



Alabama Small Business Development Center Network

Strengthening Alabama's Economy, One Small Business at a Time.

www.asbdc.org

How To Make Your Business Plan Fundable

This two-hour workshop is designed for those interested in understanding how to make their business plans fundable by investors, including angel investors and venture capitalists, banks, and sources of crowdfunding.

Course Objectives: By the end of this workshop, participants should understand how angels, venture capitalists, bankers, and crowdfunders think when considering their investment options.

Who Can Benefit: The workshop is specifically designed for entrepreneurs, including founders and team members, of all types. Those who will benefit most have had little or no business education, but who must learn essential business concepts to avoid common mistakes.

Friday, October 10, 2014

2:00 p.m. - 4:00 p.m.

Huntsville Chamber of Commerce, 225 Church Street , Huntsville, AL 35801

Visit our website for registration <http://www.uah.edu/sbdc>

Registration Fee: \$20 per person

GUEST SPEAKER: Dick Reeves has been involved in high tech, low tech and no tech businesses since 1969, many of them funded with capital from angel investors. He serves as Managing Partner of the Angel Syndicates Central, which provides investment syndication services to angel groups in the US. He organized the Huntsville Angel Network in 2004, assisted the organization of angel groups in 4 other Alabama cities, and serves as advisor to organizing angel groups in other US cities. Since 2005, these groups have invested over \$20 million in 18 early stage technology companies. Dick serves on the board of the national Angel Capital Association, where he chairs the Governance Committee.

John R. Whitman, PhD is Visiting Assistant Professor of Entrepreneurship and Leadership and Interim Director of the Innovation, Commercialization, and Entrepreneurship Lab (ICE Lab) at the UAH College of Business Administration. In addition to teaching he is building the entrepreneurial ecosystem in Huntsville, serves on small company boards, mentors start-up CEOs, and judges and coaches students in business plan competitions.

Prior to moving to Huntsville in 2013 he taught at Northeastern University, Babson College, Harvard University, Georgetown University and American University. Also, Dr. Whitman founded and sold an international software company, consulted to business school deans in assessment and evaluation, and developed international environmental programs.

John has served on the US Research Team for the Global Entrepreneurship Monitor, published peer-reviewed articles in Nonprofit Management & Leadership, authored book chapters in textbooks on the social economy, entrepreneurship, and intellectual property law, and co-authored a peer-reviewed book, The Social Economy of the United States (University of Toronto Press, forthcoming), and an earlier book, Creating Service Quality in Libraries (American Library Association, 2001).



Reasonable accommodations for persons with Disabilities will be made if requested at least two weeks in advance. Contact: Magdaline Braxton Staff Assistant , 301 Sparkman Drive, Huntsville AL 35899 (256-824-6422).

The SBDC at UAH is a member of the Alabama SBDC Network, funded in part through a cooperative agreement with the U.S. Small Business Administration.