strategies. Before joining Zer0 to 5ive, Michael worked as a Market Research Associate for the University of Pennsylvania where he conducted market research and analysis that was used to evaluate and license new technology. Michael also has worked independently on research projects for key companies/connectors throughout the Philadelphia region including the Eastern Technology Fund, Mayer Leadership Group, Lucinda Duncalfe Holt, Vince Schiavone, Vio Worldwide, and Teleos Leadership Institute. Michael graduated with high honors in Economics from Lafayette College and received his MBA in Marketing and New Venture Creation from University of Delaware.</p> <p>Scott Gleeson Blue creates and delivers strategic brand and marketing strategies in the consumer, technology, education and healthcare markets from Zer0 to 5ive's Philadelphia office. Since joining Zer0 to 5ive in 2005, Scott has worked with a range of clients, plying his creative and strategic sense toward enabling them to launch, grow or recapture momentum in the markets they serve. Before joining Zer0 to 5ive, Scott's 15-year career was spent with two marketing firms in three cities, conceiving and guiding corporate and product communications strategies for diverse endeavors in the consumer, education, non-profit and business-to-business arenas. Scott's clients have included the likes of American Express, Biophan, Broderbund, Cadient Group, Deloitte, The Disney Channel, Edmund's, Encyclopaedia Britannica, GoTo.com (now Overture), Houghton Mifflin, The Institute for Student Achievement, Knowledge Adventure, The Learning Company, The Leukemia & Lymphoma Society, McMillan-McGraw Hill, NBC Television (w/Corday Productions), New.net, Nordstrom, PointRoll, Onsale, OraSure Technologies, The Orange County Philharmonic Society, Priceline, Shaw Pittman, Simon & Schuster, SunGard Higher Education, SwingStarGolf, Upper Deck, Walker Digital, Vivometrics and Xerox. Scott holds a bachelor's degree in broadcast communications from Asbury College (Wilmore, Kentucky) and a master's degree in communications, with an emphasis in print journalism, from the University of Tennessee, Knoxville.</p> | |
| Venue | Laurence A. Baiada Center, 3225 Arch Street, Ground Floor | |
| Time | 6:00p.m. – 8:30 p.m. | |
| Register Now | http://www.lebow.drexel.edu/Centers/Baiada/Calendar.php | |

2007 - 08 Calendar of Events

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| Entrepreneurial Breakfast Forum – “The Future for Women Entrepreneurs: Industry and Gender Relationships” | October 26, 2007 |
| Leader | <p style="text-align: center;">Drexel University's LeBow College of Business Laurence A. Baiada Center for Entrepreneurship in Technology presents</p> <p style="text-align: center;">"The Future for Women Entrepreneurs: <i>Industry and Gender Relationships</i>"</p> <p>The Center for Women's Business Research asserts that between 1997 and 2006, the growth in the number of privately-held majority women-owned firms was nearly two times the rate for all U.S. privately-held firms (42.3% vs. 23.8%). Are female entrepreneurs really different than male entrepreneurs? This panel discussion will explore this disparity in growth and discuss the types of entrepreneurial ventures being created now and what may be anticipated for the future for women entrepreneurs.</p> <p style="text-align: center;">October 26, 2007 7:30-10:00 a.m. George D. Behrakis Grand Hall, Creese Student Union Complex 32nd and Chestnut Streets, Philadelphia</p> <p>Panelists</p> <ul style="list-style-type: none"> • Ellie Cantor, Ph.D., MBA: President, CJ Resources, Inc. • Wayne D. Kimmel: Managing Partner, ETF Venture Funds • Cheryl Beth Kuchler: Founder and Managing Principal, CEO Think Tank • Larissa C. Milne: President & CEO, Parsortix <p>Moderator</p> <ul style="list-style-type: none"> • Donna M. DeCarolis, Ph.D.: Department Head, Management Department, LeBow College of Business and Academic Director, Baiada Center <p>RSVP online at www.lebow.drexel.edu/baiada/events or contact Terri McIlhenney at terrim@drexel.edu or 215.895.0302.</p> <p>The Baiada Center's Entrepreneurial Breakfast Series is Philadelphia's first and only entrepreneurial forum for regional development initiatives that links companies, institutional and private investors and research institutions with the Drexel community. Panel discussions and guest speakers provide thought leadership in best practices of entrepreneurship for experienced entrepreneurs.</p> |
| Venue | Behrakis Grand Hall – Creese Student Union Complex – 32 nd & Chestnut Streets |
| Time | 7:30 a.m. – 10:00 a.m. |
| Register Now | http://www.lebow.drexel.edu/Newsroom/Events/login.php?doneAction=registerEvent&doneArgs[]=1396 |
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2007 - 08 Calendar of Events

