



South Florida Workforce

V.E.I.N. Entrepreneurship Workshop and Webinar Schedule

Workshop: Developing a Killer Business Plan

Robert H. Hacker, Managing Director, [GH Capital Partners](#)
John C. Fleming, Founder and CEO, [Outcome Labs, LLC](#)

Begin the process of developing a successful business! In this session, learn several techniques to profoundly understand the customer. Discover how to create innovative products and services to meet those needs.

Workshop: Creating Breakthrough Products and Services

Rade Zrilic, Chief Executive Officer, [Technia North America](#)
Robert H. Hacker, Managing Director, [GH Capital Partners](#)

Learn how to analyze the market through technology landscaping and product profiling. Assess intellectual property (IP) by analyzing partners, suppliers, competitors and M&A candidate. Find a new market for existing technology (or a new technology for an existing market). Build IP barriers around existing and future products and processes while leveraging regulatory constraints. Additionally, develop your product definition to be more aligned with your customer's needs. Discover the tools to learn how customers perceive your product or service. Learn the Porter's 5 Forces of Industry and how to create competitive advantage.

Workshop: Business Plans that Raise Money

Robert H. Hacker, Managing Director, [GH Capital Partners](#)

Uncover the financial health of your business by using an industry-tested and strategy-driven method. You will learn one of the most effective tools for understanding your business's potential and its driving forces.

Webinar: Social Media Marketing

John C. Fleming, Founder and CEO, [Outcome Labs, LLC](#)

This session will introduce practical tools and tips for establishing a cost effective online presence that any business can implement. Become familiar with different processes such as domain registration, website development, ecommerce, hosting, search engines, ad networks and social media.

Workshop: Going to Market in a Customer Centric, Social World

John C. Fleming, Founder and CEO, [Outcome Labs, LLC](#)

Learn how to develop an effective "go to market" strategy that is optimized for your company and market. You will learn about the elements of a focused and affordable marketing plan. You will see how to leverage the latest in social media to have conversations with your customers and people who influence your potential customers. You will learn how to develop a channel strategy to sell your products and services that will give you the widest market coverage at the lowest possible cost.

Webinar: Wiring Product Innovation into your Company DNA

Rade Zrilic, Chief Executive Officer, [Technia North America](#)

Analyze the market through technology landscaping and product profiling, while assessing intellectual property (IP). Find a new market for existing technology. Leverage regulatory constraints and build IP barriers around existing and future products and processes.

Webinar: How to Fund Your Company & Bring It to Life

Camilo A. Mejia, Associate, [Hunton & Williams, LLP](#)

Learn how to determine the right legal, management, and financial structure of your business. This session will introduce how to generate sources of funding for your start up and how to use your business plan to tell a story.

Workshop: How to Fund Your Company and Bring it to Life

Camilo A. Mejia, Associate, [Hunton & Williams, LLP](#)

Learn about the available sources of funding for your start up, how to present to these sources and what their expectations are for market opportunity, growth and financial return. Learn the different alternatives to form a legal entity for a start up and the governance issues that must be addressed.

Workshop: The FIU Pino Shark Tank

Are you ready to launch your business? Consult with the experts! The FIU Shark Tank is your opportunity to have your start up's business plan reviewed and critiqued by our panel local entrepreneurs and investors. Reconstruct and strengthen your plan to provide your company a blueprint towards success.

The SFW cohort will be given access to the following recorded webinar sessions to review prior to the corresponding bootcamps on March 9th and March 31st:

Recorded Webinar: You're Not Crazy – You're an Entrepreneur Developing Your Business Concept

(Prep for Workshop: "Developing a Killer Business Plan")
Available now

Robert H. Hacker, Managing Partner, [GH Capital Partners](#)

This session will introduce the fundamentals of developing a successful new business. Learn how to create a comprehensive business and financial model for a growth business.

Recorded Webinar: Shameless Self Promotion - Pitching Your Business

(Prep for Workshop: "Business Plans that Raise Money")
Available after Tuesday, March 9, 2010

Alex Acosta, Analyst, [Trivest](#)

Determine whether your company is ready to attract investment. This session will introduce you to the decision making process of private equity and venture capital firms when evaluating investment opportunities.
