



SDForum Presents:

Crafting a Fundable Roadmap
Tuesday March 31st, 2009
8:30 a.m. – 5:00 p.m.
San Francisco, CA



This all day event is for startup entrepreneurs in the process of developing their business plan and/or wanting to grow their company so that they can maximize their chances of attracting an outside investor for the first time.

There will be a **networking breakfast during registration from 8:15am- 9:00am**. For those who want to try their hand at a pitch, they can send in their presentations and pitch to a coach before the seminar- they will receive a personal coaching session and be able to pitch to the group during the day. The winning pitches will have the opportunity to pitch to the last panel of the day.

Overview of Sessions

Crafting a Fundable Financial Roadmap

9:00am-10:30am

As an entrepreneur, steering your startup on the financial path to success needs an effective financial roadmap and a thorough understanding of how it will unfold over the next five years. In this presentation, Anthony Nassar, Founder and Principal, **Venture Momentum**, will share a systematic methodology for developing a robust financial model.

Developing a Compelling Pitch: 12 Slides that will Hook Investors

10:45pm- 11:45pm

Laurie Lument-Garty and Shai Goldman of **SVB Capital's** Entrepreneur Services Group will lead this interactive session on the "infamous" 12 slide presentation.

Pitching to the Group

11:45am -12:15 pm

15 one-minute elevator pitches presented, with the top 3 chosen to pitch to the final panel at 3:30pm. To pitch, companies need to send their presentations in one week before the session (March 24th).

Lunch Break

12:15pm -1:00pm

Assessing and Sizing Your Market Opportunity

1:00pm – 2:00pm

One of the top reasons for a new product failure is inadequate market analysis, yet most entrepreneurs bypass this step. Steve Tennant, Managing Director, **Tennant Consulting**, will convey key steps you can take to analyze and size a new market opportunity.

Crafting a Due Diligence-Ready Legal Framework

2:00pm -3:15pm

Eric Deeds of **DLA Piper** will help entrepreneurs avoid common mistakes they make when managing the legal aspects of their startup. In this workshop you will learn techniques and best practices in building and maintaining a due diligence-ready legal framework.

Entrepreneurs and Investors Panel: The Voice of Experience

3:30pm-5:00pm

A panel of successful startup entrepreneurs and early stage investors will share their experiences, challenges and insights into building and securing funding. They will also listen to pitches and engage in an interactive Q&A session.

Roy Martinez, **IPD Access International**

Location: DLA Piper, 555 Mission Street, San Francisco

Price: \$85 (members), \$110 (non-members)

SEE WWW.SDFORUM.ORG to register