

# >>START UP INSTRUCTORS



**Michael Morris, Ph.D.**, holds the Witting Chair in Entrepreneurship and leads the program in Entrepreneurship and Emerging Enterprises at Syracuse University. Widely published and recognized for his teaching, Morris started two ventures and has received the Ernst & Young Entrepreneur of the Year Award.

**Randy Elder, Ph.D.**, chairs the accounting department at Syracuse University. Elder is an award-winning professor who teaches courses in accounting and small business and family business management, and works closely with entrepreneurship student teams.

**Mitchell Franklin, Ph.D.**, is an assistant professor of accounting at Syracuse University and teaches courses in financial accounting, corporate finance and financial planning. A certified public accountant, he has held his NASD Series 7 and 63 Securities licenses and has worked at regional CPA and financial planning firms in the Syracuse area.

**Minet Schindehutte, Ph.D.**, is an associate professor in the Department of Entrepreneurship and Emerging Enterprises in the Whitman School of Management at Syracuse University. She has worked both in academia and the private sector, and her professional background includes technical, marketing, and entrepreneurship-related activities.

**Bill Walsh, C.P.A.**, is a partner in a leading Central New York accounting firm and a highly regarded accounting professor. He brings practical, real-life experience to the learning arena, and has successfully developed the area of entrepreneurial finance at the Whitman School of Management.

**Larry Bennett** is the Whitman Professor of Entrepreneurial Practice in the Martin J. Whitman School of Management. He has been a principal in a number of entrepreneurial ventures and has also worked in larger organizations. Bennett runs the student incubator at Syracuse University as well as the Syracuse Entrepreneurial Mentors Program.

**Mike Haynie, Ph.D.**, is an assistant professor in the Department of Entrepreneurship and Emerging Enterprises in the Whitman School of Management at Syracuse University. He previously taught at the U.S. Air Force Academy in entrepreneurship and is an up-and-coming scholar in entrepreneurial decision-making in dynamic and uncertain environments.

Syracuse University  
Whitman School of Management  
721 University Avenue, Suite 116  
Syracuse NY 13244



## 2008 START UP: Syracuse Entrepreneur's BOOTCAMP



*Dream > Believe > Pursue*

Falcone Center for Entrepreneurship  
Syracuse University  
[whitman.syr.edu/eee/bootcamp](http://whitman.syr.edu/eee/bootcamp)  
315-443-6899

Lead Sponsor



## What is START UP ?

START UP: Syracuse Entrepreneur's Bootcamp is a program for dreamers and doers offered by the Falcone Center for Entrepreneurship. Like a bootcamp, it is focused, intense, and packed with useful material. Building from key elements of Syracuse University's nationally ranked entrepreneurship curriculum, the bootcamp is a series of modules designed to assist entrepreneurs and aspiring entrepreneurs in growing businesses successfully and profitably.

**"My business is expanding as a direct result of the rush of endorphins created by the Bootcamp... Being with other entrepreneurs is exciting! We are unique people. We can't shut down our creative thoughts."**

Marion Cardwell-Ferrer  
Founder, Sincredible Pastries  
[www.sincrediblepastries.com](http://www.sincrediblepastries.com)

A team of entrepreneurship faculty and a number of successful entrepreneurs will provide a fun and interactive hands-on experience, moving back and forth from introducing ideas and concepts to applying them to new and growing businesses. Bootcamp participants will be exposed to critical concepts, ideas, and approaches that work in creating successful ventures, as well as common mistakes and pitfalls to avoid.

With Support From



Dermody, Burke & Brown, CPAs, LLC

Entrepreneurs Society of CNY

Onondaga County Industrial Development Agency

CNY Business Journal

## Who Should Attend?

Individuals with an idea for a venture they would like to start, those who have started ventures and are in the early stages, and people who are just curious about the entrepreneurial way of life. **The only requirements are curiosity and a driving desire to learn more about entrepreneurship.**

Selected topics to be covered include:

- What is a good business concept? How can I determine if my idea is a good one?
- Do I really need a business plan and, if so, how can I write a great one?
- What do I need to know about my customer and market, and how can I get answers?
- Where and how do I get financing? How much is enough?
- How do I make sense of the numbers, and what numbers really matter?
- What is a business model, and does my business model make sense?
- Do I need a lawyer and what are the key legal issues? How do I protect my ideas, trademarks, and names?
- What is guerrilla marketing? Are there ways to do more with marketing while spending less?
- How should I approach growth? What does it really take to succeed in business by myself?
- Where do I go to get the information I need to organize my new business?

**Where:** Whitman School of Management,  
Syracuse University

**When:** Saturday, October 11, 18, 25,  
and November 1, 8, and 15

**Time:** 8:30 a.m. to noon, plus optional  
one-hour sessions on selected Saturdays

Fee: \$650. A limited number of Falcone Scholarships, valued at \$200, are available for qualified applicants based on need.

For more information or to register online, please visit our web site: [whitman.syr.edu/eee/bootcamp](http://whitman.syr.edu/eee/bootcamp), or contact Lindsay Wickham at 315-443-3550 or [lwickham@syr.edu](mailto:lwickham@syr.edu).

## START UP REGISTRATION

Or register online: [whitman.syr.edu/eee/bootcamp](http://whitman.syr.edu/eee/bootcamp)  
Space is limited.

Name: \_\_\_\_\_ Company: \_\_\_\_\_  
Address: \_\_\_\_\_ City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_  
Day phone: \_\_\_\_\_ Evening/Cell phone: \_\_\_\_\_ E-mail: \_\_\_\_\_  
Do you currently own a business? If yes, please describe the product or service, number of years in business, and number of employees: \_\_\_\_\_

Do you have an idea for a new business? If yes, tell us what industry, product, or service it relates to: \_\_\_\_\_

Scholarships:

\_\_\_\_\_ Falcone Scholarship valued at \$200. Please submit three to five sentences describing why you need this assistance.

**If you are applying for a scholarship, please do not send a check with your application. You will be notified if you qualify for a special scholarship fee.**

### Payment Methods

#### To Pay By Check:

Please return completed form and a check made payable to Syracuse University to:  
Syracuse University  
Whitman School of Management  
721 University Avenue, Suite 116  
Syracuse NY 13244

#### To Pay By Credit Card:

Please register and pay online at [whitman.syr.edu/eee/bootcamp](http://whitman.syr.edu/eee/bootcamp).

We do not accept cash or money orders.

No refunds; substitutions are allowed.

# Syracuse University