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| Business Plan Development Workshop – | | November 3, 2007 |
| Developing a business concept Concept testing Outline of Business Plan, Competition Requirements | | |
| Leader | Michele Masterfano, Mentor In this session, we will take a look at how to methodically study a business idea to make sure that we can define a market that will actually want to buy the product or service. We will also discuss how that kind of analysis feeds into the Baiada Center's concept paper requirements. Finally, we will take a look at some business plan tables of contents from real businesses who have been attempting to raise financing in the last year or so. | |
| Venue | Laurence A. Baiada Center, 3223 Arch Street, Ground Floor | |
| Time | 10:00 a.m. – 12:00 p.m. | |
| Register Now | http://www.lebow.drexel.edu/Newsroom/Events/index.php?view=month&date=11/03/2007 | |
| Entrepreneurial Skills Workshop “Marketing 101 for Entrepreneurs – Do We Have To Know This?” | | November 5, 2007 |
| Leader | Wade Lee, Director of Business Development - Ternary Software Entrepreneurs that are developing early stage ventures usually have limited time and financial resources. These limitations make it especially important to understand where theory and real life practice intersect to effectively prioritize important marketing initiatives. Attend this workshop to learn from real world examples the do's and don'ts to develop an effective marketing focus in the early stage space. Wade Lee has over twenty-five years of sales and marketing experience in the IT arena. Mr. Lee brings a wide range of perspectives, having worked with industry giants, such as IBM and Bell Atlantic, as well as with smaller entrepreneurial ventures over the past decade. Mr. Lee joined Ternary's Management Team as Director of Sales and Marketing arena in early 2004. He has successfully implemented a two-tiered business development strategy, including both direct sales, and a strategic sales channel to attract emerging company clients. Under Mr. Lee's direction, Ternary has placed on The Philadelphia 100 for the past three years. Mr. Lee has been very active in the local entrepreneurial community. He has been a Business Plan Evaluator and Judge for the Angel Venture Fair for the past three years, and has participated as a presentation coach for the Mid-Atlantic Venture Conference. He also presented a white paper – “Extreme Selling in the Early Stage Space” at the Agile2006 Conference, and co-presented at “The Customer Communication Boot Camp” at Agile2007. He is on the Executive Committee of the AgilePhilly User Group. Mr. Lee has a BA from Grinnell College in Economics and Mathematics, and an MBA from The Owen Graduate School of Management, Vanderbilt University. Mr. Lee is also president of The Lionville Soccer Club (Youth Travel Soccer Club), on the Board of Directors for the Lionville Youth Association, and was a former Jeopardy Contestant. Please RSVP online by visiting the Baiada Center's Calendar of Events http://www.lebow.drexel.edu/Centers/Baiada/Calendar.php . | |
| Venue | Laurence A. Baiada Center, 3225 Arch Street, Ground Floor | |
| Time | 6:00p.m. – 8:30 p.m. | |
| Register Now | http://www.lebow.drexel.edu/Newsroom/Events/login.php?doneAction=registerEvent&doneArgs[]=1386 | |
| Business Plan Development Workshop – | | November 10, 2007 |
| Product/service descriptions What is a target market? Marketing and sales strategy Positioning and Segmentation Competitive analysis | | |

