

2010 Hapak Alumni Entrepreneurship Seminar
July 22-23, 2010
Gleacher Center, Chicago

Thursday, July 22 – Room 406

8:00–8:30am	Registration and Continental Breakfast
8:30–9:15am	Welcome and Introductions Susan Hapak, '89, Adjunct Associate Professor of Entrepreneurship
9:15am–12:15pm	Entrepreneurial Execution Waverly Deutsch, Clinical Professor of Entrepreneurship
12:15–1:30pm	Box Lunch & Networking - Lounge 420
1:30–4:30pm	New Venture Strategy James Schrager, PhD '93, Clinical Professor of Entrepreneurship and Strategic Management
4:45–6:00pm	Fast Pitch/Networking Session – Lounge 420 Seminar participants will have the opportunity to present their business ideas during a one-minute pitch, receive feedback from an expert panel, and network with other participants
6:45–9:00pm	Group Dinner – Maggiano's Little Italy Participants will head to a local restaurant and have the opportunity to sit with other like-minded entrepreneurs to discuss specific industries and topic areas (ie. Healthcare, IT, Buying a Business, etc). Each table will be hosted by a faculty member or alumni expert in that area.

Friday, July 23 – Room 406

8:00–10:00am	Entrepreneurial Selling Craig Wortmann, Adjunct Associate Professor of Entrepreneurship
10:15–11:45am	Internet Marketing Alvin All, '96, Cofounder and CEO of iParenting Media and former Director and General Manager of the Walt Disney Corporation
11:45–1:30pm	Lunch and 'After the Pitch' Session An entrepreneur seeking funding will pitch their venture to a panel of investors, who will provide an in-depth analysis of the evaluation and deal structuring process
1:30–3:15pm	Raising Capital Panel A panel of entrepreneurs will share their diverse stories about how they went about funding their ventures
3:30–5:00pm	A Framework For Evaluating Entrepreneurial Opportunities Steven N. Kaplan, Neubauer Family Professor of Entrepreneurship and Finance
5:00–6:30pm	Concluding Reception Head to the Midway Club with fellow participants