1987 I.A.P. Program
January 12-16, 1987
1:00 - 4:00pm
January 12, 15, 14, 15 M.I.T. Room 66-110
January 16 M.I.T. Room E51-329

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 Vice President and Director of Datacube, Inc. He is also co-founder and vice-chairman of the M.I.T. Enterprise Forum and has been a founder/officer of several technology-based companies.

Monday, January 12  Room 66-110

STARTING AND RUNNING A COMPANY: THE INSIDER'S VIEW
1:00pm - Dr. Robert J. Shillman ’72, President and Founder, Cognex Corp., and former M.I.T. faculty member

Tuesday, January 13  Room 66-110

PLANNING AND FINANCING THE BUSINESS
1:00pm Venture Capital and Other Financing Alternatives for the Startup Company
- Robert J. Crowley, Vice President, Massachusetts Technology Development Corporation, and former President, Neponset Valley Bank
- Laura C. Morrissette, Consultant, Massachusetts Technology Development Corporation
2:30pm The Business Plan: Both a Blueprint and a Sales Document

Wednesday, January 14  Room 66-110

MARKETING AND SALES FOR TECHNOLOGY BASED PRODUCTS
1:00pm - Ralph E. Grabowski ’63, Marketing Consultant
- James H. Geismann, President, Market Share Inc.
3:00pm JOINT VENTURES AND OTHER FORMS OF BUSINESS AND MARKETING RELATIONSHIPS BETWEEN SMALL AND LARGE COMPANIES

Thursday, January 15  Room 66-110

RESOURCES FOR THE ENTREPRENEUR: FINDING GOOD PEOPLE AND ADVICE
1:00pm Recruiting, Compensating, and Effectively Using A Board of Directors
- Arthur C. Partie Jr. ’66, Director of Marketing, Aerodyne Products Corporation
2:00pm Formal and Informal Resources Within the M.I.T. Community
- Paul E. Johnson, National Director, MIT Enterprise Forum
3:00pm Finding and Motivating Business Partners, Employees, and Consultants
- Dr. Judith H. Obermayer, President, Obermayer Associates

Friday January 16  Room E51-329

LAW AND THE TECHNOLOGY BASED SMALL BUSINESS
1:00pm General Considerations in Organizing and Financing the Company
- Steven M. Wallman ’70, Attorney, Covington and Burling
2:30pm Patents, Trade Secrets, Relationships with Previous Employers, and Other Issues Concerning Intellectual Property/Protection of Your Technology
- Barry D. Rein ’60, Partner, Pennie & Edmonds

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