

Students to Start-ups

Entrepreneurial Skills Training Workshop Series

Who this workshop is for:

UC Irvine students and technologists actively starting or planning to start new businesses.

What you will learn:

The imagery of American business success is steeped in the notion of the technological "Big Idea" which disrupts the status quo and dramatically changes the way we behave and do things. Yet, we all know of entrepreneurs like Howard Schultz of Starbucks who have built great businesses based on simple notions of customer service, quality and convenience without having a single technological breakthrough in sight.

What do these extremes have in common? Are they really different sides of the same coin? In this workshop, presenter Mike Mata discusses those attributes of a particular business idea that strongly indicate the likelihood that the business will not only survive but indeed prosper. Included in the discussion are the pivotal roles played by various success drivers.

About Mike Mata:

Mike brings 25 years of experience in the computer industry in executive roles for companies such as HP, Compaq, Gateway, BMC Software and IBM. Before retiring, Mike served as vice president of global accounts and operations at Hewlett Packard. Prior to joining HP, he served as Compaq's vice president and general manager of worldwide market development and partnerships. Mike served in many other senior managerial capacities, including vice president of the enterprise solutions division. He also held management roles in business development, commercial marketing, business planning, distribution strategy and major account marketing. At Gateway Computer, Mike served as the vice president of e-commerce & business development and as vice president of marketing for the commercial business unit.

What Makes a Successful Business Idea?

Presented by Mike Mata

When:

April 3, 2007

Noon – 1:00 P.M

Location:

Calit2 at UC Irvine

(The California Institute for Telecommunications and Information Technology)

Building 325 on UC Irvine map

Room 3008

www.calit2.net

Cost:

Free to all

Seating limited, please reserve your seat early.

Complimentary lunch will be served.

RSVP:

<http://ceiworkshop-idea.eventbrite.com>

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All events are:

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2006 - 2007 Schedule

November 7, 2006

Starting Your Business with QuickBooks – Part I

November 14, 2006

Starting Your Business with QuickBooks – Part II

January 16, 2007

Finding Start-up Capital

February 6, 2007

Entrepreneur Panel: I Came, I Saw, I Created!!

February 20, 2007

Secrets to Successfully Pitching Investors (and others)

March 6, 2007

Internet Marketing Boot Camp – Part I

March 20, 2007

Internet Marketing Boot Camp – Part II

April 3, 2007

What Makes a Successful Business Idea?

April 17, 2007

10 Things to Keep You From Getting Sued

The University of California at Irvine's Paul Merage School of Business ("UCI") will be videotaping and recording the Students to Start-Ups Workshops, and the videotapes may include the image or likeness of attendees and/or their voice (the "Work"). UCI will make the Work available in the future, in electronic form including, video streaming, video tapes and like medium. By signing up as a Workshop Registrant, I understand that the Student to Start-Ups Workshop will be recorded and hereby release to UCI any and all rights that I may have for UCI to release and otherwise redistribute the Work, for profit or not for profit, in any form and in any manner.

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