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 '53
Mathew K. Haggerty '85 Karen Mathiasen GM '71
Peter A. Guigley ’85 Bardwell C. Salmon '52 Dr. Barry Unger '69
(*) 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 W59-215, Cambridge MA, 02139. Call (617) 253-8240 for more information.