2007 - 08 Calendar of Events

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| Barriers to entry Channels | |
| Leader | <p>Michele Masterfano, Mentor</p> <p>To catch on in the marketplace, a product or service needs to satisfy some need. We'll talk about how you determine what the core need is and how you can develop a product that meets the need. "Develop it and they will buy it" generally doesn't work so well. So, we will talk about the nuts and bolts of marketing, which include how to affect what the target market thinks about you, how to understand your competitors, how you can keep others out of your market, and how to set up sales channels to get your product or service to market.</p> |
| Venue | Laurence A. Baiada Center, 3225 Arch Street, Ground Floor |
| Time | 10:00a.m.-12:00 p.m. |
| Register Now | http://www.lebow.drexel.edu/Newsroom/Events/login.php?doneAction=registerEvent&doneArgs[]=1352 |
| Business Plan Development Workshop – | |
| December 1, 2007 | |
| Introduction to Library databases and Resources | |
| Leader | <p>Michele Masterfano, Mentor</p> <p>This session provides a hands-on approach to using the Drexel library system to conduct the necessary market research for a strong plan.</p> |
| Venue | Laurence A. Baiada Center, 3225 Arch Street, Ground Floor |
| Time | 10:00 a.m. – 12:00 p.m. |
| Register Now | http://www.lebow.drexel.edu/Newsroom/Events/login.php?doneAction=registerEvent&doneArgs[]=1353 |
| Entrepreneurial Skills Workshop | |
| December 6, 2007 | |
| "Creativity and Innovative Thinking" | |
| Leader | <p>Dave Piltz, Managing Partner The Learning Key</p> <p style="text-align: center;">"Creativity & Innovative Thinking" Workshop Leader: Dave Piltz, Managing Partner, The Learning Key®</p> <p style="text-align: center;">December 6, 2007 6-8:30 p.m. Laurence A. Baiada Center 3225 Arch Street, Ground Floor of the Academic Building Drexel University's Main Campus</p> <p>Do you think success is directly linked to innovation? Do you want to tap into your creativity to instantly turn your company's goals into profits? Through discussions and activities, workshop participants will learn how to be creative in the moment and walk away with at least one new business idea for increased success.</p> <p>Dave Piltz is managing partner of The Learning Key®, a company that specializes in developing innovative learning solutions. He has been creating and offering programs in leadership, organizational and educational change, communication, teamwork, customer service, and personal and professional effectiveness for over 13 years.</p> <p>Dave has worked as a director of residence life, graphic illustrator, technical trainer and writer, and as an internal OD training specialist. He earned a B.S. in Aerospace Engineering and</p> |

2007 - 08 Calendar of Events

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| | <p>completed graduate courses in administration, leadership, counseling, industrial engineering, and workforce education. In addition, he holds certification in MBTI® and game design.</p> <p style="text-align: center;">Please RSVP online at http://www.lebow.drexel.edu/Centers/Baiada/Calendar.php.</p> <p>For additional information, contact Terri McIlhenney via email at terrim@drexel.edu or via phone at 215-895-0302.</p> | |
| Venue | Laurence A. Baiada Center, 3225 Arch Street, Ground Floor | |
| Time | 6:00p.m. – 8:30 p.m. | |
| Register Now | http://www.lebow.drexel.edu/Newsroom/Events/login.php?doneAction=registerEvent&doneArgs[]=1387 | |
| Business Plan Development Workshop – | | January 12, 2008 |
| Revenue Models and Pro forma financials | | |
| Leader | Michele Masterfano, Mentor | |
| | <p>A business also isn't a business until you make money—we'll also talk about the various ways you can charge your customers, such as paying directly for the product, service fees, licensing fees, etc. We'll talk about the kind of financial reports you have to put together for an effective business plan, and how you pull it all together into that knock-out kind of presentation that will bring you the big bucks.</p> | |
| Venue | Laurence A. Baiada Center, 3225 Arch Street, Ground Floor | |
| Time | 10:00 a.m. – 12:00 p.m. | |
| Register Now | http://www.lebow.drexel.edu/Newsroom/Events/login.php?doneAction=registerEvent&doneArgs[]=1354 | |
| Entrepreneurial Skills Workshop | | January 14, 2008 |
| “Legal Aspects of Entrepreneurship” | | |
| Leader | Jack Rosenbloom, Esquire Semanoff, Ormsby, Greenberg & Torchia, LLC | |
| Venue | Laurence A. Baiada Center, 3225 Arch Street, Ground Floor | |
| Time | 6:00 p.m. – 8:30 p.m. | |
| Register | http://www.lebow.drexel.edu/Newsroom/Events/login.php?doneAction=registerEvent&doneArgs[]=1388 | |
| 2008 Registration Deadline for Concept Phase | | January 18, 2008 |
| Business Plan Development Workshop – | | January 26, 2008 |
| Operational plans Production HR Issues | | |
| Leader | Michele Masterfano, Mentor | |
| | <p>Now that you have a business, you have to run it effectively. We'll spend our time in this session talking about various issues, such as development and production planning, hiring the right people, and so on.</p> | |
| Venue | Laurence A. Baiada Center, 3225 Arch Street, Ground Floor | |
| Time | 10:00 a.m. – 12:00 p.m. | |
| Register Now | http://www.lebow.drexel.edu/Newsroom/Events/login.php?doneAction=registerEvent&doneArgs[]=1355 | |

