

the POWER of
angel
Investing

Valuation for Entrepreneurs Workshop

April 21, 2009
8:00 AM to 11:45 AM

Office of Research and Commercialization
12201 Research Parkway, Suite 211
Orlando, Florida 32826

Cost: \$20

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Presented by:



UNIVERSITY OF CENTRAL FLORIDA
VENTURE LAB



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Valuation for Entrepreneurs Workshop

Valuation of pre-revenue companies is one of the most critical issues in the angel investment process. This workshop addresses many questions:

- What things should be considered when valuing a venture?
- How to make angel-entrepreneur negotiations less contentious?
- How can the typical disconnect that occurs between how an Angel or Venture Capitalist and an entrepreneur value a venture be addressed?

What is the Format?

This workshop is designed to be highly interactive for an audience of 30 participants and features an extensive live and video PowerPoint presentation followed by Q&A and hands-on exercises.

Who Should Attend?

- Experienced CEOs or CFOs of investor centered companies that are growing quickly and are seriously looking for multiple angel or VC investors.
- Already have a basic understanding of venture capital finance having raised equity from strangers before or through attending the Angel Investing Overview seminar or similar seminars.
- It is not for companies that are founder centered companies not intending to grow quickly.
- Principal management or founders of early stage companies which plan on seeking angel or venture capital financing.

Who Leads the Workshop?

The workshop will be facilitated by Kirstie Chadwick. Kirstie Chadwick has over twenty two years of experience in the high technology industry, and has worked for a variety of technology organizations, both large and small. Kirstie graduated Summa Cum Laude from UCF with a degree in Computer Science in 1987, and started her career as a software engineer at Lockheed Martin. In 1990, Kirstie began her career at early stage technology companies as a Business Development director at Wind River Systems. While at Wind River, Kirstie helped grow the company from \$4 million in revenues to over \$50 million, and participated in the company's IPO.

For the next thirteen years, Kirstie worked at the executive level in several startup technology companies that included Sun Microsystems, Microtech Research, Mentor Graphics and ISR Global Telecom. Kirstie's career at entrepreneurial startups cumulated in 1999 when Kirstie co-founded her own software company, DigitalOwl. As the CEO of DigitalOwl, Kirstie successfully raised \$13.2 million in venture capital during the recessive 2000 market crash. DigitalOwl grew into a brand-name within the digital rights management software space, and served a variety of publishing and financial industry clients including McGraw-Hill, Time Warner and SwissRE.

What is the Cost?

The registration fee for this workshop is **\$20**. Please bring cash or check on the day of the event. Checks should be made out to the UCF Research Foundation.

How Do I Register?

To register, please contact Jack Henkel at JHenkel@mail.ucf.edu. Please include your name, company name, and phone number. Call 407-882-0663 if you have any questions.