A series of seminars featuring individuals experienced in starting and managing high-technology companies. These sessions will cover business planning and practical strategy, marketing and sales, finance, the management team and other aspects of the technology-based business. "War stories" will be used to illustrate points.

The course will be directed by Barry Unger '69, a co-founder of the Forum and founder/officer of several technology-based companies.

Monday, 21 January
3:00pm  “Starting and Financing A Company: The Insider’s View”
- Robert S. Dzmelyk '79, President LCS/Telegaraphics, Inc.
- William J. Hecht '61, Executive Vice President, MIT Alumni Association; Entrepreneur and Corporate director
- Frank B. Manning ’70, President, Zoom Telephonics, Inc.

Tuesday, 22 January
3:00pm  “Corporate Entrepreneurship: Doing It In Someone Else's Company”
- Lawrence Gould '50, Ex-Chairman and CEO, MA/Com; Private Investor and Consultant; Chairman, Sunshine Foundation

Wednesday, 23 January
3:00pm  “The Business Plan: Preparing a Plan Which Demonstrates Excellence”
4:00pm  “Financing Alternatives for the Start-Up Company”
- Michael Fitzgerald, Associate, The Palmer Organization
- Paul M. Kelley, Managing General Partner, Zero Stage Capital Equity Fund, L.P.

Thursday, 24 January
3:00pm  “Marketing and Sales: Why and How”
- Leslie C. Hruby GM '73 Partner, Technology Marketing Group, Inc.

Friday, 25 January
3:00pm  “The Role and Effective Use of Directors”
- Arthur C. Partee, Jr. ’66, Business Consultant
4:00pm  “Resources for the Entrepreneur: Finding Good People and Advice”
- Lila M. Hexner, President and Founder, Consultants Exchange, Inc.
- Paul E. Johnson, National Director, MIT Enterprise Forum
- Judith H. Obermayer, President, Obermayer and Associates

For further information, contact Paul E. Johnson, Executive Director, MIT Enterprise Forum.
(Room 10-120, Alumni Center, 253-8240)

Learn what it takes to become a High-Technology Entrepreneur