2007 - 08 Calendar of Events

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| 2008 Business Plan Competition Submission Deadline | 12:00 p.m. | February 4, 2008 |
| Entrepreneurial Skills Workshop – “The Skilled Negotiator” | | February 7, 2008 |
| Leader | <p>Baiada Center Entrepreneurial Skills Workshop/February 7</p> <p>Drexel University LeBow College of Business Laurence A. Baiada Center for Entrepreneurship in Technology presents</p> <p>“The Skilled Negotiator”</p> <p>Presenters:</p> <p>Gene S. Godick, Co-Owner and CEO, Tafford Uniforms Jeffrey Stello, Founder and Managing Partner of Charlestown Capital Partners LLC</p> <p>February 7, 2008 6-8:30 p.m. Laurence A. Baiada Center 3225 Arch Street, Ground Floor of the Academic Building Drexel University's Main Campus</p> <p>Entrepreneurs must become skilled at the art of negotiation to land the best contracts with clients, vendors and investors and gain competitive advantage. Experienced negotiators understand the need to strike a win-win deal by successfully fulfilling the other side's needs without ever losing sight of their own goals. Attend this workshop to learn from accomplished entrepreneurs the valuable techniques necessary to negotiate for success.</p> <p>Gene S. Godick is co-owner and chief executive officer of Tafford Uniforms. He was previously EVP and Chief Financial Officer of Verticalnet, Inc. Mr. Godick led Verticalnet's successful IPO, spearheaded a major balance sheet restructuring, was responsible for closing over 20 acquisitions, and raised over \$300 million in capital. Prior to joining Verticalnet, Mr. Godick enjoyed a successful public accounting career with KPMG and Arthur Andersen. Mr. Godick received a B.S. from Villanova University and is a Certified Public Accountant.</p> <p>Jeffrey Stello is an experienced entrepreneurial executive with several high-growth technology and life science companies during the past 20 years. He has held the roles of Chief Financial Officer, General Manager and Interim CEO with venture-backed and public companies. Most recently, Stello was the global CFO of a Swiss-based medical device manufacturer that was sold to a NYSE listed company. During his career Stello has raised more than \$200 million in equity and debt capital, completed 12 M&A transactions and implemented ERP solutions from SAP, Oracle and Microsoft. Stello is the founder and Managing Partner of Charlestown Capital Partners, a management advisory firm assisting growth technology and life science companies with strategic initiatives such as capital fundraising, M&A and foreign expansion. He is a CPA and graduated from the Villanova School of Business with an MBA and from Bloomsburg University with a B.S. in Business Administration.</p> <p>Please RSVP online by visiting the Baiada Center's Calendar of Events http://www.lebow.drexel.edu/Centers/Baiada/Calendar.php.</p> <p>For additional information, contact Terri McIlhenney via email at terrim@drexel.edu or by calling 215-895-0302.</p> | |
| Venue | Laurence A. Baiada Center, 3225 Arch Street, Ground Floor | |
| Time | 6:00 p.m. – 8:30 p.m. | |
| Register Now | http://www.lebow.drexel.edu/Newsroom/Events/login.php?doneAction=registerEvent&doneArgs[]=1389 | |
| Business Plan Development Workshop – Risk, Legal Issues and Putting it all together | | February 9, 2008 |
| Leader | Michele Masterfano, Mentor | |

