



2008 Start Up: Syracuse Entrepreneur's Bootcamp Schedule

***Classes are held from 8:30am-12:00pm in the Whitman School of Management, Room 102**

OCTOBER 11 - Bootcamp Basics: The Entrepreneurial Dream

Instructor: Dr. Michael Morris

Guest Entrepreneur: Christopher Gardner, President, FMF&E Wealth Management

It All Starts With An Idea-Thinking the Entrepreneurial Way; The Nature of The Entrepreneurial Experience; Entrepreneurship is a Process; Characteristics, Skills, and Behaviors of Successful Entrepreneurs.

OCTOBER 18 - What You Need to Know About the Numbers

Instructors for Parallel Sessions: Dr. Randy Elder and Dr. Mitch Franklin

Guest Entrepreneur - Yolanda Mitchell, Founder, FYM Logic, LLC

Model for Making Money; Economics of Your Business; What You Really Need to Know About Financial Statements; Why Cash Flow is King.

Special Session from 12-1pm: "Why Do I Need a CPA Firm?"

Bill Killory, CPA, Dermody, Burke & Brown, CPAs LLC

OCTOBER 25 - How to Get More Out of a Business Plan

Instructors: Dr. Mike Haynie and Prof. Neil Tarallo

Guest Entrepreneur – Ann Liberati, Canines Unleashed

Getting Resources When You Don't Have Any; How to Leverage Resources; The Business Plan; Types of Plans; Audiences for Plans; The Logic and Structure of Plans; Mistakes Made in Writing Plans; A Look at a Good Plan.

Special Session from 12-1pm: "How to Finance your Business with a SBA Loan"

Tony Saya, Vice President of Business Banking and SBA Specialist, KeyBank

NOVEMBER 1 - Customers Drive The Business

Instructors: Dr. Minet Schindehutte

Guest Entrepreneur - Jim Carrick, President, Sirius Computer Solutions, Inc.

Markets and Marketing; Understanding your Customers; Segmenting the Market; The Guerrilla Concept; Doing More With Marketing While Spending Less; Entrepreneurial Approaches to Core Marketing Decisions.

Special Session from 12-1pm: "How to use Technology to Help your Business"

Scott Nadzan, Director of Technology Services

NOVEMBER 8 – The F's Have It: Fundamentals That Matter

Instructor: Dr. Michael Morris

Formal Operations; Designing Your Formal Operating Model; Finding People: What You Need to Know About Employees and Staffing Issues; Forms of Organization; Franchising; Family Business Issues; Other Fundamentals that Matter.

Guest Presenters - Phil Frankel & David Nocilly, Attorneys from Bond, Schoeneck & King, PLLC (BS&K)

> Intellectual Property and Related Legal Concerns

Special Session from 12-1pm: "Ask the Lawyers"

> The Attorneys from BS&K will answer questions and discuss legal issues that Bootcamp delegates want to know about.

NOVEMBER 15 - Raising Money, Determining Value & Structuring The Deal

Instructor: Professor Bill Walsh

Guest Entrepreneurs – Carol & Tom Fletcher, C.R. Fletcher Associates

Bootcamp Luncheon and Certification Ceremony: 12:00-1:30 pm, School of Management Building, Milton Room (Located on the 4th Floor)