



	Name	Subject Matter	Expert Lineup										
1	TechLaunch	Business model development and refinement - Feasibility study and venture readiness, SWOT analysis. Company structure. Advantages of C Corp, S Corp, LLC, etc.	Rob Lunney, CFO for startup companies	Brian Burt, Snell & Wilmer	Darra Lynn Rayndon, Rayndon & Associates	Laura Lee Laundre, CPA	John Gilbert, Alvarez & Gilbert					TechLaunch	1
2	TechProperty	Intellectual property protection, patents and technology and IP licensing, use of contracts, agreements, copyrights, trademarks, etc	Lee Fraley, Bill Mulholland, Ryan Ricks, Damon Boyd and Kristine Waddell, all Snell & Wilmer	Barbara Luther, Luther Law Firm								TechProperty	2
3	TechStart	Technology Readiness Level (TRL) - System and formula to determine whether a product ready for commercialization (developed at NASA).	Jocelyn Shepperd, Red Hat Consulting	Matt Kim, Quanttera	Eric Miller, Phoenix Analysis & Design Technologies							TechStart	3
4	TechMarket	Product marketing - Target market definition, value proposition formation, identifying and differentiating from competitors, market needs analysis, market validation, strategic marketing plan, market diversification, sales/distribution channels,	Christian Lorentzen, Growth Nation	Chris Cayer, Reyactive Chamber	Jan Knight, Bancroft Information	Tom Fulcher, The Idea Gardner	Charles Shillingburg, Insights & Solutions	Connie Roberts, P2 Procurement	Sandra Cosovola, Summit Contract Management			TechMarket	4
5	TechGrowth	Elements of a successful, investor-ready business plan. Information to include. Things investors look for.	Akira Hirai, Cayenne Consulting	Eric Miller, Phoenix Analysis & Design Technologies	Brian Burt, Snell & Wilmer	Tom Fulcher, The Idea Gardner						TechGrowth	5
6	TechReady	What systems does company have in place to operate and conduct business efficiently? Manufacturing, supply chain management, etc. Design for Manufacturability, contract manufacturing	John Little, MEP	Charles Shillingburg, Insights & Solutions	Rebecca Knight, PMI - pending	Eric Miller, Phoenix Analysis & Design Technologies	Brian Burt, Snell & Wilmer					TechReady	6
7	TechPeers	How to find strategic partners. Factors to consider. What to avoid. Why consider strategic partnerships. How to make the most out of the partnerships. How to protect your business interest in case something goes wrong with the relationship.	Brian Burt, Snell & Wilmer	Chris Cayer, Reyactive Chamber	John Gilbert, Alvarez & Gilbert							TechPeers	7
8	TechAssess	Financial and Organizational Risk management, accounting/financial operations, Financial projections and assumptions, Organizational controls and advisory board	Dave Bittner, Beanstalk CFO	Rob Lunney, CFO for startup companies	Roy Stover, Altima Business Solutions	Akira Hirai, Cayenne Consulting	Laura Lee Laundre, CPA					TechAssess	8
9	TechFund	Capital formation; how to find money to start, operate and grow your company, Different sources of funding (grants, angel, VC, etc.) at different stages of venture readiness, investor pitch, R&D tax credits	Jim Goulka, Arizona Technology Investor Forum	Rick Gibson, Desert Angels	Dee Harris, Arizona Angel Network	Sandra Cosovola (SBIR/STTR)	Andre Wilson, Altima Business Solutions (Alternative Funding)					TechFund	9
10	TechResources	The importance of hiring the right people and protecting company by having HR systems and controls in place; how to compensate and motivate employees in early stages of business, Local, State and Federal laws about environment, safety and workplace.	Maria Utagawa, achieveHR	Kevin Grindle, Leadership Strategies LLC	Chuck Keller, Snell & Wilmer							TechResources	10