

2011 Start Up: Syracuse Entrepreneur's Bootcamp Schedule

(Classes are held in the Whitman School of Management, Room 102)

DATE	TIME & INSTRUCTOR	TOPIC
October 8th	8:30am-10:45am Mirza Tihic	"So You Want to be an Entrepreneur" It all starts with an idea; thinking the entrepreneurial way; the nature of the entrepreneurial experience; entrepreneurship is a process; characteristics, skills and behaviors of successful entrepreneurs
	11:00am-12:00pm Chris Gardner	"The Rise and Fall of an Internet Company" Guest entrepreneur
October 15th	8:30am-10:45am Alex McKelvie	"How to Get More Out of a Business Plan" Getting resources when you don't have any; how to leverage resources; the business plan; types of plans; audiences for plans; the logic and structure of plans; mistakes made in writing plans; a look at a good plan
	11:00am-1:00pm Scott Nadzan	"Websites, Blogs, Facebook, Twitter" The new tools for running your company
October 22nd	8:30am-11:30am John Torrens <i>(15-min break at 10:15am)</i>	"What You Need to Know About the Numbers" Model for making money; economics of your business; what you really need to know about financial statements; why cash flow is king; you and your accountant
	11:45pm-1:00pm Ken Walsleben	"What to do when the bank says 'no'. Alternative Funding Strategies in the real world" Take away: So, the bank doesn't want to fund your brand new enterprise? You'll need alternative ideas and strategies that may help get your business moving ahead. What are they, how do they work, and what are some of the pros/cons?
October 29th	8:30am-12pm Minet Schindehutte <i>(15-min break at 10:45am)</i>	"Marketing for New Ventures: Out-thinking Not Out-spending the Competition" Markets and marketing; understanding your customers; segmenting the market; the guerrilla concept; doing more with marketing while spending less; entrepreneurial approaches to core marketing decision
	12:00pm-1:00pm Susan Beebe and Jessica Sloma	"Creating Memorable Marketing" Take away: Lighthouse Marketing, Inc (LHM) will focus and walk through seven steps as a guide to creating memorable marketing. This will include everything from <i>knowing your target</i> to <i>creating a brand</i> . These steps are a must for savvy business owners who are responsible for creating and implementing their marketing efforts.
November 5th	8:30am-11:00am Attorneys	"Legal Issues to Starting Your Business" The attorneys will answer questions and discuss legal issues that Bootcamp delegates want to know about (what start ups should think about, intellectual property, trademarks, etc.)
	11:15am-12:00pm Attorneys	"Q&A with the Lawyers" The attorneys will answer questions and discuss legal issues that Bootcamp delegates want to know about
November 12th	8:30am-10:45am Ray Wimer	"Using Personal Selling to Build Relationships and Grow Your Company" Take away: create a sales and marketing outline
	11:00am-12:00pm Nicole Samolis	"Leadership for the Entrepreneurial Organization" Finding the way to lead an organization from start-up to growth
	12:00pm-1:30pm Various presenters	"Luncheon & Graduation Ceremony" Congratulations Bootcamp Class of 2011! Includes a special guest speaker.