special invitation to MIT Students, Faculty, and Business Community
1994 course during IAP at the Massachusetts Institute of Technology
sponsored by the 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 18-21

- 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 Edgerton Room 34-101, 50 Vassar Street
Nuts and Bolts of Preparing a Business Plan
6:30-8:30 PM in Room 6-120, 77 Mass Ave (*)

Wed
Team Building and the Human Side
Plus Intellectual Property, 1-4 PM in Room 34-101

Thu
High Tech Marketing and Sales
1-4 PM in Room 34-101, followed by reception
War Stories from Entrepreneurs
6:30-8:30 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 34-101

MIT Enterprise Forum IAP Committee:
Ralph E. Grabowski '63
Matthew K. Haggerty '83
Karen Mathiasen GM '71
Peter A. Quirley '85
Vardwel C. Salmon '62
Dr. Barry Unger '59
(*) in conjunction with the Fifth Annual MIT 10K Business Plan Competition

This course is free for MIT students/faculty/staff. Business community registration is $150 for the full, integrated four-day program. Scholarship aid, and a single-day ticket for $50 is available. Make checks payable to the MIT Enterprise Forum and send to 201 Vassar Street, Room W59-213, Cambridge MA, 02139. Call (617) 253-8240 for more information.