



Free and open
to everyone!

CONNECTS

Swartz Center, Tepper Quad, 3rd Floor, Suite 3700

12:30 – 1:30 PM

Date	Topic	Speaker
Tues, Sept 1	Design Thinking Amplified: Creative Problem-Solving with AI	Ming Ming Champman, CMU
Thurs, Sept 3	Business Model Canvas: A Practical Guide*	Craig Markovitz, CMU Swartz Center
Tues, Sept 8	Entrepreneurship Through Acquisition	Len Caric, CMU
Thurs, Sept 10	Customer Discovery*	Emily Moquin, Schmidt Market Research
Thurs, Sept 24	Meet Swartz Center EIRs with Q&A	Indrani Halder, Laura Ohlund, and John Voytko, CMU SC EIRS
Tues, Sept 29	The Science and the Art of Pricing & Revenue Management*	Kelley Lynch, CFO sovaSage Inc.
Thurs, Oct 1	Financial Modeling	Phil Compton
Tue, Oct 6	Splitting the Founder's Pie & Other Aspects of Equity	Frank Demmler, CMU
Thurs, Oct 8	Early-Stage User Acquisition and Marketing	Matt Spettel & John LaGue, Trainwell
Thurs, Oct 22	Pitch with Production Value*	Brian Staszal, CMU
Tues, Oct 27	Understanding the Customer and Creating a USP*	Bob Blattberg, CMU
Wed, Oct 28	Building and Leveraging Your Expert Network*	Jim Jen, CMU Swartz Center

Start Smart Law Series

Virtual

5:00 – 6:15 PM

Tues, Sept 15	Intro to Startup Law
Thurs, Sept 29	How to Form Your Startup Company
Tues, Oct 13	Starting a Business with an F-1 Visa
Thurs, Oct 27	How to Handle Your (and Others') Intellectual Property

**Workshops that help prepare students for the
McGinnis Venture Competition**

For more info visit:
cmu.edu/entrepreneurship