1986 I.A.P. Program
14-17 January 1986
1:00 - 4:00pm
M.I.T. Room 34-101 (50 Vassar St.)

MANAGEMENT OF THE HIGH TECHNOLOGY COMPANY

BARRY UNGER, COURSE DIRECTOR

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.

Dr. Unger ’69 is co-founder and vice-chairman of the M.I.T. Enterprise Forum and a founder/official of several technology-based companies.

Tuesday, 14 January
1:00pm STARTING AND RUNNING A COMPANY: THE INSIDER’S VIEW
- Robert S. Denmelyk ’79, President LCS/Telegraphics, Inc.
- Barry R. Bromfin ’60, Founder and Ex-CEO, Scientific Leasing Inc.
- William J. Hecht ’61, Executive Vice President, MIT Alumni Association; Entrepreneur and Corporate director

Wednesday, 15 January
PLANNING AND FINANCING THE BUSINESS
1:00pm The Business Plan: Both a Blueprint and a Sales Document
- Arthur C. Parthe, Jr., Director of Marketing, Aerodyne Products Inc.
2:00 How the Investor Views the Entrepreneur
- E. Janice Leeming, Venture Capital Fund of New England
2:40 Joint Ventures and Other Forms of Financial and Business Relationships with Larger Companies
- Richard C. Luffin, Enterprise Development Fund, and former Mgr. of Business Development, Johnson and Johnson Co.
3:20 The Fund Raising Game from the Company’s Perspective
- Jerome J. Schanfield, Consultant and Entrepreneur

Thursday, 16 January
MARKETING AND SALES — WHY AND HOW?
1:00pm Defining Your Product/Strategy
- James H. Geisman, President, Market Share Inc.
Developing a Sales Organization That Works
- Kenneth P. Morse, President, KPM Enterprises
Using Advertising and Public Relations
- Terry L. Williams, Associate Publisher, Digital Design
3:00pm JOINING UP — HOW TO GET INVOLVED IN AN EARLY STAGE COMPANY
- A Panel of the Above Speakers and Peter M. Santenaxio, Managing Partner, Modular Robotics, Inc.

Friday, 17 January
PUTTING THE PIECES TOGETHER
1:00pm Legal Issues You Should Know About (With a Focus on Protection of Your Technology)
- Barry D. Rein, Partner, Pennie & Edmonds
2:00pm Recruiting and Using a Board of Directors
- Vincent A. Fulmer, Director of The Institute, Emeritus, and Corporate director
3:00pm How Do You Capitalize on Your Opportunity and (Finally) Get Rich?
- King Cayce, Managing Director, Osiris Funds

For further information, contact the MIT Enterprise Forum.
(Room 10-120, Alumni Center, 253-8240)

Learn what it takes to become a High-Technology Entrepreneur