

The Global Entrepreneurship Week <i>Utah!</i> Entrepreneur Conference and 3rd Annual Utah Angel Summit Agenda November 20, 2008 8 A.M. – 5 P.M @ South Towne Expo Center @ Sandy, UT				
Presiding:	Greg Warnock	Paul Allen	Craig Bott	Presiding:
Track:	Entrepreneur Conference			Track:
	"Entrepreneurs Unleashed"	"Startup Essentials" Presented by Utahinventor.org	"Funding Fundamentals"	
8:00-9:00	Registration / Networking / Continental Breakfast			8:00-9:00
9:00-9:15	Introduction: Day Overview and Update of Entrepreneurial Events			
9:15-10:00	Effective and Empowering Negotiation Learn to embrace win-win negotiation strategy from seasoned VC, angel investor and serial entrepreneur track moderator Greg Warnock and savvy panel members. Greg Warnock (Mercato Partners), Andrew Laver (SLLS), Steve Comrie (Utah Pulse)	Internet Marketing Strategies: Head in the Clouds Create a powerful online presence while simultaneously reducing marketing costs with smart internet marketing strategies. Marek Cerny (Stores Online)	Creating The Presentation Investors Want to Hear Come away ready to pull down the dollars by learning how to craft presentations in line with investor interests. Hal Widlansky (Olympus Angel & Moderator), Brad Bertoch (Wayne Browne Institute), Dan Peterson (Peterson Partners), Craig Bott (Grow Utah Ventures)	9:00-9:30
				9:30-10:00
10:00-10:45	Viral Marketing: Secret Weapons for a Down Economy New rules for high-impact, cost-effective marketing in a down economy. Jesse Stay (Stay'N Alive), Steve Spencer (Twelve Horses), Melinda O'Brien (Acumen Biologics, University of	"Another" B-to-B: From B-School to Big-Time Ventures High-octane BYU student morphs to CEO of high-flying Klymit licensing company. Enjoy, empathize with, and learn from the challenges of a young CEO and entrepreneur implementing strategy for an innovative outdoor product company. Nate Alder (Klymit)	Startup Basics: Roadmap for Successful Ventures Come away with creative and effective methods to protect yourself and your ideas. Learn to navigate the subtleties of selecting the appropriate legal structure for your organization, as well as how to protect your ideas and leverage financial reports required for accountability. Peter de Jonge (TNW), Rick Nydegger (WN), Jeremy Hanks (Moderator)	10:00-10:45
10:45-11:00	Break & Networking			10:45-11:00
11:00-11:45	Creativity: A Mission-Critical Core Competency Managing and incorporating creativity to impact organizational processes, product development, and high-growth.	Steps To Funding: Talking the Talk, Walking the Walk Perspectives and implementable tips from a fund-raising guru familiar with hundreds of deals who himself has successfully raised multiple rounds of funding. A step-by-step approach to ensuring receipt of the funding needed for your organization.	Startup 101: Recognizing and Quashing Mistakes Learn to recognize and then skillfully avoid tragic flaws that kill new ventures. Presented by a panel of serial entrepreneurs and experienced investors.	11:00-11:45

	Rick Alden (Skull Candy)	Brock Blake (Funding Universe)	Stan Kanarowski (Park City Angel Network & Moderator), Alan Hall (Mercato Partners/Grow Utah)	
11:45-1:15	Lunch (Hosted by MWCN) - Global Entrepreneurship Week Celebration Banquet • Devin Thorpe – Welcome and funding report • Alan E. Hall – Thanks and State-of-Entrepreneurship in Utah • Craig Bott – Grow Utah Ventures scholarship program			11:45-1:15
Track:	Entrepreneur Conference		Angel Summit	Track:
	"Entrepreneurs Unleashed"	"Startup Essentials"	"Post-Investment Breakout"	
1:15-2:00	"Up" Sales in a Down Market: Driving Top-line Results for Q-End Sales success in a recessionary market is not an oxymoron. Learn to position your products as "must haves" to survive (and maybe even thrive!) in a down economy. Amy Rees Anderson (Mediconnect Global)	Playing the Numbers: Leveraging Social Media for Top-Line Impact How to use 4,000 FaceBook friends and 1,500 LinkedIn connections to drive beyond-belief sales. Dave Bradford (Utah Angels/Linking Universe)	Angel on my Shoulder: Effective Representation on Boards* Best practices in establishing and participating on early-stage boards, benefits of leadership, legal duties, working with the CEO, etc. Jim Jensen (ClearWater & Moderator), Hal Widlansky (Olympus Angels), Ted Stanley (Salt Lake Life Science Angels), Damon Kirchmeier (InnoVentures)	1:15-2:00
2:00-2:15	Break & Networking			2:00-2:15
2:15-3:00	Leading a Re-start: The Art of "The 180" An entrepreneurial "aha"—Recognizing that your business is pursuing the wrong strategy. Learn key indicators screaming the need to zig, versus zag, and receive implementable ideas to turn your business around. Reed Brown (Matchbin), Ralph Adams	Alternate Sources of Funding Explore sources of state and federal non-equity funding opportunities from experts in the arena. Paul Allen, Mary Cardon (USTAR SBIR)	The Entrepreneur/Investor Relationship: from Negotiation to Accountability* Moderated roundtable: good and bad experiences in working with angel investors, examples of reports that work, key factors to monitor, etc. Craig Bott (Grow Utah Ventures &	2:15-3:00
3:00-3:15	Break & Networking			3:00-3:15
3:15-4:00	Valuation (Joint Panel for both Angels and Entrepreneurs): Panel on current valuation statistics in Utah and region, lessons in negotiating between entrepreneurs and angels Brad Bertoch (Wayne Brown Institute), Steve Grizzell (InnoVentures), Andrew Gutman (Park City Angels), and Brad			3:15-4:00
4:00-4:15	Break & Networking			
4:15-5:00	Term Sheets (Joint Panel for both Angels and Entrepreneurs): Panel focused on the basics of terms and conditions that are currently used by angels in Utah for early stage funding Gavin Christenson (Kickstart Seed Fund), Josh Little (Dixie Angels), Todd Stevens (EPIC Ventures), Dave Carter (Utah			4:15-5:00

*Afternoon Angel Track