

# Advanced Invention to Venture

## Day one

8:00 am	Welcome
8:10 am	Introduction, background, workshop rationale, procedures and schedule
8:30 am	Session #1, Strategic planning
10:30 am	Break
10:45 am	In-class exercises, presentations of exercises (if desired)
12:00 pm	Lunch: guest speaker
1:15 pm	Session #2, Intellectual property (IP), technology, product development, initial manufacturing plans
2:45 pm	Break
3:00 pm	In-class exercises, presentations of exercises (if desired)
5:30 pm	Sessions 1 & 2 wrap-up, end of the day

## Day two

8:00 am	Review of day one
8:30 am	Session #3, Marketing and sales plans
10:30 am	Break
10:45 am	In-class exercises, presentations of exercises (if desired)
12:00 pm	Lunch: guest speaker
1:15 pm	Session #4, Competition, strategic alliances, introduction to effective presentations
3:00 pm	Break
3:15 pm	In-class exercises, presentations of exercises (if desired)
5:30 pm	Sessions 3 & 4 wrap-up, end of the day

## Day three

8:00 am	Review of day two
8:30 am	Session #5, Operations, manufacturing, management and staffing plans
10:30 am	Break
10:45 am	In-class exercises, presentations of exercises (if desired)
12:00 pm	Working lunch
1:15 pm	Session #6, Financial plans, Part 1
2:45 pm	Break
3:00 pm	Session #6, Financial plans, Part 2
5:30 pm	Sessions 5 & 6 wrap-up, end of the day

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## Day four

8:00 am	Review of day three
8:30 am	Session #7, Review of effective presentations, executive summaries, practice presentations
10:00 am	Break
10:15 am	Practice presentations
12:00 pm	Working lunch
1:15 pm	Session #8, Presentations of one-page business plans
3:00 pm	Break
3:15 pm	Session #8, Presentations of one-page business plans
5:30pm	Workshop wrap-up

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## The instructor

AI2V is led by an experienced entrepreneurial educator with proven success coaching and supporting early stage entrepreneurs:



**Sharon C. Ballard** is president and CEO of EnableVentures, Inc., and former chief executive and founder of Reticular Systems, Inc. Under her leadership, Reticular won more than thirty SBIR Program awards. The company spun out new ventures that were quickly purchased (Hire.com). Reticular's core products are still selling globally (<http://www.agentbuilder.com>). She held management posts in Titan Corporation, Motorola Inc., and LINKABIT Corporation. As the first UCSD CONNECT management fellow, she coached more than sixty early-stage high tech entrepreneurs. She developed the Supercoach™ system and toolset.

Ballard has coached entrepreneurs in Europe and across the US. She is a founding management fellows for Arizona State University's Technopolis Program, focusing on educating, coaching, and networking early-stage entrepreneurs. Ballard has provided key entrepreneurial training for volunteer coaches at the University of Kentucky's Entrepreneurial Coaches Institute. Ballard has coached early stage entrepreneurs to successfully raise venture capital and has worked with many company founders to develop winning SBIR and boot strapping strategies, thereby preserving greater ownership for the company founders.

## About Invention to Venture

Invention to Venture workshops have been presented since 2003 in such technology hotspots as Boston, San Diego, Chicago, and Gainesville. The introductory I2V teaches technology entrepreneurship basics. Advanced I2V is for company founders who have committed to start a company around their technology. AI2V provides a more thorough review of the subject matter with hands-on exercises that make the materials pertinent to each participating team's venture. Limited class size and hand-picked mentors and speakers provide startups a unique venture acceleration opportunity. Participants experience 3-5 days of intensive class time and several weeks of coaching and strategy sessions, culminating in an investor pitch before custom-matched angel investors and VCs.

## Produced by



**The National Collegiate Inventors and Innovators Alliance** ([www.nciia.org](http://www.nciia.org)), is a non-profit organization whose mission is to foster invention, innovation, and entrepreneurship in higher education as a way of creating innovative, commercially viable, and socially beneficial businesses and employment opportunities in the United States.

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