



Legal Office Hours – Meet with a lawyer for your Startup

Thursday, January 22, 2015

12:00 pm – 2:00 pm

Gerri C. LeBow Hall, Frank Guthart Collaboration Room 350

Have a legal question related to your startup? Meet with an attorney who works with entrepreneurs and get some helpful advice to help move your business forward.

Office hours are designed to provide you 15 minutes of time to bring your questions and get some answers. And we'll provide lunch!

Patrick Bello, ESQ, will be on hand to meet with you. Patrick is an Associate with Enterprise Law Associates - a boutique business law firm centered on sharing risk and partnering with technology and life science ventures in the achievement of business objectives.

Register at <http://form.jotform.us/form/43454671236153>.

CONTACT INFORMATION

Charles Sacco

215-895-2527

cns322@drexel.edu

Poor Sales Skills will Kill your Startup

Monday, January 26, 2015

5:30 pm – 7:00 pm

Gerri C. LeBow Hall, Suite 369

Sales is dynamic and often unpredictable, especially for startups. And many entrepreneurs are unfortunately afraid of sales.

Imagine how powerful it would be to communicate in a way that fully engages your prospective customers, being able to fully express your company's mission and motivate others to join with you.

During this presentation, Robert Graff will offer tips and tools to effortlessly capture the attention of investors and customers, create dynamic conversations about goals, needs, and solutions, and engage potential investors and customers in a successful relationship. In other words, you will gain business with less effort and stress.

Robert Graff, President of The Graff Standard and one of its lead coaches, is a practicing attorney and certified professional development coach, who helps professionals gain confidence during presentations, find success facing the most seasoned negotiators, or have charisma in front of a large crowd.

Through his work, Rob has encountered numerous professionals who have great ideas and are passionate about their work, but obtain paralysis, both of the mind and the body, when it is time to explain it to others. They feel disappointed in themselves because others appear to have a much easier time and they feel their business could be so much more successful if they got through this one block.

[Register here.](#)

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Design Thinking and Doing

Wednesday, January 28, 2015
1:00 pm – 4:00 pm
Gerri C. LeBow Hall, Suite 369

There is no workshop on campus quite like this one! Design Thinking and Doing is a highly interactive workshop that sheds light on how to frame and re-frame problems to identify market opportunities. You will learn new tools on how to develop empathy through a human centered design approach and its relation to business endeavors.

Register at <http://form.jotform.us/form/43454416751152>

How does it work?

This fast paced, 2.5-hour workshop kicks off with a brief overview of design thinking and its core elements in terms of setting the right mindset to apply the tools and methods provided. A set of "house-rules" are introduced to make sure everybody gets the most out of this workshop, followed by a roadmap of what will happen. The participants are working in teams of 3-5 and are provided with large paper, sticky notes and sharpies.

Before the topic is revealed, the double diamond design process is introduced, which includes an explanation of the diverging and converging nature of the design thinking process. The participants immerse into the topic using the framework 5W+H (who, what, when, where, why, and how).

This will lead into a mind mapping exercise to narrow down what needs to be researched. The participants are introduced to contextual research methods and send out to conduct the research in person and on site.

Returning from the "field trip," participants debrief and synthesize the data in form of personas and journey maps. This is then formulated into a problem statement and a set of criteria.

Participants move on to ideating concepts, selecting one, sketching out a quick pitch and sharing back with the team.

The workshop is led by [Verena Paepcke-Hjeltness](#), Associate Program Director, Product Design and Assistant Professor at the Antoinette Westphal College of Media Arts and Design.

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Initial Public Offerings (IPOS) – Should Startups Care?

Wednesday, February 4, 2015
5:30 pm – 7:30 pm
Gerri C. LeBow Hall, Suite 369

Ever wonder about going public? Is that still a good option for startups? What does it take for a startup to even be considered for the public markets. Peter Hennessey, from the law firm Ballard Spahr, has extensive experience with some well-known IPOs.

