



# CONNECTS

**Entrepreneurship Seminar Series Spring 2025**  
All CONNECTS Seminars are held from 12:30 - 1:30 p.m. EST

Tues, Jan 14	<b>How to Manage Raising Capital and the Requirements That Follow Fundraising</b> Jen Wallner, PwC	Tues, Feb 11	<b>How Innovation Can Help to Heal Healthcare</b> Ginny Pribanic, MedRespond, LLC
Thurs, Jan 16	<b>Insurance for Startups</b> Laurie Kuzneski, Kuzneski Insurance Group	Wed, Feb 12	<b>Finding Follow-on Capital</b> Ben Garber, 7 Mile Advisors
Tues, Jan 21	<b>To Trust or Not to Trust: What Every Startup Needs to Know about Privacy and Cybersecurity</b> John Funge, DataTribe	Thurs, Feb 13	<b>Franchising - Opportunities are Everywhere</b> Chris Cynkar, FranChoice
Wed, Jan 22	<b>Get Ready to Raise Investment Capital for your Startup</b> Christine S. Ferguson-Rau, President, Ferguson Financial Consulting, Inc.	Tues, Feb 18	<b>Early-Stage User Acquisition and Marketing</b> Matt Spettel & John LaGue, Trainwell
Thurs, Jan 23	<b>An Entrepreneurs' Guide to Managing Legal</b> Dave Mawhinney & Craig Markovitz, CMU Swartz Center	Wed, Feb 19	<b>Intellectual Property Crash-Course</b> Shane Rumbaugh, Steptoe & Johnson
Wed, Jan 29	<b>Keys to Building a Successful &amp; Sellable Startup: Cashflow Forecasting &amp; Digital Organization</b> Kelley Lynch, Chief Financial Officer, sovaSage Inc.	Tues, Feb 25	<b>Financial Modeling</b> Phil Compton
Thurs, Jan 30	<b>Splitting the Founder's Pie &amp; Other Aspects of Equity Compensation</b> Frank Demmler, Carnegie Mellon University	Wed, Feb 26	<b>The Hustlenomics Way: The Toyz Story</b> Damola Idowu, EIC and Founder of Owners Illustrated Magazine
Tues, Feb 4	<b>Practical Business Negotiation for the Early-Stage Company</b> Eric Kline, Troutman Pepper	Thurs, Feb 27	<b>Cost Efficient IP Strategies that Lead to Massive Exits</b> Sreekar Gadde, BlueTree VC & Jason Somma, Attorney/Consultant
Wed, Feb 5	<b>IP: What Is It and How Should You Protect It</b> Alicia Palladino, J.D., Ph.D and Martin Gomez, Goodwin	Thurs, Mar 13	<b>How to come up with ideas worth pursuing?</b> Mar Hershenson, Pear VC

## START SMART LAW Seminar Series: Spring 2025

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

Thurs, Feb 6	<b>STARTING A BUSINESS WITH AN F-1 Student VISA</b>	Thurs, April 3	<b>Startups v. Investors: How to Structure your Capital Raise Part 2: Negotiating the Term Sheet Workshop</b>
Thurs, Feb 20	<b>Building Your Team</b>	Thurs, April 17	<b>Worst Mistakes Made by Startups</b>
Thurs, Mar 20	<b>How to Structure Your Capital Raise Part 1: The Fundamentals</b>		

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CONNECTS**



**FREE AND OPEN TO ALL**

**\*Subject to change\***

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