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I2V UMass Amherst: Agenda

September 30, 2006

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- 8:00 Continental breakfast and registration
- 9:00 Welcome
Michael Malone, Dean of Engineering or Soren Bisgaard, Dean of School of Management, UMass Amherst
About the NCIIA, Humera Fasihuddin, Program Manager, NCIIA
Emcee: Marla Michel, Research Liaison and Development (RL&D) University of Massachusetts Amherst
- 9:15 Is Technology Entrepreneurship for you?
Michael Giles,
Software Entrepreneur
- 10:00 Idea Validation and Opportunity Assessment
Murray Berkowitz, Technology Partner, Kodiak Venture Partners
- 10:45 Break
- 11:00 Marketing and Sales for Early Stage Companies
Karen Utgoff, Karen Lauter Utgoff Consulting
- 11:45 Issues in Intellectual Property
Nick Triano, Counsel, Goodwin Procter
- 12:30 Lunch
- 1:15 Building the Team
Richard Mastromatteo, President & CEO of Us Unlimited, Inc.
- 2:00

The Perfect Business Plan & Elevator Speech

Linda Plano, Associate Director, MTTC

2:45

Break

3:30

Finding the Money

Gerald O'Connor, Partner, Foley Hoag

Tripp Peake, Managing Partner of both Long River Ventures and Worcester Capital Partners

Sam Ortiz, Senior Loan Analyst, Western MA Enterprise Fund

4:15

Ending Remarks

4:30

Adjourn

[<Back to workshop](#)

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