Hear the inside scoop from Peter and hear some interesting stories about what happens when startups go public.

Join us for an interesting presentation and some food!

Register at <http://form.jotform.us/form/43455210846150>

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Charles Sacco
215-895-2527
cns322@drexel.edu

Better Product Demos

Wednesday, February 11, 2015
5:30 pm – 7:30 pm
Gerri C. LeBow Hall, Suite 369

Why do so many demos of revolutionary, game-changing products end with confused investors, overwhelmed buyers and lost dollars? People leading demos are being forced to fit an ever-expanding feature set into their audience's ever-shrinking attention span.

Making matters worse, those leading the demos can rarely afford to spend months at a time figuring out how to improve their success rates.

In this workshop based on his bestselling book *Just F*ing Demo!*, Rob Falcone will outline tactics that helped him overcome these challenges, lead clear, relevant demos, and exceed revenue generation goals quarter after quarter.

The workshop will teach entrepreneurs:

- How to structure a demo;
- How to ask questions that uncover what your audience truly cares about;
- How to translate audience needs into a flow that is extremely easy to follow;
- How to use simple but powerful interpersonal tactics within the demo itself.

Rob Falcone is the Director of Solutions Engineering at Monetate, where he leads a team of pre-sales digital marketing and ecommerce experts across the company's Philadelphia and Palo Alto offices.

In 2014, he authored *Just F*Ing Demo!*, which distills his highly successful product demo training program into an intentionally concise yet impactful read. The book,

which peaked at #1 on Amazon's Sales Presentations list, is designed to help entrepreneurs, salespeople, and product owners overcome the typical challenges associated with today's product demos.

Prior to joining Monetate, Rob co-founded an award-winning social media startup that was selected for funding by DreamIt Ventures, and was the winner of the 2011 Drexel Baiada Center Incubator Competition.

Register at <http://form.jotform.us/form/43455894012153>

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Charles Sacco
215-895-2527
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Employment Management Office Hours

Wednesday, February 18, 2015
5:30 pm – 7:30 pm
Gerri C. LeBow Hall, Frank Guthart Collaboration Room 350

Need to hire people for your startup? Ever wonder about how to deal with employee benefits, payroll, employment law compliance, and other key tasks that every employer needs to handle?

In this office hours session, you will be able to meet with a benefits and employee management expert who will answer questions you have about hiring team members and what you need to do as a startup.

Gaby Bozek of TriNet will be here to meet with you. TriNet helps growing Start Ups and Tech Companies with the tactical, not-so-fun-but-necessary part of running the business.

Register at <http://form.jotform.us/form/43455276555159>

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Charles Sacco
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Wake Up Productive – How to Get More Done in Less Time

Tuesday, March 3, 2015

8:30 am – 10:00 am

Gerri C. LeBow Hall, Suite 369

In this session, attendees will learn strategies for crafting their ideal day.

Our speaker, Jamila Payne, will reveal her Daily Success Routine framework. No longer will you feel like there's more to-do's than hours in a day. She will share productivity tools and tips that high-impact entrepreneurs use to wake-up productive and successfully "work on" the business and not just "in the business."

Attendees will leave knowing how they can get more done in less time PLUS ways to consistently achieve results.

Speaker - Jamila Payne. As CEO of Soul Purpose Company (SPC), Jamila provides an email newsletter, online courses and live events for women committed to building profitable + sustainable enterprises while solving some of the world's toughest problems. SPC empowers them to build for-profit businesses that leverage their time so they can devote themselves more completely to their cause. She has trained over 10,000 entrepreneurs across the U.S. and Africa. Jamila received a bachelor degree and MBA from Drexel University.

Breakfast is included.

Register at <http://form.jotform.us/form/43455240363147>

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COMPETITIONS

Ian J. Berg Business Plan Competition

Registration opens on January 12, 2015, <http://bergbpc2015.istart.org/>.

Prizes:

First Place: \$3000
Second Place: \$2000
Third Place: \$1000