2007 - 08 Calendar of Events

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| | A business isn't a business until you set it up legally. We'll discuss the various legal forms of business, and what they might mean to you down the road. We'll also talk about how you determine the risks you face, and what you need to do to make sure they don't ruin your business. |
| Venue | Laurence A. Baiada Center, 3225 Arch Street, Ground Floor |
| Time | 10:00a.m. – 12:00 p.m. |
| Register Now | http://www.lebow.drexel.edu/Newsroom/Events/login.php?doneAction=registerEvent&doneArgs[]=1356 |
| Entrepreneurial Skills Workshop "10 Keys to a Fundable Pitch" | March 10, 2008 |
| Leader | <p>Baiada Center Entrepreneurial Skills Workshop/March 10</p> <p>Drexel University's LeBow College of Business Laurence A. Baiada Center for Entrepreneurship in Technology presents</p> <p>"10 Keys for a Fundable Pitch: How to Talk to Money"</p> <p>Learn how to structure and deliver a winning presentation for angel or VC investment capital, and other secrets of waging a successful campaign for funding. If you have never presented to investors before•or if you have, but didn't get what you wanted•this workshop is for you.</p> <p>Some of the topics we will cover:</p> <ul style="list-style-type: none"> • What are investors really thinking when you present • What can you say in the opening 60 seconds to win-and keep-investors' attention • What are the top-tier questions that must be answered in the first ten minutes • How to explain a complex business strategy or technology so that investors "get it" the first time • How to squeeze the essence of your business plan into ten minutes-without rushing • How to keep from being interrupted before you finish • Some of the red flags investors are looking for, and how to avoid them • How to steer clear of "PowerPoint Hell" • How to close for that all-important second meeting <p>Presenter: Steve Bowman, President of BizClarity</p> <p>March 10, 2008 6-8:30 p.m. Laurence A. Baiada Center 3225 Arch Street, Ground Floor of the Academic Building Drexel University's Main Campus</p> <p>Steve Bowman, "The Pitch Doctor," is an expert in financial and technical presentations, particularly in helping entrepreneurial companies prepare pitches for venture funding. He is also a business writer and has written and published two books. Unlike most speaking coaches, Steve works with the content of the presentation as much as with the delivery. He applies his experience and training as a writer and businessman to help clients find and focus the essence of their business message. Then he helps shape the message into a persuasive communication, whether in the form of speeches, presentations, PowerPoint slides, company websites, or written reports. Harvard educated, with twenty-five year's experience in business, including the syndication and marketing of real estate investments, owning and running small businesses, developing marketing programs for large corporations, training, and consulting, Steve recently taught business communication at The Wharton School.</p> <p>Please RSVP online by visiting the Baiada Center's Calendar of Events http://www.lebow.drexel.edu/Centers/Baiada/Calendar.php.</p> <p>For additional information, contact Terri McIlhenney via email at terrim@drexel.edu or by calling 215-895-0302.</p> |
| Venue | Laurence A. Baiada Center, 3225 Arch Street, Ground Floor |
| Time | 6:00 p.m. – 8:30 p.m. |

2007 - 08 Calendar of Events

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| Register Now | http://www.lebow.drexel.edu/Newsroom/Events/login.php?doneAction=registerEvent&doneArgs[]=1390 |
| Entrepreneurial Breakfast Forum "The Democratization of Entrepreneurship: Let Me In!" | March 13, 2008 |
| Leader | <p>Moderator: Mark P. Loschiavo Executive Director and Sr. Exec. in Residence LeBow College of Business Laurence A. Baiada Center for Entrepreneurship in Technology</p> <p>Panelists: Mel Baiada Founder and Principal BaseCamp Ventures</p> <p>David Bookspan Founder and Managing Director DreamIt Ventures</p> <p>Blake Jennelle CEO Anthillz</p> <p>RoseAnn B. Rosenthal President & CEO Ben Franklin Technology Partners/SEP</p> <p>Mark S. Schweiker President & CEO Greater Philadelphia Chamber of Commerce</p> <p>Baiada Center Entrepreneurial Breakfast Series</p> <p>The Laurence A. Baiada Center for Entrepreneurship in Technology at Drexel University invite you to attend the next entrepreneurial forum for regional development initiatives that links companies, institutional and private investors, research institutions and the Drexel community.</p> <p>"The Democratization of Entrepreneurship: Let Me In!"</p> <p>One of the biggest obstacles for first time entrepreneurs is gaining access to the right players in the entrepreneurial ecosystem in order to move their ideas and companies forward. Concurrently, venture capitalists, service providers and economic development agencies seek robust pipelines of quality entrepreneurial opportunities for growth.</p> <p>Attend this enlightening panel discussion to explore what is being done or can be done to create a more inclusive system to provide entrepreneurs better access to funding sources, service providers and advisors in tandem with increasing visibility and transparency of entrepreneurial companies to members of the ecosystem.</p> <p>March 13, 2008 7:30 • 10:00 A.M. George D. Behrakis Grand Hall Creese Student Union Complex 32nd and Chestnut Streets Philadelphia, Pennsylvania</p> <p>Please register online at the Baiada Center's Calendar of Events http://www.lebow.drexel.edu/Centers/Baiada/Calendar.php.</p> <p>For more information, contact Terri McIlhenney at terrim@drexel.edu or</p> |

