special invitation to MIT Students, Faculty, and Business Community

1995 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 17-20

○ 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 E25-111, Carleton Street

Marketing
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 E25-111

Thu High Tech Marketing and Sales
1-4 PM in Room E25-111, followed by reception

Financing
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 E25-111

MIT Enterprise Forum IAP Committee:
Matthew K. Haggerty '83 Martha Hooper
Peter A. Quigley '85 Bardwell C. Salmon '62
Dr. Barry Unger '69
(*) in conjunction with the Sixth 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.