

Pitching to Investors

You know the old saying, “You never get a second chance to make a first impression”. That’s particularly the case when you make funding presentations to investors, be they angels or VCs. If you do a less-than-stellar job at one venue, the word will spread quickly, to taint you in the eyes of other groups. If equity funding is part of your company’s financing strategy and you haven’t yet made any pitches, either to an angel group meeting or a VC fair, now’s the time to learn how to make the pitch the right way. If you’ve been pitching and haven’t received any expressions of interest, you need to learn what to do differently.

Ben Franklin Venture Investment Forum, in partnership with the Penn State Small Business Development Center (SBDC), is presenting a workshop entitled, “Pitching to Investors” on November 16, 2009 from 9:00 to 11:30 AM at Penn State’s Innovation Park Outreach Building. Jill Edwards, Executive Director of BFVIF, will lead the training. You’ll learn what investors are looking for and how to make a compelling case for your company.

The cost for this workshop is \$50 per person and is limited to 30 participants. For Penn State University students who participate in this workshop as part of Global Entrepreneurship Week, the cost is \$5, which will be refunded if the student attends the entire workshop. Please complete the attached registration and fax it to Jill Edwards at (717) 948-6481. For more information, contact Jill Edwards at Ben Franklin Venture Investment Forum, at (717) 948-6625 or jilledwards@psu.edu.

This workshop will fill up fast, so register today!

Ben Franklin Venture Investment Forum receives funding from Ben Franklin Technology Partners of Central and Northern PA.



PITCHING TO INVESTORS REGISTRATION

November 16, 2009

Penn State Innovation Park, State College PA

COMPLETE & RETURN TO:
BEN FRANKLIN VENTURE INVESTMENT FORUM
 c/o Penn State Harrisburg
 1010 N. 7th St., Suite 307
 Harrisburg, PA 17102

phone: 717.948.6625 • fax: 717.948.6481 • email: jilledwards@psu.edu • www.venture-forum.org

NAME(S)	
TITLE	
ORGANIZATION	.
ADDRESS	
PHONE	
FAX	
E-MAIL	
PAYMENT METHOD	<input type="checkbox"/> CHECK* <input type="checkbox"/> CASH <input type="checkbox"/> VISA <input type="checkbox"/> MASTERCARD <i>* payable to Penn State University</i>
FOR CREDIT PAYMENTS ONLY	CARD NUMBER _____ EXPIRATION DATE: _____ SIGNATURE: _____
TOTAL AMOUNT ENCLOSED (\$50.00 PER PERSON)	

REFUND POLICY: Venture Investment Forum understands that your business calendar is dynamic and that the unexpected sometimes happens. We allow the following consideration relative to cancellations:

- Before October 26, 2009 - Complete refund
- From October 26 – November 4, 2009 - 50 % refund
- After November 5, 2009 - No refund

This seminar is brought to you by the Ben Franklin Venture Investment Forum and the Penn State Small Business Development Center (SBDC).

A reduced registration fee of \$5 is available to Penn State students.

1010 N. Seventh St., Suite 307, Harrisburg, PA 17102
Phone 717.948.6625 www.venture-forum.org