**CONNECTS**  
Entrepreneurship Seminar Series Fall 2021

All CONNECTS events will be hosted in a hybrid event format and advanced registration is required. Zoom information to all registered attendees will be sent the day before the event. Please note that the session will be recorded and added to the Swartz Center’s YouTube page following the event. All CONNECTS Seminars are held from 12:30 - 1:30 p.m.

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<th>Date</th>
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| Tues, Sept 14 | Acting and Thinking Like an Entrepreneur – More Important Now than Ever!  
Rebecca U. Harris, President, RUH Consulting, LLC |
| Wed, Sept 15  | Customer Enchantment through Design Thinking  
Brad Eiben, Carnegie Mellon University |
| Thurs, Sept 16 | Entrepreneurship Through Acquisition  
Len Caric, CMU |
| Tues, Sept 21 | Customer Discovery: Is My Idea a Good One?  
Kit Needham, CMU Swartz Center |
| Wed, Sept 22  | Exploring the Four Types of Entrepreneurship  
Laurie Barkman, CEO of SmallDotBig & CMU |
| Thurs, Sept 23 | Federal SBIR/STTR Process and How Startups Can Take Advantage of Free Money  
Ralph Hershberger, Madera Associates LLC |
| Tues, Sept 28 | Pitching Innovation to the C-Suite  
Melissa Murphy, CMU |
| Wed, Sept 29  | Show Me the Money: Monetizing IP via Licenses  
Matt Kirmayer & Daphne Higgs, Perkins Coie |
| Tues, Oct 5  | Business Model Canvas: A Practical Guide  
Will Kaigler, CMU Swartz Center |
| Wed, Oct 6   | Early Stage Fundraising from Silicon Valley Investors: Terminology, Milestones, Expectations  
Kelly Coyne, Co-Founder/Managing Partner, Chalet |
| Thurs, Oct 7  | To Trust or Not to Trust: What Every Startup Needs to Know about Privacy and Cybersecurity  
John Funge, DataTribe |
| Tues, Oct 12 | Lean Startups  
Dave Mawhinney, CMU Swartz Center |
| Wed, Oct 13  | Today’s MBA Student is Tomorrow’s Entrepreneur  
Cindy Padnos, Illuminate Ventures |

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| Tues, Oct 19 | How to Test a Startup Idea in One Day  
Max Mirho, EntrepreNerd |
| Wed, Oct 20  | Getting Started With Startup Ethics  
Jessica Pachuta, Ethics MVP |
| Thurs, Oct 21 | Creating a Successful Video Pitch  
Brian Staszcz, CMU |
| Tues, Oct 26 | Agile Product Development  
Sean Ammirati, Birchmere Ventures |
| Wed, Oct 27  | Creative Techniques: Examining & Eliminating Barriers to Business Growth  
Lisa Salley, API |
| Thurs, Oct 28 | Building a startup from 0 to 1: Operations and Fundraising  
Mar Hershenson, Pear VC |
| Tues, Nov 2  | Splitting the Founder’s Pie & Other Aspects of Equity Compensation  
Frank Demmler, Startup Whisperer |
| Wed, Nov 3   | Investor Presentations – Beyond the Pitch  
Jim Jen, Innovations Works and AlphaLab |
| Thurs, Nov 4  | Using Digital to Achieve Business Goals  
Laura Kelly, Dick’s Sporting Goods |
| Tues, Nov 9  | Financial Modeling  
Phil Compton, Locomation |
| Thurs, Nov 11 | Common Sense Tips That Are Not Commonly Used For Working With Early Stage VCs  
Peter Stern, Voyant Photonics |
| Tues, Nov 16 | Insurance for Startups  
Laurie Kuzneski, Kuzneski Insurance Group |
| Thurs, Nov 18 | Tune Up Your Perfect Pitch  
Daniel Teadt, CMU |

**START SMART LAW Seminar Series: Fall 2021**

All START SMART LAW seminars begin at 5:00 p.m.

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| Tues, Sept 14 | Introduction to Startup Law  
David Lehman, K&L Gates/Reed McManigle, CMU CTTEC |
| Tues, Sept 28 | How to Structure Your Capital Raise – Part 1 – The Fundamentals  
David Lehman, K&L Gates |
| Tues, Oct 5  | Startups v. Investors: How to Structure your Capital Raise – Part 2: Negotiating the Term Sheet  
David Lehman and Adam Kelson, K&L Gates |

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<tr>
<td>Tues, Oct 19</td>
<td>How to Form Your Startup Company – Part 1 – The Basics Panel</td>
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<tr>
<td>Tues, Oct 26</td>
<td>How to Form Your Startup Company – Part 2 – The Basics Panel</td>
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**FREE AND OPEN TO ALL**  
*Subject to change*  
Register @ bit.ly/34xpy00