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/officer of several technology-based companies.

Tuesday, 14 January
1:00pm  STARTING AND RUNNING A COMPANY: THE INSIDER’S VIEW
  -Robert S. Dezmelyk ’79, President LCS/Telegraphics, Inc.
  -Barry R. Bronfin ’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.
1:45  How the Investor Views the Entrepreneur
  -E. Janice Leeming, Venture Capital Fund of New England
2:30  Joint Ventures and Other Forms of Financial and Business Relationships with Larger Companies
  -Richard C. Lufkin, Enterprise Development Fund, and former Mgr. of Business Development, Johnson and Johnson Co.
3:15  The Fund Raising Game from the Company’s Perspective
  -Jerome J. Schaufeld, Consultant and Entrepreneur

Thursday, 16 January
MARKETING AND SALES — WHY AND HOW?
1:00pm  Defining Your Product/Business Strategy
  -James H. Geismann, President, Market Share Inc.
1:40  Selling Technology-Based Products
  -Kenneth P. Morse, President, KPM Enterprises
2:20  Using Advertising and Public Relations
  -Edward P. Marecki, Vice-President — Sales, Computerworld
3:00  JOINING UP — HOW TO GET INVOLVED IN AN EARLY STAGE COMPANY
  -A Panel of the Above Speakers and Peter M. Santeusanio, 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
2:00  Recruiting and Using a Board of Directors
  -Vincenzo A. Palmer, Secretary of The Institute, Emeritus, and Corporate director
3:00  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