All CONNECTS events will be hosted in-person at the
Swartz Center for Entrepreneurship, Tepper Quad, 3rd Level.
A virtual option will also be available.
Advanced registration is required.
Zoom information will be sent the day before the event to all registered attendees.
Please note that the session will be recorded.
All CONNECTS Seminars are held from 12:30 - 1:30 p.m. EST

| Tues, Sept 13 | Getting Dirty with Product Design  
Brad Eiben, Carnegie Mellon University |
| Wed, Sept 14 | Investment Banks: What are they Good For?  
Peter Finn and Adriana Salazar, Cowen |
| Tues, Sept 20 | How to Know That You are Ready for an Investment  
Christine S. Ferguson-Rau, Ferguson Financial Consulting |
| Thurs, Sept 22 | Customer Discovery: Is My Idea a Good One?  
Kit Needham, CMU Swartz Center |
| Tues, Sept 27 | Business Model Canvas: A Practical Guide  
Craig Markovitz, CMU Swartz Center |
| Wed, Sept 28 | Entrepreneurship Through Acquisition  
Len Caric, Carnegie Mellon University |
| Tues, Oct 4  | The Lean Startup  
Dave Mawhinney, CMU Swartz Center |
| Wed, Oct 5  | Exploring Blockchain Technology and Potential Applications  
David Kroger, Cowen |
| Thurs, Oct 6 | Keys to Building a Successful & Sellable Startup: Cashflow Forecasting & Digital Organization  
Kelley Lynch, CFO & VP of Operations, Othot |
| Tues, Oct 11 | Early Stage User Acquisition and Marketing  
Matt Spettel (CEO) and John LaGue (COO), CoPilot |
| Wed, Oct 12 | Who Wants to be a Millionaire? Creating Value with IP  
Matt Kirmayer, Perkins Coie |
| Tues, Oct 25 | To Trust or Not to Trust: What Every Startup Needs to Know about Privacy and Cybersecurity  
John Funge, DataTribe |
| Wed, Oct 26 | Splitting the Founder’s Pie & Other Aspects of Equity Compensation  
Frank Demmler, Startup Whisperer |
| Tues, Nov 1 | Financial Modeling  
Phil Compton, Locomation |
| Wed, Nov 2 | Early Stage Fundraising from Silicon Valley Investors: Terminology, Milestones, Expectations  
Kelly Coyne, Chalet |
| Thurs, Nov 3 | Launching Hardware Startups with Monozukuri, The Art of Making Things in a Creative Way  
Nobuhiro Seki, Monozukuri Ventures |
| Tues, Nov 8 | Creating a Successful Video Pitch  
Brian Staszewski, CMU |
| Wed, Nov 9 | Pitching Innovation to the C-Suite  
Melissa Murphy, Carnegie Mellon University |
| Tues, Nov 15 | Agile Product Development  
Sean Ammirati, Birchmire Ventures |

START SMART LAW Seminar Series: Fall 2022
All START SMART LAW seminars begin at 5:00 p.m. and are virtual.

| Thurs, Sept 22 | Introduction to Startup Law  
David Lehman, K&L Gates/Reed McManigle, CMU CTTEC |
| Thurs, Oct 6 | How to Handle Your (and Others’) Intellectual Property  
David Lehman/Lauren Murray/Reed McManigle |
| Thurs, Oct 27 | How to Form Your Startup Company Part 1: The Basics  
David Lehman, K&L Gates, Stephanie Dangel, Pitt Law |
| Thurs, Nov 10 | How to Form Your Startup Company Part 2: Legal Roadmap Workshop  
David Lehman, K&L Gates, Stephanie Dangel, Pitt Law |
| Tues, Nov 15 | Building and Leveraging Your Professional Team Panel |

FREE AND OPEN TO ALL  
*Subject to change*  
Register @ bit.ly/34xpyO0