

CONNECT Events Workshops/Talks/Seminars

Offered by *Project Olympus* and the *Don Jones Center*



Our **CONNECT** series give a detailed look into many aspects of entrepreneurship and innovation. Teams looking for talent and talent looking to join a team can **CONNECT** at these events. These events will also help prepare students who want to participate in business competitions, including our *McGinnis Venture Competition*, as well as obtain investment funding.

Fall 2013

Event	Date/Time	Location
START SMART Raising Capital Learn everything you need to know about startup capital including: legal issues, opportunities, crowdsourcing and proposed SEC regulation, etc.	Wednesday, Sept 11 5:30 pm-7:00 pm	Gates Hillman, 6115
Idea Screening* Evaluate whether a business idea is viable, led by Frank Demmler of Innovation Works.	Friday, Sept 13 <i>Part of Boot Camp</i>	Posner Hall, 153
Dos & Don'ts of Student Business Teams Learn the basics about forming a business team.	Tuesday, Sept 17 5:00 pm-6:30 pm	Newell Simon Hall, 3305
Value Designer Canvas* Have a great idea for a product or service you hope will sweep the market? Learn to use the Value Designer Canvas with Ennova Inc.'s John Sutherland.	Friday, Sept 27 3:00 pm-5:00 pm	Posner Hall, 152
Art of the Pitch* Learn about the strategies, tactics and rationale for the successful investor pitch with guest Desmond O'Connor of Innovation Works.	Friday, Oct 4 1:00 pm-3:00 pm	Gates Hillman, 6115
START SMART Company Formation Join David Lehman, Partner at K&L Gates, where he will cover entity formation, founder arrangements, employee equity, splitting the founder's equity pie, etc.	Thursday, Oct 10 5:30 pm-7:00 pm	Pitt School of Law

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Creating a Successful Video* Prepare a successful video for competing in an online business competition for entrepreneurs, led by CMU's Ralph Vituccio and Dave Mawhinney.	Friday, Nov 1 1:00 pm-3:00 pm	Newell Simon Hall, 3305
Agile Product Development* Learn an iterative and interactive framework to manage the process of building your startup's technology solution, led by Sean Ammirati of Birchmere Labs and Birchmere Ventures.	Wednesday, Nov 6 1:00 pm-3:00 pm	Newell Simon Hall, 3305
How to Pitch to an Angel Angels invest in 100 times more deals than VCs and at earlier stages. Learn how to make sure your pitch is a turn on rather than a turn off with Don Morrison.	Thursday, Nov 7 5:00 pm-6:30 pm	Newell Simon Hall, 3305
Creative Entrepreneurship Led by Taylor Davidson, Director of kbs+ Ventures. Taylor will focus on fundraising, how to prepare for raising capital, how to approach venture capitalists, and what to expect along the way.	Friday, Nov 8 2:00 pm-4:00 pm	Posner Hall, 152
<i>START SMART</i> Protecting Your Company's IP Learn a host of topics including: how to protect your company's IP, how not to infringe on another's IP, how to handle IP created by your employee, including non-compete clauses, etc.	Tuesday, Nov 19 5:30 pm-7:00 pm	Newell Simon Hall, 3305
Elevator Pitch* Come away with the knowledge of how to successfully pitch your ideas to an investor. Learn the makings of a "great pitch" with Mel Pirchesky of Eagle Ventures.	Friday, Nov 22 2:00 pm-4:00 pm	Posner Hall, 153

**Strongly recommended for those planning to compete in the McGinnis Venture Competition*

***START SMART Events are offered by Project Olympus and the Pitt Law Innovation Practice Institute*

Register for all events: bit.ly/189yHJL

www.cmu.edu/cie