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ARCHIVES - 2005

Rowan University I2V Agenda

8:30 - 9:00 am

Continental Breakfast, Registration, Pre-Networking

9:00 - 9:15

 Welcome to Rowan University: Dean Edward Schoen, College of Business
 About NCIIA: Humera Fasihuddin, Director of I2V
 What is Technology Entrepreneurship Anyway? And is it for you?: Mark Weaver,
 Executive Director, Center for Innovation and Entrepreneurship and Lou Bucelli, ACIN
 Camden Center for Entrepreneurship in Technology

10:00 - 10:45

Idea Validation and Opportunity Assessment - Michael Edmundson, MEAPA, LLC

10:45 - 11:00

Break

11:00 - 11:45

Issues in Intellectual Property Licensing - Mark Sever, Archer & Greiner, LLP

11:45 - 12:30

 Marketing and Sales for Early Stage Companies - Michael Willmann - WSMH
 Marketing Communications

12:30 - 1:00

Buffet Lunch - Networking

1:00 - 1:45

Building the Team and Organization - Dorothy Stubblebine, DJS Associates

1:45 - 2:45

 The Perfect Business Plan, Slide Show, & "Elevator Speech" - Guy Winters, Drinker
 Biddle

2:45 - 3:00

Break

3:00 - 4:00

Finding the Money -

 Michael Rambert, Parker McKay (moderator)
 Christopher Starr, Innovation Philadelphia
 David Hanrahan, The Bank
 Kimble Byrd, Rowan University

4:00 - 4:15

Ending Remarks - Mark Weaver, Director, Center for Innovation and Entrepreneurship

4:15 - 5:30

Adjourn

Power Networking

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