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| | 215-895-0302. TBA |
| Venue | Behrakis Grand Hall, Creese Student Union Complex, 32 & Chestnut Streets |
| Time | 7:30 a.m. – 10:00 a.m. |
| Register Now | http://www.lebow.drexel.edu/Newsroom/Events/index.php?view=month&date=03/16/2008 |
| 2008 Business Plan Competition – “Competition Awareness Event” | April 1, 2008 |
| Leader | Mark P. Loschiavo, Executive Director |
| Venue | Laurence A. Baiada Center, 3225 Arch Street, Ground Floor |
| Time | 5:00 p.m. – 7:00 p.m. |
| Register Now | http://www.lebow.drexel.edu/Newsroom/Events/login.php?doneAction=registerEvent&doneArgs[]=1363 |
| Business Plan Development Workshop – Developing a Business Concept Concept Testing Outline of business plan, Competition Requirements | April 5, 2008 |
| Leader | Michele Masterfano, Mentor In this session, we will take a look at how to methodically study a business idea to make sure that we can define a market that will actually want to buy the product or service. We will also discuss how that kind of analysis feeds into the Baiada Center’s concept paper requirements. Finally, we will take a look at some business plan tables of contents from real businesses who have been attempting to raise financing in the last year or so. |
| Venue | Laurence A. Baiada Center, 3225 Arch Street, Ground Floor |
| Time | 10:00 a.m. – 12:00 p.m. |
| Register Now | http://www.lebow.drexel.edu/Newsroom/Events/login.php?doneAction=registerEvent&doneArgs[]=1357 |
| Entrepreneurial Skills Workshop – Project Management | April 10, 2008 |
| Leader | Baiada Center Entrepreneurial Skills Workshop/April 10 Drexel University LeBow College of Business Laurence A. Baiada Center for Entrepreneurship in Technology presents “ Invention into Innovation ” Presenters: Nicholas C. Barbi, Ph.D. and Alfred S. DeLucia, Partners, nSynergies, Inc. April 10, 2008 6-8:30 p.m. Laurence A. Baiada Center 3225 Arch Street, Ground Floor of the Academic Building Drexel University’s Main Campus You have a great idea or invention but no clue how to turn it into a viable business. You are asking yourself... <ul style="list-style-type: none"> • How much will it cost? • How long will it take? • How will I make money? Attend this highly interactive workshop to explore the process an entrepreneur might follow to convert an idea into a realistic business plan. Learn new skills to help transform invention into innovation through a |

2007 - 08 Calendar of Events

methodology that starts with sorting out the task list to developing a time line, while taking into consideration cash flow considerations.

Dr. Nick Barbi is CEO of the recently formed PulseTor LLC, an entity created to design, build and distribute state-of-the-art X-Ray detector and pulse processor components. As President, n-Synergies, Inc., Nick assists other instrument manufacturers in product development, new product roll-out and in world-wide distribution. Nick and Al Delucia have recently developed *The Complete Innovator*[®] Seminar series to facilitate and promote innovation in the corporate environment.

Prior to forming PulseTor, Nick served as Director, Product Development for RJ Lee Group, a materials and environmental consulting firm in Monroeville, PA, leading efforts to commercialize products based on technologies developed in the course of their consulting business. He co-founded, managed, and subsequently sold Peak Instruments, Inc. and Advanced Analysis Technologies, Inc., two manufacturing companies in the X-Ray Spectroscopy field, and has served as VP/Strategic Development for ADE Technologies, in Newton, MA. As an independent agent, Nick introduced products for Gresham Scientific Instruments, a startup UK company, into the North American market. He has broad experience in product development, product management, domestic and international sales, and corporate management.

Nick is currently volunteering a substantial amount of his time to the PA Department of Community and Economic Development to improve the climate for technology start-ups in the state. He is a member of the Industrial Advisory Board for the Electrical and Computer Engineering Department at Northeastern University. Nick has also served as a sub-committee chairman within ASTM, and is a member of several professional societies, and is a Fellow of the Institute for Materials, Malaysia. He holds a Ph.D. degree in Materials Science from Rensselaer Polytechnic Institute and a BS degree in Metallurgical Engineering/Materials Science from Lehigh University.

