

START-UP BOOT CAMP

Sponsored by: **EcoIgnite**
Rutgers' Clean Tech Proof of Concept Center & Accelerator



Learn to be a Successful Start-up!

Why Start-up Boot Camp Training?

This intensive 2-day training will provide aspiring entrepreneurs an introduction to starting a business, and an overview of what it takes to launch tech companies into the marketplace. The EcoIgnite Program and TechLaunch are partnering to deliver a comprehensive program of lectures and workshops addressing the Business Model Canvas, creating an effective pitch deck, crafting a Go-to-Market strategy, and exploring the traits of an entrepreneur.



Lean Business Model Canvas by George Abraham

George Abraham is a seasoned strategic business and capital advisor with over 25 years' experience working with and advising entrepreneurial and corporate companies.



Creating a Pitch Deck by Bernie Leone

Bernie Leone is an advisory partner at Withum Smith & Brown who has over 35 years of working with entrepreneurs. He advises owners of companies from early stage to established legacy business.



Crafting a Go-to-Market Strategy by Gina Tedesco

Gina Tedesco is an active investor, serial entrepreneur, professor and mentor. She is currently a managing member of Amala Ventures, a venture firm investing in disruptive technology in the USA and Brazil.



TechLaunch Founder and CEO, Mario Casabona

Mario Casabona is an entrepreneur and active angel investor. In 2007, he founded Casabona Ventures, investing in over 25 seed and early stage companies. In 2011, he founded TechLaunch, committed to identifying and nurturing early stage tech ventures by mentoring, coaching, and providing access to resources and capital.



Are you born to be an Entrepreneur? by Eric Korb

Eric Korb is a 7-time entrepreneur, who founded TrueCred.com, a tamper-proof digital badge service for credentials; LawyerLinks, an online legal research service for in-house counsels of public companies; Webinars.com, - "webinar" was originally registered as a trademark of Eric's; and GE/ACCESS, a \$1B dollar worldwide wholesaler of CAD/CAM applications.

When: June 9-10, 2018
Investment (\$): NO COST
Where: Rutgers Business School
100 Rockefeller Road, Room 4031
Piscataway, NJ 08854

For more information and to register:

Contact: Serpil Guran at 609-499-3600 x 4225
serpil.guran@rutgers.edu

Submit your start-up info to: Piera Accumanno,
piera@techlaunch.com

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