special invitation to MIT Students, Faculty, and Business Community
1993 IAP course, Massachusetts Institute of Technology
sponsored by MIT Enterprise Forum of Cambridge, Inc. ®

STARTING AND RUNNING
A HIGH TECH COMPANY

Learn What it Takes to be a High Tech Entrepreneur!

Tue-Fri, Jan 19-22 1-4 PM, MIT room 35-225, 125 Mass Ave
plus Wed, Jan 20 6-9 PM, MIT room 10-250, 77 Mass Ave

- Speakers and examples from diverse technologies -
  computers and electronics, materials science, robotics, medical and biotech
- Practical advice from experienced entrepreneurs on: fund raising, finding good people,
  marketing and sales - and on dealing with the many pitfalls of new ventures
- Live presentation of a company business plan

Tue  Insiders' Views of Starting a Company
     Recognizing Opportunity and Running With It

Wed  Team Building and the Human Side
      1-4 PM in Room 35-225

Live Presentation and Analysis of an Entrepreneurial Company
     6-9 pm in Room 10-250

Thu  High Tech Marketing and Sales
     Including Intellectual Property and Technology Transfer

Fri  Business Plans, Raising Money, and the Launch

MIT Enterprise Forum IAP Committee:
Ralph E. Grabowski '63
Matthew K. Haggerty '93
Karen Mathiasen GM '71
Peter A. Quigley '93
Dr. Barry Unger '69

This course is FREE for MIT students/faculty/staff. Business community registration is $100 for the full, integrated four-day program. Scholarship aid, and a single-day ticket for $30 is available. Make checks payable to the MIT Enterprise Forum and send to 201 Vassar Street, Room W59-219, Cambridge MA, 02139. Call (617) 253-8240 for more information.

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