

Equity Matters: The Route to NASDAQ Agenda – April 3rd, 2009 New York City

When: April 3rd, 2009; 9am – 2pm

Where: Columbia University Business School
Uris Hall, Room 301
3022 Broadway
New York, NY

Agenda:

8:30am Registration and Breakfast

Attendees sign-in; collect Seminar materials and network during a continental breakfast.

9:00am Opening Session: The Capital Landscape

An overview of the market and the various capital options available to growth businesses
Kay Koplovitz, *Koplovitz & Co, LLC*

9:30am An Entrepreneur's Personal Experience

An entrepreneur discusses the decisions she made when she needed capital, how she made those decisions and the challenges and triumphs she's encountered.
Patricia Laus, *The Atlantic Club*

9:45am What We Look For: The Lender and Investor Perspective

A panel of investors and lenders talk about what they look for in a company and their approach to evaluating companies.

Moderator: Julie Muraco, *Praeditis Group LLC*

Panelists: Toby Moskovits, *Heritage Equity*
Kylie Sachs, *Ascend Ventures*
Julie Smith, *Golden Seeds*
Lisa Spadafino, *Capital One Bank*

10:45am How We Did It: The Entrepreneur Perspective

A panel of entrepreneurs share their experiences in raising and using capital to grow their businesses.

Moderator: Amy Millman, *Springboard Enterprises*

Panelists: Joni Evans, *wowOwow*
Laura McCann Ramsey, *Zweave, Inc.*
Jessica Valenzuela, *Mavin Digital*

11:45am Financial Projections: Zen and Art of Financial Projections

An opportunity to understand what projections are, why you need them, how investors use them, and how to develop the assumptions on which projections are based
Terri Krivosha, *Maslon Edelman Borman & Brand, LLP*

12:30pm It's All About You: Working Luncheon

Investors, lenders, and experts who are involved with financial transactions will be on hand to answer questions and discuss available options.