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. Quigley ’85
Bardwell C. Salmon ’62
Dr. Barry Unger ’69
(*) in conjuction 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 W59-219,
Cambridge MA, 02139. Call (617) 253-8240 for more information.