

The Les Kilpatrick

Students to Start-ups®

Entrepreneurial Skills Training Workshop Series

This workshop is for:

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

You will learn:

How to execute your business plan and make your dreams into reality. In this workshop you will learn how about the process of product development and legal issues surrounding the launch of the product into the marketplace.

About the Presenter:

Tom learned marketing from clients like Steve Jobs, founder of Apple Computer, Phil Knight, founder of Nike, Inc., and Steve Reinemund, CEO of PepsiCo Worldwide. Tom spent 21 years working at Chiat/Day, "The hottest advertising agency in the country". He worked with some of the best and biggest brands in the world, such as Nissan Motors, Pizza Hut, Nike, and Apple Computer. Tom retired as President and Worldwide Account Director after having helped his advertising agency grow from \$30 million to over \$1 billion in annual billings.

Successfully Developing and Launching Your Product in the Market

Presented by

Tom Patty
Presenter - SCORE

When

March 1, 2011
12:00 pm - 1:00 pm

Location

UCI Student Center
Emerald Bay AB

Cost

Free to all

Seating limited, please reserve your seat early.

Complimentary lunch will be served.

RSVP

<http://s2s4.eventbrite.com>

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All events are:

12:00 pm – 1:00 pm

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2010 -2011 Schedule

January 18, 2010

Assessing the Market Potential of your
Business Idea.

March 1, 2011

Successfully Developing and
Launching Your Product in the Market

February 1, 2011

Developing your Business Plan

March 29, 2011

Negotiations

February 15, 2011

Financing your Start-Up

April 19, 2011

Entrepreneur Panel