

# CONNECTS

## Entrepreneurship Seminar Series Fall 2024

All CONNECTS Seminars are held from 12:30 - 1:30 p.m. EST

Tues, Sept 10	<b>Designing a Product Culture</b> Brad Eiben, Carnegie Mellon University
Wed, Sept 11	<b>Entrepreneurship Through Acquisition</b> Len Caric, Carnegie Mellon University
Tues, Sept 17	<b>Business Model Canvas: A Practical Guide*</b> Craig Markovitz, CMU Swartz Center
Wed, Sept 18	<b>Customer Discovery*</b> Emily Moquin, Schmidt Market Research
Thurs, Sept 19	<b>Uncovering Ideas with Strategic Design*</b> Megan Guidi, Open/CMU
Tues, Sept 24	<b>Segmentation, Targeting and Positioning**</b> Bob Blattberg, Carnegie Mellon University
Tues, Oct 1	<b>Unique Selling Proposition**</b> Bob Blattberg, Carnegie Mellon University
Wed, Oct 2	<b>Science vs. Art in Pricing and Revenue*</b> Laura Forth, Go Further, LLC

Tues, Oct 8	<b>The Lean Startup</b> Dave Mawhinney, CMU Swartz Center
Wed, Oct 9	<b>Pitching Innovation to the C-Suite</b> Melissa Murphy, Carnegie Mellon University
Tues, Oct 29	<b>Pitch with Production Value*</b> Brian Stasz, Carnegie Mellon University
Wed, Oct 30	<b>Nonprofit Finance and Funding**</b> Kim McCormick and Leah Lizarondo, CMU Swartz Center
Wed, Nov 6	<b>Avoiding Mentor Whiplash: How to Manage Conflicting Advice *</b> Jim Jen, CMU Swartz Center
Thurs, Nov 7	<b>How to Win Friends and Influence Judges: The lost art of the Question &amp; Answer experience*</b> Adam Paulisick, maad labs/CMU
Wed, Nov 13	<b>Outcome &amp; Impact Measurement**</b> Bob Blattberg, Carnegie Mellon University

### \*McGinnis Venture Competition Focused Seminars

Applying for the McGinnis Venture Competition? Attend these seminars to help prepare

\*\* Focused seminars for those applying to the Social Enterprise Track

Tues, Sept 17	<b>Business Model Canvas: A Practical Guide*</b> Craig Markovitz, CMU Swartz Center
Wed, Sept 18	<b>Customer Discovery*</b> Emily Moquin, Schmidt Market Research
Thurs, Sept 19	<b>Uncovering Ideas with Strategic Design*</b> Megan Guidi, Open/CMU
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### START SMART LAW Seminar Series: Fall 2024

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

Thurs, Sept 26	<b>Introduction to Startup Law</b> David Lehman & Stephanie Dangel
Thurs, Oct 10	<b>How to Handle Your (and Others') Intellectual Property</b> David Lehman and Lauren Murray, K&L Gates

Thurs, Oct 24	<b>How to Form your Startup Company Part 1 - The Basics</b> David Lehman & Stephanie Dangel
Thurs, Nov 7	<b>How to Form Your Startup Company Part 2 - Workshop</b> David Lehman & Stephanie Dangel

**FREE AND OPEN TO ALL**

**\*Subject to change\***

**Register @ [bit.ly/34xpyO0](https://bit.ly/34xpyO0)**