ENTREPRENEURS BOOT CAMP
MAY 19, 2015

Fitzpatrick Center for Interdisciplinary Engineering, Medicine and Applied Sciences (FCIEMAS)

#DukeFrontiers2015
ENTREPRENEURS BOOT CAMP AGENDA

All events will be held in Schiciano Auditorium and the Schiciano pre-function area.

7:45 A.M. ARRIVAL AND CONTINENTAL BREAKFAST

8:30 A.M. OPENING REMARKS

9:00 A.M. PRESENTATION BY DUKE INNOVATION & ENTREPRENEURSHIP

9:30 A.M. BREAK

9:45 A.M. ENTREPRENEURS BOOT CAMP WELCOME AND OVERVIEW
Introduction of presenters and an overview of Wilson Sonsini Goodrich & Rosati.

10:00 A.M. INTELLECTUAL PROPERTY
Discussion of the importance of developing an Intellectual Property (IP) strategy that fits the business, and the relationship between IP protection and the commercialization objectives of your business.

11:15 A.M. ORGANIZING AND FORMING THE START-UP ENTITY
An overview of the start-up process and financing trends of new entrepreneurial ventures. We will explore:
• Some of the early decisions related to formation of the start-up entity, including timing, documents, and choice of entity, and
• Strategies for allocation of founders’ stock and composition of the board of directors.

12:15 P.M. LUNCH PANEL: “TALES FROM THE TRENCHES”
Moderator: WSGR
Panelists:
Peyton Anderson, CEO and co-founder, Affinergy
Robert Ryan, president and CEO, Scioderm
Christy Shaffer, managing director, Hatteras
Jesko von Windheim, entrepreneur, and professor of the practice, Nicholas School of Environment

A panel of Duke Community entrepreneurs will candidly discuss their “Start-up to Exits” journey, focusing on the challenges they faced and their strategy for overcoming them.

The lunch panel will be held in Schiciano Auditorium.
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<tr>
<th>Time</th>
<th>Session Title</th>
<th>Description</th>
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<tr>
<td>2:00 P.M.</td>
<td><strong>THE START-UP MARKET, BUSINESS PLANS AND FUNDRAISING</strong></td>
<td>Discussion of how to organize the business plan as a critical planning tool, and provide practical guidance for preparing an executive summary (including financial projections and budgets). The presenter will also cover strategies for approaching the investment community and understanding alternative sources of funding.</td>
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<td>3:00 P.M.</td>
<td><strong>BREAK</strong></td>
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<td>3:15 P.M.</td>
<td><strong>VALUATION &amp; TERM SHEETS</strong></td>
<td>This session will examine the methods commonly used to determine a company’s valuation and address how investors utilize them to value early-stage companies and technology projects. We will help you understand investor expectations, including board seats, liquidity, registration rights, and non-compete agreements, and discuss key provisions to include in term sheets. We will also discuss negotiation strategies for achieving best-case investment scenario.</td>
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<td>4:15 P.M.</td>
<td><strong>CORPORATE GOVERNANCE, LIQUIDITY, AND EXITS</strong></td>
<td>Discussion of the corporate governance process. We will also explore key issues related to liquidity and exit opportunities, including current trends in mergers and acquisitions, as well as explore current expectations from investors and the public capital.</td>
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<td>5:15 P.M.</td>
<td><strong>Q&amp;A - ADJOURN - NETWORKING RECEPTION</strong></td>
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ABOUT THE ENTREPRENEURS BOOT CAMP

Entrepreneurs Boot Camp is a one-day program providing the university community with an opportunity to discuss the business, legal, and practical issues facing today’s technology and life science entrepreneurs.

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