

Milestones To Success Training Seminar

BUILD & FINANCE YOUR SME

What is this seminar about?

Early-stage? Want a proven roadmap to success? Need capital? This seminar is for you. You will learn step-by-step approaches to:

- Building a small or medium-sized enterprise (SME) that appeals to early-stage investors
- Raising early-stage capital and attracting talent to this compelling SME

This SME-building and financing seminar describes the best practices of successful entrepreneurs. Its 16 modules are delivered in 2 action-packed days. These 16 modules are synergetic and together form a comprehensive, effective and efficient roadmap for building and financing an early-stage SME.

What is the content?

Day 1: Build Your SME will teach you how to build into your SME the qualities that give it a high success probability and mark it as a potential 'home run' for seasoned early-stage investors.

Day 2: Finance Your SME will give you a proven approach to attracting a serious amount of early-stage capital and quality talent to your SME.

What are the benefits?

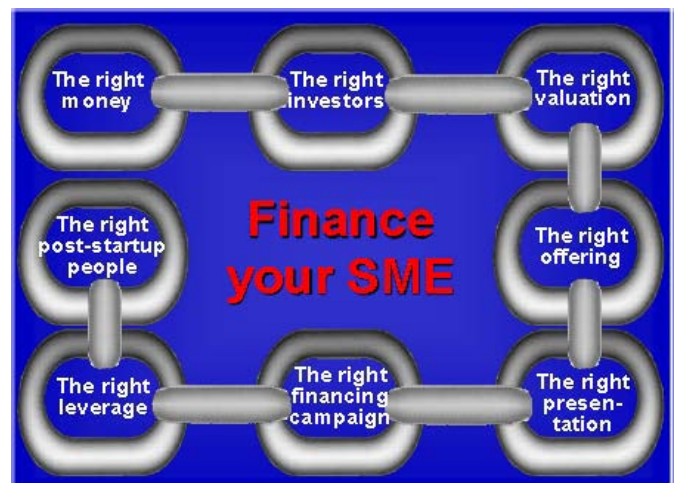
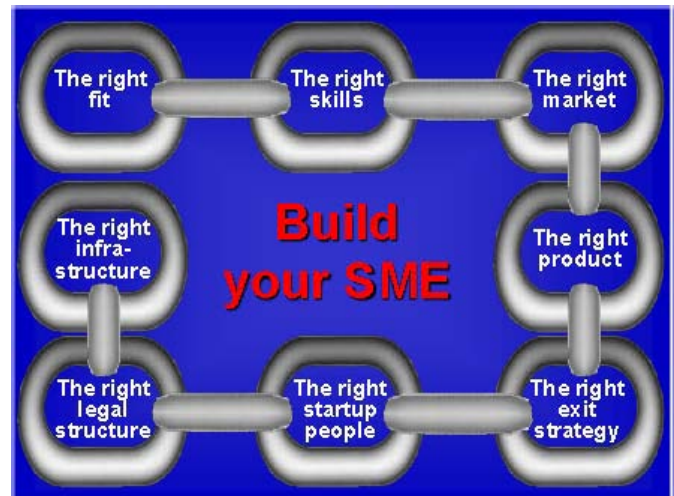
- Boost your **SME's success probability**
- **Fully finance** your SME
- Attract **quality people**
- Define the **right exit strategy**
- Maximize **valuation**
- Minimize **dilution and risk**
- Gain **confidence to execute**
- **Save time, money and energy** by building your SME right the first time
- and more...

What are the core principles?

An SME's success probability, and therefore appeal to seasoned early-stage investors, is boosted enormously when it:

- Targets certain early-stage milestones that are known to foretell commercial success
- Targets these milestones in a specific sequence
- Executes using sound project-management practices to achieve these milestones effectively

What is the agenda?



Who should attend?

- **Entrepreneurs** with bright ideas and big dreams, who are long on ambition but short on commercialization experience
- **Founders, Managers and Directors** of early-stage SMEs that need external capital to finance their growth
- **Professional Managers, Technicians and Inventors** interested in entrepreneurship
- **Consultants, Advisors and Mentors** to early-stage SMEs
- **Economic development officers**
- Commerce and MBA **students**

Who is the principal speaker?

Roger Killen has been a principal in 6 SMEs, taken 1 company public and been an angel investor 7 times. He has 25 years of front-line experience in assisting companies raise seed and expansion capital. Roger has spent the last 10 years developing and delivering business-building and financing seminars to entrepreneurs, SMEs and their stakeholders in BC and the Yukon. Other content experts will address specialized topics.

What did previous participants say?

"I have never attended anything like it and it is impossible to describe how much it has expanded my universe. I have had people attempt to pass on business wisdom, but never in the holistic wide view with which you presented." *Drew Rokeby-Thomas, Art Turbine*

"This seminar is packed with outstanding content that will catapult any small business and help it through challenging startup times." *William Oliver, Athletic Attractors Enterprises*

"Prior to this workshop I was apprehensive about moving forward. The fear is not totally gone but I now have the roadmap. Showing the milestones created by experience – what a resource!" *Lori Ackerman, Mitrani Inc.*

"This was the first seminar that went beyond anecdotal insight and gave me clear steps to SME success. Invaluable!" *Kevin McLeod, Riiply.tv and Fundfindr*

"The step by step process laid out brings a clear focus to a fuzzy entrepreneurial world of possible opportunities." *Robert Drapala, Habitat Enterprises*

"Clear, articulate and a resource I'll cherish for years to come." *James Wells, BCIT UILO*

"Most comprehensive, best documented seminar I ever attended. If SMEs would follow these milestones there would be no need for my turnaround services" *Marcus Mueller Ph.D, Beyond Consulting Inc.*

Seminar details:

Dates: Seminar held every 2 months. Please check for specific dates at www.sfu.ca/time

Time: 8:30am - 5:00pm (8:00am check-in).

Location: Room 7000 - 515 W. Hastings Street, Vancouver (SFU Downtown Campus)

Fee for both days: \$287 (plus GST)

- 20% discount for students with proper current credentials
- 50% discount for re-takes referring a new student

Fee includes:

- Over 13 hours of lecture-style content
- 500-page reference manual
- Optional participation in an Elevator Pitch contest
- Exposure to potential professional advisors and angel investors

Registration:

- Register early - seating is limited
- Visit www.sfu.ca/time

For more information, contact:

SFU TIME Ventures:

- Email: time@sfu.ca
- Phone: 778-782-7970