

Agenda

MONDAY, AUGUST 25, 2008

7:45 am - 8:30 pm	Continental Breakfast (School of Business Administration Room # 160)		
8:30 am - 9:00 am	<p style="text-align: center;">Introductions - Melissa Appleyard & Jack Raiton Scott Lenet & Andy Hargadon Welcome: Learn the goals and schedule for the week</p>		
9:00 am - 10:00 am	Origins of Innovation	Prof. Andy Hargadon <i>UC Davis</i>	What are the myths and realities about how innovation happens? Where do great products, businesses and technologies come from?
10:00 am - 11:00 am	Business Design Activity	Prof. Andy Hargadon <i>UC Davis</i>	Combining and recombining technologies, markets, and business models can lead to very different businesses and outcomes. Using different combinations of these principles, what kind of innovative businesses can you come up with?
11:00 am - 12:00 pm	Entrepreneur Profile	Caroline Cummings <i>CEO, OSO Eco</i>	Guest speaker on starting a business
12:00pm - 1:00 pm	Lunch (SBA 160) & Rules for the Venture Capital Competition		
1:00pm - 3:30 pm	Networks of Innovation	Prof. Andy Hargadon <i>UC Davis</i>	What does your network look like? Are there new opportunities within your network that you have not explored? Networks are a key component in introducing innovations to market. How do networks work? How is a networked organization better equipped to innovate?
3:30 pm - 5:00 pm	Elevator Pitches & Idea Template	Scott Lenet <i>DFJ Frontier</i>	Elevator pitch activity What's the one sentence that effectively summarizes your technology/business?
5:00 pm - 6:00 pm	Free Time to Work on Elevator Pitches		
6:00 pm - 8:30 pm	<p style="text-align: center;">Networking Dinner at Harborside (Hosted by Mike Parrott, <i>Ater Wynne</i>)</p> <p style="text-align: center;">ATERWYNNE <small>LLP</small> ATTORNEYS AT LAW</p>		

TUESDAY, AUGUST 26, 2008

7:45 am - 8:15 am	Continental Breakfast (SBA 160)		
8:15 am - 9:00 am	Elevator Pitches	David Cremin <i>DFJ Frontier</i>	Share with the class the status and key questions confronting your team. Participate in the development of all the projects by providing additional resources, questions and ideas for project development.
9:00 am - 10:00 am	Intellectual Property	Ernie Bootsma <i>Ater Wynne</i>	IP Strategies for start-up companies
10:00 am - 10:15 am	Break		
10:15 am - 10:45 am	Introduction to Technology Transfer	Arundeeep Pradhan <i>OHSU</i>	Brief overview of the SBIR/STTR programs as a technology transfer tool, CRADAs, background on technology transfer, recent state legislation, and what it means to make a disclosure
10:45 am - 12:15 pm	Panel on Technology Transfer Process	Sandy Shotwell Dana Bostrom, <i>PSU</i> Arundeeep Pradhan, <i>OHSU</i> Mary Foley, <i>OSU</i> Chuck Williams, <i>UO</i> Skip Rung, <i>ONAMI</i>	Basic concepts of technology transfer, highlighting specific examples of successful technology transfer and commercialization. The session will also introduce you to the organizations that will do the legwork necessary to partner with outside parties or patent your technologies
12:15 am - 12:30 pm	Lunch (SBA 160)		
12:30 pm - 1:30 pm	Entrepreneur Profile	David Peyton CEO, <i>Design Medix</i>	Guest speaker on starting a business
1:30 pm - 2:45 pm	Business Validation I	Frank Foster & Scott Lenet <i>DFJ Frontier</i>	What is the right business model to build around your technology? This lecture provides you with the tools to develop and compare these options.
2:45 pm - 3:30 pm	Business Validation II	Frank Foster & Scott Lenet <i>DFJ Frontier</i>	This first exercise will take us through the business model process.
3:30 pm - 6:30 pm	Free Time to Work on Business Models & 5pm Dinner (Smith Memorial Student Union Room #333)		
6:30 pm - 8:00 pm	Mentoring Session (SBA 160) Mentors will spend time with each group reviewing the project descriptions and asking additional questions to help guide the selection process. By the end of the evening teams will have decided on two ideas to develop further.		

