

Milestones to Success: The SME Seminar Series

In tough economic times, investors raise the bar on what they consider quality investment opportunities. For early-stage companies to attract financing, they must give potential investors compelling reasons to support them. For novice entrepreneurs, creating these compelling reasons can be a formidable challenge.

There is a proven way. It's well-known to serial entrepreneurs and seasoned early-stage investors, but remains a secret to novice entrepreneurs. Until now! Two upcoming seminars reveal this secret.

The **Milestones to Success** pair of day-long seminars give entrepreneurs a real-world, time-tested and trusted approach to launching a business destined for success - just what investors are looking for.

- Seminar 1, **Build Your SME To Attract Capital**, provides a step-by-step approach to building an SME that interest seasoned early-stage investors.
- Seminar 2, **Raise Serious Capital For Your SME**, provides a step-by-step approach to raising serious early-stage capital for your SME.

Seminar highlights include:

- A 16-module blueprint to grow an SME from \$0 in initial value to \$100,000,000 in exit value within seven years.
- The exclusive Contact Financing® approach to raising capital. This 10-step system has been shown to consistently raise over \$1 million in equity from friends, family and business associates within two years.
- The key differences between lifestyle- and investor-centred enterprises.
- Your role as founder; the skills and people that must be in place to grow your venture.
- The expectations vs. reality of entrepreneurship.
- The right stages of fundraising; where and when to look for different types of investment.
- Angel vs. venture capital; which is right for you?
- Critical insider secrets, including: how to wow local Angels (even in a tight market); where to look for mentors or Directors for your Board; who makes the best type of co-founder; why proof of market is just as important as proof of concept; what it takes to become tasty acquiror bait; when is the right time to make your investor presentation.
- Testing your elevator pitch; discover what elements all great business propositions have in common and why it's critical to your business' success.
- The most compelling investment incentive your friends, family and business associates will ever hear.
- Opportunities to network, network, network. Advisors, investors, educational and government liaison officers, and a wealth of peer knowledge will be there for you.

Respected entrepreneur and angel investor Roger Killen leads the presentation. He is joined by 10 subject matter experts offering their insights and advice. The two seminars provide 13 hours of high intensity learning, a 400+ workshop manual complete with slides, glossary and additional resources, plus two "how-to" guides.

Each seminar is \$99 and is offered through SFU's Time Ventures Incubator. The next **Build Your SME To Attract Capital** is being held on January 12 and **Raise Serious Capital For Your SME** on February 9. To learn more or to register, visit <http://www.sfu.ca/uilo/seminars.html> or call 778-782-7970.