

# CONNECTS

## Entrepreneurship Seminar Series Fall 2022

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

## START SMART LAW Seminar Series: Fall 2022

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

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