

Dear Colleague

On October 9 and 10 the Burton Morgan Center will be hosting a fund raising boot camp. The Fund Raising Boot Camp is for faculty, students, and staff who want to learn about company formation and the venture capital world from the Silicon Valley perspective. Key topics that will be covered include: the value of intellectual property to investors in the start-up context, company control, management, market assessment, due diligence, reasonable equity expectations, dilution, and exiting the investment. There will also be an opportunity to learn how to present a “quick-pitch” to potential investors. President Jischke will kick-off the event.

The first day will include both panel discussions and presentations with Q&A. The first panel will be on faculty success stories and will include observations from Dr. Stephen Smith, a professor of electrical engineering at the University of California, Berkeley, currently on leave. He is the author of more than 85 refereed technical papers, and holds 15 issued patents.

Dr. Smith founded Alien Technology in December 1994 and served as the company's CEO until early 1997. A recognized pioneer in RFID technologies, Dr. Smith is the inventor of the patented Fluidic Self Assembly process that is the basis of Alien's high volume tag manufacturing process. He served as a director and consultant to the company through 2004 and recently returned to his position as chief technology officer. As CTO, Dr. Smith leads Alien's advanced engineering and R&D efforts. Alien Technology currently employs 235 people.

Winslow Sargeant will also join the panel. Winslow is an adjunct professor of Electrical Engineering at the University of Pennsylvania and a partner with Venture Investors, an early stage venture capital firm based in Madison, Wisconsin. Venture Investors focuses on bringing technology from Universities within the greater Midwest to market. From 2001 to 2004, he was the program manager for the NSF's Small Business Innovation Research (SBIR) program. The SBIR invested more than \$2B in 2004 in seed and early stage technology companies.

The second panel will discuss company funding and will include nationally recognized investors from the Midwest who will discuss how they fund companies in partnership with west coast investors. Matthew McCall, co-founder and Managing Director of Draper Fisher Jurvetson Portage Venture Partners and Portage Venture Partners, will join this panel. Matt is responsible for managing the firm's investments in EverDream, Feedburner, Imago Scientific, Lefthand Networks, Siimpel and TicketsNow. He has also been named as one of top 100 most prominent members of Chicago's technology community. For over twenty years, Matt has worked with leading entrepreneurs in building world class companies. The combined global Draper Fisher Jurvetson and Portage resources, is the largest venture network in the world. Matt will discuss spin-outs from both the University of Wisconsin and the University of Illinois.

Following these two panels there will be a presentation by Harvey Scull on company formation with a discussion on the documents required and what to look out for during

this process. Harvey has significant experience in the startup world and was instrumental to Tellabs early success.

John Wheadon is currently an advisor to Sandia National Labs on Technology Commercialization and was previously the President of Xerox Ventures. He has significant experience in valuing IP in spin-out companies. He will present on how intellectual property is valued in the formation of a company.

The second day will be led by Kim Marinucci, a Principal in the Silicon Valley-based firm Winning Pitch. Kim will present on how to structure an investment presentation and will offer consulting to 12 early stage companies regarding their presentations. Companies that participate with Kim will receive on-going coaching after the seminar and will be able to submit their presentation and an executive summary to an outside panel which will select the finalists. The selected companies will earn an expense paid trip to Silicon Valley and the opportunity to present to selected potential investors.

If you are interested in attending this event you may register by going to:
<http://www.purdue.edu/dp/bdm/bootcamp/>