

Students to Start-ups

Entrepreneurial Skills Workshop Series

This workshop is for:

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

You will learn:

How much is your idea worth? To answer that question you need to know how to evaluate your idea and the market. This workshop will teach you how to analyze your business idea in the context of its most meaningful and relevant market. This will allow you to better define and evaluate the market for your idea. You will learn how to assess the market in terms of competing products, demand, demographic segments, current trends and forecasts. Andy specifically covers the nine questions that you need to answer before you commit time and money to your next venture.

About Andy Mindlin:

Andy specializes in helping CEOs and entrepreneurs solve real world business problems. He is known for quickly assessing complex situations, bringing focus to the critical issues, and improving results. His recent experience includes co-founding a fabless semiconductor company in the wireless industry and serving as its Vice President of Marketing, where his achievements included raising \$13 million in venture capital. As an independent management consultant, his satisfied clients include start-up, Inc. 500, and Fortune 500 companies. He is a highly rated speaker at Inc. magazine conferences and at the University of California, Irvine, where he also judges the annual campus-wide Business Plan Competition. Andy developed the core of his marketing, sales and strategic planning expertise at Procter & Gamble, after graduating Phi Beta Kappa from Vanderbilt University with a BA in International Economics.

Assessing the Market Potential of Your Business Idea

Presented by Andy Mindlin

When

April 15, 2008
Noon - 1:00 pm

Location

UCI Student Center

Cost

Free to all

Seating limited, please reserve your seat early.

Complimentary lunch will be served.

RSVP

cei@merage.uci.edu
949-824-1172

Students to Start-ups

Entrepreneurial Skills Workshop Series

All events are:

Noon – 1:00 pm

UCI Student Center
Room

FREE

*Seating limited, please reserve your seat early.
Complimentary lunch will be served.*

Please RSVP to: cei@merage.uci.edu / 949-824-1172

2008 Schedule

January 15, 2008

Assessing the Market Potential of Your Business Idea

February 5, 2008

Langson Library: Your Secret Weapon for Market Research

February 19, 2008

Avoid Legal Issues that Will Cost You A Fortune

March 4, 2008

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

April 1, 2008

Selling Techniques that Work!

April 15, 2008

All You Need to Know About Writing a Business Plan

May 6, 2008

Virtual Incubators and Licensing Technology:
What UCI Has to Offer

May 20, 2008

Start-Up Capital and Financing Opportunities

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.

Thank you to our Sponsors:

