Entrepreneur Development Workshop

WHO SHOULD COME

Aspiring entrepreneurs who plan to or have just started a business
- Validating the business model – Will your idea make money?
- When to start - Should you quit your job yet?
- Marketing – How to land the first major customer
- Financing – When will you really need to raise money?

Engaged entrepreneurs who are already running their own businesses
- Next stage – How to grow the business up another level
- Growing pains – Share/exchange ideas for facing challenges
- Financing – Good, bad and ugly investors
- Competition – Copycats, technology & what it takes to stay ahead

TWO WORKSHOP TRACKS

- Track A - Entrepreneurship 101
  - For those just starting out
  - Seminar format with Q&A
- Track B – Growing toward Success
  - For those whose businesses are 2-5+ years under way
  - Round table discussion format with moderator

PITCH YOUR BUSINESS!!

- Make your “elevator pitch” to our seminar leaders and moderators—all entrepreneurs/investors—and get feedback/advice
- 4 presentations will be chosen; please advise interest in pitching when you RSVP (organizers will contact pitch candidates)

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Date: Sat, Nov 9, 2013
Time: 8:30am – 1:00pm
Venue: Marriott Luwan
99 Jiangbin Rd
(at end of Dapu Rd)
Luwan District
Tel: (021) 5318-8888
Fee: RMB 250/person
(includes light lunch and beverages)

Early Bird Registration:
RMB 200 to Oct 31

RSVP: Aki Hu
huiyinghu@dwt.com
or Laura Lou
laura@sunnybund.com
Please indicate if you will attend Aspiring or Engaged workshop with RSVP

Space is limited, so RSVP EARLY

Schedule:
8:30-9:00a  Check-in
9:00-9:30a  Keynote
9:45-10:30a  Session 1
10:45-11:30a  Session 2
11:45-1:00p  Lunch & Networking

Notes:
1Maximum of 3 minutes only, no slides/no pictures allowed
2Preference for pitches given to alumni from Columbia, UCLA and UC Berkeley, but you do not have to be an alum from one of these schools to apply for a spot. Application deadline 10/31/2013.