Technology Entrepreneurship Best Practice Sharing

DEVELOPING A BUSINESS “CAPITAL FUNDRAISING PLAN”
for Early Stage Technology Companies

Tuesday, February 9, 2010

- Onsite Automation Alley Registration and Networking at 5:30PM
- Webinar Only – Pre-register to get email with Web access information at 6PM

Automation Alley, 2675 Bellingham Drive, Troy, MI 48083

A milestone based realistic fundraising plan is critical to success for technology-based high growth entrepreneurs. Don Baker has recently written a best practice article on the topic and will share this and case study perspectives with other panelists from 6PM to 8PM with question and answers. We will have an on site meeting at Automation Alley and will offer to pre-registrants a Web conference to participate remotely. Participants will get a copy of article emailed.

For most startups and early stage technology companies, raising investment capital is the first and most daunting task. Lack of adequate capitalization puts a great deal of strain on what is already the difficult task of launching a new product or service into the marketplace and building an operational business. Particularly in bootstrapped start-ups, diversion of management resources to fundraising tasks usually lengthen time to market, which feeds back into a need for even more capital to support the launch. In the process of increasing the investor “ask,” valuation and terms become more difficult, and investor skepticism about the business can become a self-fulfilling prophesy.

Of course, certain aspects of the capital raising process are inescapable. There is no substitute for the startup business to working very hard in presenting to investors, meetings, follow-ups, and mental (and business) management of rejection and delays in the investors’ decision making and the due diligence process.

Panelist and Guest Speakers:
Donald H. Baker, Jr., Principal, Arbor Technology Management Ventures, LLC and Co-Managing Partner, Safford & Baker, PLLC, is admitted to practice law in North Carolina and Michigan. Don received his law degree from the University of Michigan (J.D., cum laude, 1983; John Motley Morehead Scholar), where he served as Research and Executive Editor of the Michigan Law Review. Don practices in the areas of general business law, commercial transactions, and taxation, with a focus on venture capital/capital formation, publishing, copyright, and computer law. Don has been an Adjunct Professor of Taxation at Walsh College since 1989. Don speaks Spanish and Portuguese. Don and his firm support a number of clients with fundraising and growth strategies.

Pavan Muzumdar, CFA - Managing Director, Pieris Capital, has over 15 years of corporate and operating experience as a CEO, COO, and Senior Consultant. As CEO of a software company, he established a subsidiary in India and has brought to market a patented business intelligence product. Pavan has direct executive level operations experience in IT, wholesale and retail distribution and senior consulting experience in IT services, securities processing, telecommunications, manufacturing, and health-care. He has also coached award winning companies in the GLEQ Business plan competition. In 2008 he established Pieris Capital, LLC. a private equity advisory firm with a global outlook, focused on wealth preservation and growth using innovative approaches in investment management. In 2009 Pavan was appointed as the Entrepreneur in Residence at Lawrence Technological University. Pavan is a Board member of the MIT Enterprise Forum of the Great Lakes. He has a Bachelor’s degree in Electronics Engineering, Masters degrees in Electrical Engineering and Computer Science, and is a CFA charter holder.
Jeffery S. Prough, President and CEO, Critical Signal Technologies, Inc. founded in 2006. Jeffery’s career has focused on keeping people connected and safe, working in the security, alarm and communications industries. Prior to forming CST Jeffery was President of one of the country’s largest independent security companies, Guardian Alarm Company, and President of their three subsidiaries Guardian Armored Security, Guardian Guard and Guardian Medical Monitoring. As Guardian entered into the arena of health care Jeff was instrumental in securing a Medicare license to operate as a Home Health Care Agency. He worked to secure and enhance many Tele-Health related patents during that time. Prior to his leadership at Guardian, Jeffery was President and Chief Operating Officer of Ram Broadcasting Corporation, acquired by a large communications company, for over 13 years. Jeffery is leading CST on its path to national prominence, which will see it serve all 50 states by the end of 2009. Today there are over 75 million people in America identified as needing one or more of then unique services CST provides. Says Jeffery: “With health care costs soaring, Medicare and Medicaid funds are being stretched to try and serve those in need. With the effects the aging baby boom generation will have on the current system, CST offers many solutions that can help alleviate our national health care crisis.” Considered to be an innovator and motivational leader Jeffery has been recognized with numerous industry related awards and was also recognized by Crain’s Detroit as one of the Best and Brightest business leaders. Jeffery is also a nationally recognized speaker.

Cost: $20 at the door or $10 2 days in advance online; $5 at door for students or Free 2 days in advance online. Included are light refreshment and food.

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