

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 assess the current market in terms of competing products, demand, demographic segments, current trends, and forecasts. In this workshop, you will also learn how to formulate and analyze your business idea in the context of its market and understand how to better define and evaluate the market for your idea.

About the Presenter:

Ash Kumra is currently Chairman, CEO, and co-founder of Entertainment Distribution Network Desi You. Desi You was created with a simple vision: to connect its users with the best Indian entertainment and culture! Their partners are the largest names in video content distribution reaching across high-traffic websites, mobile carriers, and search engines worldwide. Desi You was the 2010 recipient for "Best Digital Media" company by the Irvine Entrepreneur Forum.

Assessing the Market Potential of Your Business Idea

Presented by

Ash Kumra
Chairman, CEO and Co-founder – Desi You

When

January 18, 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://s2s1.eventbrite.com>

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All events are:

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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