Business Fundamentals Workshops

A series of hands-on workshops developed collaboratively by UM Ventures, Mtech, and Dingman Center for Entrepreneurship for UMD faculty and graduate students to present business concepts and skills, startup resources and how to take advantage of them, legal issues surrounding startups and many other practical know-how.

Location: Diamondback Garage, 7878 Diamondback Drive, College Park, MD

SCHEDULE

**Startup Guide for Faculty/Researchers at UMD**

*February 4, 2019, 9:00-10:00 AM*
University of Maryland and the State of Maryland have an abundance of resources for aspiring entrepreneurs. This workshop will provide an overview of the resources and programs, and a suggested path to navigate them in the most efficient way. The workshop is designed specifically for UMD faculty and graduate student startups based on university innovations.

**Intellectual Property Fundamentals**

Presenter: Felicia Metz, JD  
*Feb 5, 12:00-1:00 PM or Feb 8, 10:00-11:00 AM*
Learn about different types of intellectual property rights: copyright, patents, trademarks, trade secrets etc. What are they, how do you get them, why would need them, how expensive they are etc.

**I-Corps: Market Research through Customer Discovery**

Presenter: Satish Tamboli, Mtech Ventures  
*Feb 13, 12:00-1:00 PM or Feb 15, 10:00-11:00 AM*
NSF I-Corps provides $50,000 to conduct hands-on market research to see if there is a market need for your potential startup. This is a powerful tool to help make decision whether or not you should invest in building your startup. University of Maryland offers Mini-I-Corps program to help you qualify for the NSF program, and assistance with application to the national program. This workshop will explain in detail what happens during the program, benefits, and how to apply.

**Can my innovation become a startup?**

Panelists: Glen Hellman aka Mr. Cranky, and Stan Smith  
*February 18, 12:00-1:00 PM*
Not all innovative ideas are destined to become a startup. Learn from a VC and a successful serial entrepreneur what differentiates a product or technology from a startup.

**Business Lingo for Scientists**

Presenter: Alla McCoy, MBA  
*February 20, 12:00-1:00 PM*
Does this sound like a foreign language to you: TAM, SAM, SOM, LTV, Burn Rate, Customer Churn, EBIDTA, KPI etc.? This workshop will help you understand basic business terminology to prepare you for your conversations with VCs, banks, and potential business partners.

**Funding your startup: Tedco Grants, MIPs**

Presenters: Mark Komisky, MII Site Miner; and Ronnie Gist, MIPs  
*February 26, 10:00-11:00 AM*
Through the University of Maryland and the State of Maryland, university startups can access $355,000 in funding for technology validation, commercialization planning, and R&D. This workshop will discuss details of Maryland Innovation Initiative and Maryland Industrial Partnerships.

Register: [go.umd.edu/workshops2019](http://go.umd.edu/workshops2019)
Streaming Webinar: The Open Source Business Model for University Software Startups

Presenters: John Lee, Principal at Osage University Partners, and David Dorsey, Senior Associate at Osage University Partners

February 26, 1:00-2:00 PM
Webinar Description: Academics looking to maximize the impact of their research shouldn't consider commercialization a Faustian bargain, trading open publication and monetary returns. Open-source software can be a successful strategy towards both impact and income. Join David Dorsey and John Lee of Osage University Partners as they discuss why open source provides substantial advantages for software startups and why it has become the de facto method for deploying and commercializing software.

Startups and Banks: Business Banking, Line of Credit, Working Capital and Other Things Startup Owners Need to Know

Presenters: John Halley, M&T Bank

March 1, 3:00-4:00 PM

The many types of businesses, corporate structures, and financing options

Presenter: Tami Howie, DLA Piper
March 5, 3:00-4:00 PM
There are many types of businesses: lifestyle, high-growth, non-profits etc. This workshop will explain different corporate structures and appropriate ways to finance each.

How to Pitch: Telling Your Story

Presenter: Glen Hellman aka Mr. Cranky
April 15, 3:00-4:00 PM
Experienced entrepreneur, angel investor, and business coach will talk about best way to present your startup or a business idea.

How Equity Investments Work: Angels and VCs

Presenter: Stan Smith
April 19, 10:00-11:00 AM
Learn from an experienced VC how equity investments work, difference between VCs and angel investors, how do they invest, what their expectation is, and what you need to know.

How to Pitch Angels and VCs

Presenter: Stan Smith
April 25, 10:00 AM Register
Stan Smith is an experienced VC who has heard many good and bad pitches from countless entrepreneurs. In this workshop you will learn how to create and present a pitch that would impress a potential investor.

Accounting 101 for Startups

Presenters: Cheryl Y. Heusser, CPA, CFE, and Barbara Murphy Kromer, CPA, SnyderCohn
April 30, 11:00 AM - 12:30 PM

Watch for these additional workshops to be scheduled:

- Registering Your Company & Other Corporate Housekeeping
- Building Your Team
- Funding your startup: SBIR
- How to select startup CEO?
- Founder Happy Hour

Register: go.umd.edu/workshops2019