



# FRONTIERS 2015

EXPLORE THE LATEST RESEARCH ADVANCES AT DUKE UNIVERSITY

## ENTREPRENEURS BOOT CAMP MAY 19, 2015

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

#DukeFrontiers2015

**Duke**  
UNIVERSITY

# ENTREPRENEURS BOOT CAMP AGENDA

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

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**7:45 A.M. ARRIVAL AND CONTINENTAL BREAKFAST**

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**8:30 A.M. OPENING REMARKS**

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

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**9:30 A.M. BREAK**

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

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**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.

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**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.

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**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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**2:00 P.M. THE START-UP MARKET, BUSINESS PLANS AND FUNDRAISING**

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.

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**3:00 P.M. BREAK**

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**3:15 P.M. VALUATION & TERM SHEETS**

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.

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**4:15 P.M. CORPORATE GOVERNANCE, LIQUIDITY, AND EXITS**

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.

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**5:15 P.M. Q&A - ADJOURN - NETWORKING RECEPTION**

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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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