



Invites you to participate in an
Emerson Extended Technology Entrepreneur Education Program

“The Technical Business Plan”

Attendees will review the elements of a technical business plan with an emphasis on how to structure it to help you attract money for your business (investor and grants), locate new personnel for your company, and establish partners to insure success. Discussion of the business plan includes these examples:

Cover: required statements, non-disclosure notice and agreements.

Executive Summary: Page or two that tells about the venture, precisely what is going to be done, by whom, and when, how much revenue and profits are planned, purpose of the plan, exit strategy, funding amount, use and source of funds, background on the people involved, how much of the idea is protected [patents, etc.] and what is unique about this approach.

Company Description: Mission statement, business objective, etc.

The Product or Service: The industry, the specific market (details), etc.

The Customer: What is the customer doing now, etc.

How to make a useful Time Line of Events: When things happen, flow chart, connections to money, events, etc.

Financial Plan: Description of the present situation (including ownership history), what funding will allow this venture to do (include a uses and sources of funds), shareholder rights, capitalization table by round etc.

Risk Assessment: All the things that could go wrong and their mitigating factors, etc.

Scheduled speakers:	Bill Simon Dan Bindler, CPA Jim Fogle	Center for Emerging Technologies RubinBrown, retired partner and now a mentor for CET ThompsonCoburn
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SODA ~ WINE ~ BEER ~ APPETIZERS

DATE/TIME: Wednesday, September 2, 2009: 2:00 – 5:00 PM followed by a **Networking Happy Hour** from 5:00 – 6:00 PM

PLACE: **Center for Emerging Technologies**
4041 Forest Park Avenue
St. Louis, MO 63108

PARKING: Available on Forest Park Ave.

REGISTRATION: **Registration fees for this event are \$30. Cash or check only, we are unable to process credit cards.** Please register by submitting your contact information through any one of the following sources:
1). Fax: (314) 615-6901
2). Phone: (314) 615-6915
3). E-Mail: CET_programs@emergingtech.org
4). Mail to the address above.