

Starting October 4, 2011

techEDGE

ideas on the edge of success



A 10-week, Tech-focused Entrepreneurship Course

CHANDLER, ARIZONA

techEDGE is an intensive 10-week, technology focused entrepreneurship course. **techEDGE** is intended for science or technology-based startups who are in concept phase, early stage or growth mode. If you are navigating the challenges that go into starting a business like acquiring funding, intellectual property protection and marketing, **techEDGE** will help you build an enduring, successful company with your idea as the focus.

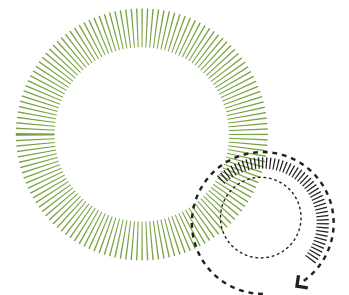
Not designed to be a lecture series, **techEDGE** will introduce entrepreneurs to tools to assess your readiness, offer real-time access to knowledge resources and assist in uncovering pathways to commercialization. Each week, tap into the wealth of knowledge available from our Subject Matter Experts (SME's). These local experts have helped others succeed or have been where you are – on the cusp of an exciting new venture.

techEDGE is just one initiative in the City of Chandler's effort to create an innovation ecosystem where entrepreneurial ventures can flourish and better facilitate the commercialization of new technologies. We celebrate the creativity and invention that breathes life into ideas, creates jobs and drives economic prosperity around the world.

Are you starting, operating, funding, or growing a technology-based business?
10 weeks. 3 hours each week.

Explore. Evaluate. Evolve with the help of those who have been there.

techEDGE. Ideas on the edge of success.



Made possible by a grant from the Chandler Industrial Development Authority.

techEDGE is preparing today's entrepreneur for tomorrow's success. We know you have to move quickly and be creative – so we will too. The 10-weeks investment you make with **techEDGE** will pay off with a wealth of information, resources and business contacts to help grow your company into a successful enterprise.

techEDGE is designed for owners and managers of cutting edge tech companies. It was conceived by the City of Chandler to help entrepreneurs with the 'next big idea' make their ventures successful.

techEDGE is divided into 10 essential modules:

- TechStart:** Is your product ready for commercialization? Find out with the Technology Readiness Level program developed at NASA.
- TechProperty:** Intellectual property is your most valuable asset. Learn the optimum choice for IP protection, and determine how to protect your business when licensing another company's technology.
- TechLaunch:** Ready to launch. Develop and refine your business model and how to analyze successful business strategies.
- TechGrowth:** Your great idea is money in the bank. Understand what investors want from a business plan, and why some plans are rejected.
- TechMarket:** You've got to have customers. Define target markets, identify and analyze the competition to position your product and company correctly. Then get people to buy from you!
- TechReady:** Make sure the process helps, not hinders the outcome. Understand how policies, procedures and protocol can make your business efficient.
- TechPeers:** It's not you it's me. Strategic Partnerships; advantages, disadvantages and how to protect your business before it gets messy.
- TechAsses:** Dollars and Sense. Learn accounting and finance fundamentals that can make managing your company easier.
- TechFund:** Show me the Money! Learn various capital formation strategies and which is going to work best for your business.
- TechResources:** The people make it work. The ins and outs of HR procedures and how to hire the right people and protect your company.

Each of these modules serves as a building block that will help you create an investor-ready business plan; a critical aspect of the business plan, whether pursuing outside funding or not.

Each week you will learn from experts in their field recruited for the techEDGE program. In addition to a formal presentation, businesses will have time for individual consultations with these experienced professionals.

The 10-week program culminates with the opportunity to pitch your idea to a select group of investors.

Thank you for your interest in techEDGE!

When: Every Tuesday from Oct 4- Dec 20, 2011

Time: 8:30am - 11:30am

Cost: \$120

(includes course materials and exclusive web content) Full scholarships are available to one person from companies that are tenants of the Innovations Incubator

Location:

City of Chandler
Innovations Technology Incubator
145 S 79th Street
Chandler, AZ
Near Chandler Boulevard and McClintock Drive

For more information call Sanjay Dhole at 480-809-6117 or email sanjay.dhole@domail.maricopa.edu

