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

- 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 presentations of a startup business plan, and of a company case study

Tue  Insiders' Views of Starting a Company
Recognizing Opportunity and Running With It
1-4 PM in Room 35-225, 125 Mass Ave

Nuts and Bolts of Preparing a Business Plan
6-8:30 PM in Room 6-120, 77 Mass Ave (*)

Wed  Team Building and the Human Side
Including a Live Company Case Study
1-4 PM in Room 35-225

Post-Election Economy for the Entrepreneur
A Panel's Outlook, 6-8:30 PM in Room 10-250, 77 Mass Ave

Thu  High Tech Marketing and Sales
Plus Intellectual Property, 1-4 PM in Room 35-225, followed with:
Reception sponsored by 10K Competition and Sullivan & Worcester

War Stories from Entrepreneurs
6-8:30 PM in Room 6-120 (*)

Fri  Raising Money and Launching Your Company
Live Presentation and Analysis of a Startup Business Plan
1-4 PM in Room 35-225

MIT Enterprise Forum IAP Committee:
Matthew K. Haggerty '83
Peter A. Quigley '85
Bardwell C. Salmon '62

Ralph E. Grabowski '63
Karen Mathiasen GM '71
Dr. Barry Unger '69

(©) in conjunction with the Fourth Annual MIT 10K Business Plan Competition

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.