WEDNESDAY, AUGUST 27, 2008

7:45 am - 8:15 am	Continental Breakfast (SBA 160)		
8:15 am - 9:00 am	Elevator Pitches	Frank Foster <i>DFJ Frontier</i>	Share with the class the status and key questions confronting your team. Participate in the development of all the projects by providing additional resources, questions and ideas for project development.
9:00 am - 10:30 am	Technology Validation	Frank Foster <i>DFJ Frontier</i>	Can the underlying technology support the business model? This lecture provides the framework and tools for evaluating the scalability and performance of your technology within a commercial enterprise.
10:30 am - 10:45 am	Break		
10:45 am - 11:45 am	Entrepreneur Profile	Ken Hood <i>CEO, Clear Access</i>	Guest speaker on starting a business
11:45 am - 12:00 pm	Lunch (SBA 160)		
12:00 pm - 1:00 pm	Entrepreneur Profile	Cindy Rabe <i>CEO, Clear Access</i>	Guest speaker on entrepreneurship
1:00 pm - 3:00 pm	Market Validation I	Scott Lenet <i>DFJ Frontier</i>	<p>What can we learn from customers about the viability of our business? Do they want our offering or do they need it? How can we find out?</p> <p>Marketing Validation Exercise Working as a class - what questions would you ask a potential customer in order to improve the business plan? What else would you do to see if the market will benefit from and pay for your offering?</p>
3:00 pm - 3:15 pm	Break		
3:15 pm - 4:30 pm	Market Validation II	Scott Lenet <i>DFJ Frontier</i>	Working Session: Talk to customers or work on other individualized assignments given out during this period. Refine your ideas by addressing some of the critical questions you wrote up on Day Two.
4:30 pm - 9:00 pm	Free Evening		

THURSDAY, AUGUST 28, 2008

7:45 am - 8:15 am	Continental Breakfast (SBA 160)		
8:15 am - 9:00 am	Elevator Pitches	Oleg Kaganovich <i>DFJ Frontier</i>	Share with class the status and key questions confronting your team; participate in the development of all the projects by providing additional resources, questions and ideas for project development.
9:00 am - 10:30 am	Building a Team	Scott Lenet <i>DFJ Frontier</i>	Building a team for a successful venture
10:30 am - 10:45 am	Break		
10:45 am - 11:45 pm	Presenting Your Ideas	Oleg Kaganovich & Frank Foster <i>DFJ Frontier</i>	How to pitch a business to potential investors or partners
11:45 pm - 12:00 pm	Lunch (SBA 160)		
12:00 pm - 1:00 pm	Entrepreneur Profile	Sam Blackman <i>CEO, Elemental Technologies</i>	Guest speaker on starting a business
1:00 pm - 2:00 pm	SBIR/STTR Funding	Jack Raiton, <i>OHSU</i> Ron Merryman, <i>RSMedical</i> Jan Van Santen, <i>OHSU</i> Steve Benight, <i>PSU</i>	Panel on grant funding
2:00 pm - 3:00 pm	Equity Funding	<i>Various Investors</i>	An overview of venture capital, angel investing, and other ways to finance your business with equity capital
3:00 pm - 4:00 pm	Breakout Sessions	- Life Sciences - Clean Tech - Information Tech - Retail	Focused sessions on sector specific issues, including the FDA process, navigating regulatory environments, etc.
4:00 pm - 7:00 pm	Free Time to Work on Presentations & 5pm Dinner (Smith Memorial Student Union Room #333)		
7:00 pm - 9:00 pm	Mentoring Session (SBA 160) Work with area entrepreneurs and investors to refine your materials and talking points for your final presentation. Get a preview of the kind of tough questions you can expect from potential investors in a constructive working session.		

FRIDAY, AUGUST 29, 2008

7:45 am - 8:30 am	Continental Breakfast (SBA 160)		
8:30 am - 12:30 pm	Presentations and Feedback	Various Venture Capitalists, Angel Investors, and Technology Lawyers	Groups will present their business idea as a team to local stakeholders for critique
12:30 pm - 1:30 pm		Lunch (SBA 160)	
1:30 pm - 1:45 pm	Awards	Scott Lenet, Jack Raiton & Melissa Appleyard	Announcement of the winners of the venture capital competition
1:45 pm - 2:30 pm	Next Steps	Scott Lenet, Jack Raiton & Melissa Appleyard	Legal and funding options; where to go from here; presentation of certificates