Al DeLucia is a registered professional engineer and a project management professional with over 30 years experience in engineering, construction management, project management and facilities management in various positions in federal and state government and the private sector. In recent years, his project management experience has extended into large information technology, personnel recruitment and training, and organizational restructuring projects. Al currently serves as Director, Project Management Division for the U.S. General Services Administration in Philadelphia, a project office he designed and implemented in 1994. In this office he currently manages 18 project managers managing 48 projects worth \$1.1 billion.

Recipes for Project Success, published by PMI in 1999, was co-authored by Al and his wife Jackie. He also was a contributing author to *Work Team Coaching*, published by Herbelin Publications in 2000, and wrote *The Evolution of Project Management at GSA*, an article in the September 1999 issue of *PM Network*.

Al has been a member of the DVC Education Committee since 1999, teaching courses in Foundations of Project Management and actively participating in updating and rewriting of course materials. He is also an adjunct professor at Villanova University, teaching masters-level courses in project management, performance management, and team building. He created and recorded a web based version of Performance Management, currently available through the Villanova continuing education website. Al has a B.A. in general arts and a B.S. in mechanical engineering from Rutgers University, and an M.S. in Environmental Engineering from Cornell University.

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| Time | 6:00 p.m. – 8:30 p.m. | |
| Register Now | http://www.lebow.drexel.edu/Newsroom/Events/login.php?doneAction=registerEvent&doneArgs[]=1391 | |
| Business Plan Development Workshop – | | April 12, 2008 |
| Product/service descriptions What is a target market? Marketing and sales strategy Positioning and Segmentation Competitive analysis Barriers to entry Channels | | |
| Leader | <p>Michele Masterfano – Mentor</p> <p>To catch on in the marketplace, a product or service needs to satisfy some need. We'll talk about how you determine what the core need is and how you can develop a product that meets the need. "Develop it and they will buy it" generally doesn't work so well. So, we will talk about the nuts and bolts of marketing, which include how to affect what the target market thinks about you, how to understand your competitors, how you can keep others out of your market, and how to set up sales channels to get your product or service to market.</p> | |
| Venue | Laurence A. Baiada Center, 3225 Arch Street, Ground Floor | |
| Time | 10:00 a.m. – 12:00 p.m. | |
| Register Now | http://www.lebow.drexel.edu/Newsroom/Events/login.php?doneAction=registerEvent&doneArgs[]=1358 | |
| 2008 Registration Deadline for Full Business Plans | 12:00 p.m. | April 18, 2008 |
| Business Plan Development Workshop - | | April 19, 2008 |
| Revenue models and Pro forma financials | | |
| Leader | <p>Michele Masterfano, Mentor</p> <p>A business also isn't a business until you make money—we'll also talk about the various ways you can charge your customers, such as paying directly for the product, service fees, licensing fees, etc. We'll talk about the kind of financial reports you have to put together for an effective business plan, and how you pull it all together into that knock-out kind of presentation that will bring you the big bucks.</p> | |
| Venue | Laurence A. Baiada Center, 3225 Arch Street, Ground Floor | |
| Time | 10:00 a.m. – 12:00 p.m. | |
| Register Now | http://www.lebow.drexel.edu/Newsroom/Events/login.php?doneAction=registerEvent&doneArgs[]=1359 | |
| Business Plan Development Workshop – | | April 26, 2008 |
| Operational plans Production HR Issues | | |
| Leader | <p>Michele Masterfano, Mentor</p> <p>Now that you have a business, you have to run it effectively. We'll spend our time in this session talking about various issues, such as development and production planning, hiring the right people, and so on.</p> | |
| Venue | Laurence A. Baiada Center, 3225 Arch Street, Ground Floor | |

