BUSINESS PLAN WRITING WORKSHOP SPONSORED BY AIME

The Alabama Innovation and Mentoring of Entrepreneurs Center (AIME), in collaboration with the Alabama Entrepreneurship Institute (AEI), announce a business plan writing workshop for entrepreneurs. The one-day workshop will be held January 15, 2009 in the AIME building on The University of Alabama campus.

The business plan writing workshop is open to all entrepreneurs interested in writing a business plan, as well as Alabama Launchpad Business Plan Competition participants. Participants will receive information and hands-on instruction on a wide range of topics including: Intellectual Property searches, conducting a feasibility analysis, securing Venture Capital funding, and resources available through The University of Alabama. An understanding of these essential elements of a business plan will enhance the entrepreneur’s ability to secure financing and launch a successful new venture. Participants in the workshop will have numerous networking opportunities as they interact with academic researchers, entrepreneurs, business experts and venture capitalists.

Registration for the workshop is required. To register, interested parties should email their name, address, phone number and affiliation (if any) to aime@bama.ua.edu by January 3. There is no registration fee.

Workshop attendees (including Alabama Launchpad Business Plan Competition semifinalists) interested in receiving an evaluation of their business plans should provide an electronic copy of their plan at the time of registration. During the second half of the workshop, participants will have the opportunity to discuss their business plan, with a mentor. All business plans will be held in the strictest confidence.

Agenda (Subject to Change):

8:00-8:30  Registration (beverages and breakfast pastries provided)
8:30-8:50  Presentation by Glenn Kinstler, EDPA
8:50-9:15  Presentation by Larry Greer, Greer Capital
9:15-9:45  Presentation by Bob Crutchfield, Harbert Venture Partners

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9:45-10:00  Break

10:00-10:30  IP Search & Importance of IP for Startup by Rick Swatloski, Technology Transfer

10:30-11:00  Feasibility Analysis by Daniel T. Daly, Director, AIME

11:00-11:40  Phase III Instructions – Lou Marino and David Ford

12:00-1:00  Lunch (provided by AIME)

1:00-4:00  Participants meet with mentors to discuss Business Plans

About AIME

The Alabama Innovation and Mentoring of Entrepreneurs Center (AIME) was established to enhance the culture of high technology research and development at The University of Alabama. It is the mission of AIME to identify and facilitate innovation and to foster entrepreneurship, leading to successful commercialization of intellectual property. AIME is under the direction of Dr. Daniel T. Daly. For more information, please visit www.aime.ua.edu.

About AEI

The Alabama Entrepreneurship Institute was established to promote and facilitate the formation of new ventures at the University of Alabama and throughout the State of Alabama, to enhance the entrepreneurial capabilities of firms and organizations of all sizes, and to help organizations build and strengthen capabilities that promote innovation. It is the mission of AEI to create and disseminate knowledge of entrepreneurship, as well as to develop and strengthen organizational innovation through the systematic integration of research, education and service. The AEI is under the direction of Dr. Lou Marino, Executive Director and Mr. David Ford, Director of External Programming.

AIME and AERN offer the use of the following resources to local entrepreneurs:

- Business planning software including Business Plan Pro from Palo Alto
- Set of specialized business reference books
- Extensive training in use of the materials above
- Quarterly newsletter and other materials publicizing AERN
- Access to the University of Alabama’s business library resources
- Computers
- Printer
- Scanner