



**Project ECHO's Entrepreneurs' Seminar Series
at UCLA
April 3, 2016**

	Lecture Hall: tbd	Lecture Hall: tbd	Lecture Hall: tbd	Atrium A
9:30-10:15	Finding Your Natural Talent Shannon Philip	On Top of the Law: A Legal Primer for Young Entrepreneurs Ronnie Roy.	Get Comfortable with Public Speaking! Lizzy Wallace	You Said "COPY," right? Lee Fox
10:30 – 11:15	Your First Resume and Getting Out There on LinkedIn Janine Davis	Finance 101: Building Budgets Dave Whelan	We Are All Human: Individual and Team Accountability Sharon Rich	It's Logical! You Should Communicate "IMPACT!" Lee Fox
11:30 – 12:15	Personal Branding to Land that Perfect Internship Clare Le	Building a Budget for an App Based Business Adam Mendler	The Savvy Way to Test Your Business Idea Teju Owoye	Don't Boil the Ocean! Knowing Your Clients Lee Fox

9:30 – 10:15

Finding Your Natural Talent: 3 Clues to Talents: How to find your natural talents and leverage them into strengths. In this session, you'll:

- Identify clues to your natural talents
- Be introduced to the "Strengths Perspective," what is possible when you can identify your natural talents and develop them into strengths.
- How to learn more about your talents and to leverage that information to make healthy and empowered decisions towards the brightest future.

Presented by: Shannon Philip, Shinebright

On Top of the Law: A Legal Primer for Young Entrepreneurs. In this session, you'll take away some great legal advice from a top business lawyer. Come with your own questions, or join the conversation and learn about:

- Developing a product, protecting your IP (patents, trademarks and copyrights),
- Going into business with your BFF? How to stay friends even after the partnership ends
- Taking seed money from friends and family, best practices

Presented by: Ronnie Roy, DME Law

Get Comfortable with Public Speaking! Public speaking can be a scary experience, but it doesn't have to be! **Learn from a pro who has turned public speaking into her business! This session will provide you with:**

- Learn tips and tricks of effective communication
- Adopt strategies to help with feeling nervous in front of a crowd
- Begin to love and be excited to speak in front of others and share the best of yourself

Presented by: Lizzy Wallace, Pitch Polish

You Said "COPY," right?: We all know those rad photos, graphics, audio tracks, videos and infographics can't just be "taken" from the internet and used for our own digital purposes, or can they?

- Learn how to find creative works that are free to use
- Learn how to use creative works to make your project stand-out
- This interactive session is designed for marketers, entrepreneurs and anyone who doesn't want trouble with the law!

Presented by: Lee Fox, PeerSpring

10:30 – 11:15

Writing Your First Resume and Getting Out There (Professionally) on LinkedIn. Developing your professional savvy through a resume, LinkedIn and other social media is an important first step as you launch your career and business. In this session, you'll learn:

- Guidelines for writing your first resume
- Common mistakes in resumes
- LinkedIn Basics

Presented by: Janine Davis, Fetch Recruiting

Finance 101: Building a Budget for Your Business: A finance primer that will provide a basic understanding of a new company's financial statements and outlooks. In this session, you'll:

- Develop an understanding of business finance through an interactive approach to building a financial spreadsheet for a brand new business
- Develop an expense budget for a new business. We'll identify all of the line items that need to go into this business model and you'll learn how to estimate each line item expense.
- Develop an income statement for your business. This will include identifying different ways to generate income and how this will transfer onto a revenue budget.

Presented by: Dave Whelan, Bespoke Business Strategy, Inc.

We Are All Human. To achieve optimal business results, business leaders must take our humanness into account. Too often people try to hold others accountable in ways that don't allow for humanness, and set businesses up to fail. In this talk, you'll learn how to:

- Radically redefine the concept of individual and team accountability
- Explore the differences between accountable and victim behaviors
- Highlight the importance of creating the safety for people to be human, in order to stay on track toward business goals and objectives

Presented by: Sharon Rich, Think Business Growth

It's Logical! You Should Communicate "IMPACT!": A logic model is a story or picture of how your project, product or service is supposed to work. In tandem with the mission statement (which should read like a "theory of change"), you should be MEASURING the effectiveness of your solution. In this lively session, participants compete to:

- Convert "boring data" into a powerful stories
- Learn to communicate impact
- Compete for a chance to win based on your IMPACT!

Presented by: Lee Fox, PeerSpring

11:30-12:15

Personal Branding to Land That Perfect Internship - There are plenty of options on where to start your career. Companies are battling to hire talented staff with work experience and having a degree is no longer enough to differentiate you from others. Get ready to launch your personal brand and career in this session, and learn:

- What's so great about internships? Why do I need one? What's it like to be an intern? [planning ahead for your career, what an internship is - and is not, typical day-in-the-life of an intern]
- What kind of internships are out there, who has them, and how do I apply? [search tactics and networking tips]
- What are companies looking for in candidates? How do I define my personal brand and stand apart from the rest of the pack? [common social media hiccups, application mistakes and interview pitfalls to avoid]

Presented by: Clare Le, Fetch Recruiting

Building a Plan and Budget for an App Based Business - Learn some basic, yet fundamental, concepts to bring your giant business idea to a little screen. In this session, you'll learn the financial platform of building your app based-business and will complete the session having:

- An understanding of the basic costs that go into developing an application and a full app based business
- A time lime for implementing key components of your business
- Creative ways for your company to generate income and how to project future revenue

Presented by: Adam Mendler, The Veloz Group

The Savvy Way to Test Your Business Idea will help students to \"lean test\" a concept. In this session, entrepreneurs will learn how to validate their business ideas and concepts. In this session, you'll learn that:

- Testing is an important part of your entrepreneurial journey. It'll help you find out what your customers actually are willing to pay and for what.
- You don't have to spend a lot of money to test an idea. You can build a landing page and then talk to potential customers to get started.
- When testing your business idea, try to get a few paying customers. Continue to iterate your model until you land on something that people want to buy, or a service they want to retain.

Presented by: Teju Owoye, Sulte group

Don't Boil the Ocean! Do you REALLY know "who" your clients will be? Have you considered the demographics (gender, age, heritage, geography, wealth, health, education, etc.) and incorporated these factors into your communication plan? In this session, you'll learn:

- Learn which social and mobile technologies will be most effective for YOUR unique audience
- Develop tangible messaging structures for your business
- Initiate marketing strategies that you can put into place immediately

Presented by: Lee Fox, Peer Spring