



"INNOVATION"



2008 ENTREPRENEUR'S BASE CAMP

In Partnership with CMU, Center for Business Solutions, Idea Foundry, Don Jones Center for Entrepreneurship, UPitt Institute for Entrepreneurial Excellence, and Innovation Works

Saturday, October 18, 2008

8:00 a.m. – 5:00 p.m.

University Center, Carnegie Mellon University

Registration is limited to the first 125 registrants. Be sure to register early! TiE-Pittsburgh Members have discounted registration!

	Track 1 – The Budding Entrepreneur Sponsored by <i>Idea Foundry</i>	Track 2 – The Early Stage CEO Sponsored by <i>Emerson</i>
Time	Course Name	Course Name
8:00 - 9:00 am	Continental Breakfast and Opening Keynote by Amar Bhide, Professor of Business, Columbia University and Author, "The Venturesome Economy: How Innovation Sustains Prosperity in a More Connected World," Publishing September 2008	
9-9:45 am	Understanding Market Needs and Defining Innovative Offerings with Jessica Trybus, Etcetera Edutainment Ramesh Pisipati, Hexion Specialty Chemicals	Understanding Your Customers and Creating Value with Steve Fleck, ClearCount Medical Solutions Bill Kaigler, MedSage
9:50 -10:35 am	Innovative Marketing Business-to-Consumer with Inder Guglani, Guru.com David Nelsen, TalkShoe	Innovative Marketing for B2B with Rebecca Thompsom, Vivisimo George McKee, True Commerce
10:40-11:25 am	Finding Seed Money or Angel Investment with Ed Engler, Summa Ned Collins, Columbia Northwest	Raising your First Round or Strategic Investment with Pete DeComo, Renal Solutions Mike Stubler, Draper Triangle Ventures
11:30 am-12:45 pm	Luncheon with Keynote Speaker, Jim Roddey	
12:50-2:00 pm	Defining Sales Strategy and Sales Process with Mike Green, Fore Systems Mike Vernon, Follow Your Customer	Refining Sales Strategy and Creating Sales Channels with Sean McDonald, Precision Therapeutic Bruce Smith, Achieve Sales Results
2:05-3:15 pm	Ideation Exercise with Shelley Evanson, CMU, School of Design Chris Pacione, Maya Design	Term Sheet Simulation with Charles Kennedy, CMU
3:45 - 5:00 pm	"POWER MIXER" sponsored by <i>Mogambo Solutions</i>	

All Attendees will receive a free USB Drive containing helpful information and session presentation materials

**TiE-Pittsburgh Members - \$99, *Student Members - \$15,
Non-Members - \$145, *Student Non-Members - \$35**

Interested in getting your business positioned in front of a targeted audience of entrepreneurs? Contact TiE-Pittsburgh for Base Camp sponsorship information: Berni Bishop Pirollo, Executive Director, 412-638-7818, bbishop@tiepgh.org

*All Students must show valid Student ID at time of registration check-in

Thanks to all of our current event sponsors!

