



## **Investor-Ready Boot Camp**

**June 8, 2017**

**Sponsored by The Southern New England Entrepreneurs Forum (SNEEF)**

### **AGENDA:**

**8:00 Registration, Coffee and Networking**

**8:30 Welcome and logistics**

Melinda Ailes, Mass Small Business Development Center Network; SNEEF

**8:35 What are Investors Looking For?**

Annette Reynolds, Executive Director, 128 Innovation Capital Group

**9:05 Perfecting Your Pitch to Investors** - Your presentation to investors could make or break their decision to invest in your company. Learn from our experts what they look for in a presentation and why it matters so much in their decision-making process. Interactive work with experts to improve and polish your pitch.

**11:30 Working lunch- Understanding and Negotiating the Term Sheet** - Discussion of term sheet negotiations and what you gain and give up when receiving outside funding.

Charles Hipwood, MassVentures

Neil McLaughlin, Founder and Head of M & A of TCF Law Group PLLC

**1:30 Defining Your Market** - Understanding, analyzing and explaining your target market so that investors are excited

Steve Collins, Founder of 1024 Technology Marketing

**2:45 Break**

**3:30 Putting it all Together: An Investor's Perspective**

David Fogel, TiE Angels, Beacon Angels, Swifton CFO LLC

**5:00 Wrap Up**