2007 - 08 Calendar of Events

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| Time | 10:00 a.m. – 12:00 p.m. | |
| Register Now | http://www.lebow.drexel.edu/Newsroom/Events/login.php?doneAction=registerEvent&doneArgs[]=1360 | |
| Business Plan Development Workshop – | | May 3, 2008 |
| Risk, Legal Issues and Putting it all together | | |
| Leader | Michele Masterfano, Mentor A business isn't a business until you set it up legally. We'll discuss the various legal forms of business, and what they might mean to you down the road. We'll also talk about how you determine the risks you face, and what you need to do to make sure they don't ruin your business. | |
| Venue | Laurence A. Baiada Center, 3225 Arch Street, Ground Floor | |
| Time | 10:00 a.m. – 12:00 p.m. | |
| Register Now | http://www.lebow.drexel.edu/Newsroom/Events/login.php?doneAction=registerEvent&doneArgs[]=1361 | |
| 2008 Full Business Plan Submission Deadline | 12:00 p.m. | May 5, 2008 |
| Entrepreneurial Skills Workshop – “How to Recruit Top Talent” | | May 12, 2008 |
| Leader | <p style="text-align: center;">Baiada Center Entrepreneurial Skills Workshop/May 12</p> <p style="text-align: center;">The Laurence A. Baiada Center for Entrepreneurship in Technology presents:</p> <p style="text-align: center;">Getting the Right People on the Bus: Hiring Your First 10 Employees</p> <p>Presenter: Harry Griendling CEO – Founder, DoubleStar, Inc.</p> <p>Please join us for this Entrepreneurial Skills Workshop.</p> <p>May 12, 2008 6-8:30 p.m. Laurence A. Baiada Center for Entrepreneurship 3225 Arch Street, Ground Floor of the Academic Building Drexel University’s Main Campus</p> <p>Hiring the first employees is a crucial step for a new start-up. Entrepreneurs must carefully diagnose what skill sets are necessary to build an effective team, recruit and retain talented people, and set up methods to measure effectiveness. Attend this workshop to learn from a leader in the industry how to avoid common hiring mistakes and optimize your employee recruitment efforts.</p> <p>Harry Griendling is a founder and Managing Partner of DoubleStar, Inc., a leading provider of talent acquisition and measurement solutions that enable organizations to optimize</p> | |

2007 - 08 Calendar of Events

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| | <p>their talent management initiatives. During his time at DoubleStar, Griendling has led the design, development, and execution of more than 700 high-volume recruitment projects for 250 of the East Coast's fastest growing organizations.</p> <p>As a recognized thought leader and visionary in recruiting, retention and talent management, Griendling is a frequent speaker and publisher of provocative content that enables HR and business leaders to look at talent-related imperatives in new and interesting ways.</p> <p>Harry has published multiple articles and authored a monthly feature column on Technology and Pharmaceutical Industry Careers for the Philadelphia Inquirer and Technology Times. He has been featured in INC Magazine and Benchmark Communications for innovations made in his own firms' internal staffing and retention practices. Harry has delivered over 100 seminars and presentations at regional and national recruiting industry events, and also taught customized recruitment seminars for corporate executive teams. Recently, Harry was the Lead Presenter at the Talent Acquisition and Staffing Summit in Atlanta and the October 2006 speaker at the Tri-State SHRM monthly meeting.</p> <p>Under Harry's leadership, DoubleStar has been twice named to the INC 500 list of America's fastest growing private companies and six times to the Philly 100 list of the region's high growth private firms. Mr. Griendling holds his bachelor's and master's degrees from The Pennsylvania State University.</p> <p>Please register online by visiting the Baiada Center's Calendar of Events http://www.lebow.drexel.edu/Centers/Baiada/Calendar.php.</p> <p>For additional information, contact Terri McIlhenney via email at terrim@drexel.edu or by calling 215-895-0302.</p> |
| Venue | Laurence A. Baiada Center, 3225 Arch Street, Ground Floor |
| Time | 6:00 p.m. – 8:30 p.m. |
| Register Now | http://www.lebow.drexel.edu/Newsroom/Events/login.php?doneAction=registerEvent&doneArgs[]=1392 |
| 2008 Entrepreneur Conference – Finalist Presentations (Incubator Admission) June 4, 2008 | |
| Agenda | <p style="text-align: center;">Entrepreneur Conference 2008: Entrepreneurial Leadership June 4, 2008 World Café Live 3025 Walnut Street, Philadelphia, PA</p> <p>Agenda: 8:00 a.m. Registration and Continental Breakfast 8:45 a.m. Welcome and Introductory Remarks Mark P. Loschiavo, Executive Director, Baiada Center</p> |

2007 - 08 Calendar of Events

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| Register Now | http://www.lebow.drexel.edu/Newsroom/Events/login.php?doneAction=registerEvent&doneArgs[]=1393 |
| StartUp! | July 14-18, 2008 |
| Venue | Laurence A. Baiada Center, 3225 Arch Street, Ground Floor |
| Time | 9:00 a.m. – 5:00 p.m. |
| Closing Ceremony July 18, 2008 | Lunch – 12:00 p.m. – 3:00 p.m. |
| Venue | TBA |