

Equity Matters: The Route to NASDAQ Agenda – September 30, 2009 Madison, WI

When: September 30, 2009; 1:30pm – 6:00pm

Where: Fluno Center for Executive Education
601 University Avenue
Madison, WI 53715

1:00pm **Registration & Check-in**

1:30pm **Welcome**

Amy Millman, *Springboard Enterprises*
Lauren Flanagan, *Phenomenelle Angels Fund*

Opening Session: The Capital Landscape

An overview of the market and the various capital options available to growth businesses
Lorrie Keating Heinemann, *Secretary of Dept. of Financial Institutions*

2:00pm **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: Marilyn Holt-Smith, *Holt-Smith Advisors*

Panelists: Teresa Esser, *Silicon Pastures*
Pete Farner, *TGap Ventures*
Lauren Flanagan, *Phenomenelle Angels Fund I, LP*
Judy Owen, *Calumet Venture Fund*
Jim Pavlik, *Baird Venture Partners*
Sona Wang, *Ceres Ventures*

3:00pm **How We Did It: The Entrepreneur Perspective**

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

Moderator: Deron Curliss, *Grant Thornton, LLP*

Panelists: Jan Eddy, *Office Solutions & Wingra Technologies*
Connie Li PhD, *TrafficCast*
Toni Sikes, *the Guild*
Penelope Trunk, *Brazen Careerist*

4:00pm **The Zen 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*

5:00pm **Fast Pitches to Investor Panel**

Moderator: Joe Hildebrandt, *Phenomenelle Angels Fund*

Panelists: Pete Farner, *TGap Ventures*
Charlie Goff, *New Capital Fund*
John Neis, *Venture Investors*
Jim Pavlik, *Baird Venture Partners*
Judy Owen, *Calumet Venture Fund*

6:00pm **Closing Remarks and Reception**

Sponsored by Grant Thornton, LLP

Kay Koplovitz, Chairman, *Springboard Enterprises*
Melissa Koeppel, Managing Partner Wisconsin, *Grant Thornton, LLP*