

# Equity Matters: The Route to NASDAQ 2010 Seminar Series Report

## Program Overview

In 2010, Springboard Enterprises, with a grant from NASDAQ OMX Educational Foundation and sponsorship from Capital One Bank, hosted the second of a two-year seminar series – Equity Matters: The Route to NASDAQ in six U.S. locations:

- AT&T Center; Austin, Texas
- The George Washington University; Washington, D.C.
- The Kauffman Foundation; Kansas City, Missouri

In addition to these three events, Springboard also brought the Equity Matters program to the Annual Governor's Conferences for Women in the following locations:

- David L. Lawrence Convention Center; Pittsburgh, Pennsylvania
- George R. Brown Convention Center; Houston, Texas
- Boston Exhibition & Conference Center; Boston, Massachusetts

## THE PROGRAM

The Equity Matters Seminar Series introduces women business owners and emerging and aspiring entrepreneurs to the sources and uses of capital to launch and grow businesses. Drawing on the expertise of successful entrepreneurs, lenders, and investors, the program provides attendees with actionable information about the various sources of capital, what lenders and investors look for, and the resources available in the community to assist businesses in preparing for, securing, and employing the most appropriate capital for the growth of their business. The agenda includes a mini-workshop on developing financial projections and a special pitch panel session during which pre-selected attendees have an opportunity to pitch their businesses to a panel of investors and experts who provide constructive feedback. Attendees are also able to receive input on their individual business issues during a networking reception or over lunch with the panelists and invited experts.

## THE ATTENDEES

The target market for the seminar series are women business owners, entrepreneurs, mid-career professionals and students interested in learning more about accessing and employing various capital to grow businesses. The stand alone events attracted between 40 - 75 attendees. Several hundred attendees participated in each of the Equity Matters sessions at the Governor's Conferences.

## SUPPORTING ORGANIZATIONS

- ACTiVATE
- Austin Chamber of Commerce
- Founder Institute
- The Funding Post
- The Pennsylvania, Texas and Massachusetts Governor's Conferences
- GW Women In Business
- The Hot Mommas Project
- The International Alliance for Women
- Multinational Development of Women in Technology
- NAWBO-National
- NAWBO-Kansas City
- Northern Virginia Technology Council
- PathForward Center
- RampCorps
- Rockville Economic Development
- Success in the City
- Washington Network Group
- Women in Film and Video
- Women Influencing Public Policy
- Women Presidents' Organization, and



## CO-HOSTS

Springboard produces these seminars in collaboration with entrepreneurial organizations, academic institutions and conveners of gatherings of women's business owners. The following are the 2010 venue hosts and supporting organizations:

- Austin: ACTiVATE & RampCorps
- Washington, D.C.: Path Forward Center for Innovation and Entrepreneurship & GWU's Center for Entrepreneurial Excellence
- Kansas City: Women's Business Center, KC One for Women, Angel Capital Association & Women's Capital Connection

## PANELISTS & SPEAKERS

Springboard invited investors, lenders, service providers and successful entrepreneurs to serve as speakers and panelists.



**Speakers:** Susan Catalano, Cognition Therapeutics; Susan Davenport, Austin Chamber of Commerce; Lisa Dennis, Knowledge Associates; Joyce Durst, Growth Acceleration Partners; Jason Fedash, Citizens Bank/Charter One Bank; JoAnn Forrester, SI Business Consultants; Terri Glueck, Innovation Works; Tonya Harmon, Founders Institute; Jessica Herrin, Stella and Dot; Julie Lenzer Kirk, Path Forward Center for Innovation and Entrepreneurship; Terri Krivosha, Maslon, Edelman, Borman & Brand LLP; Renee Lewis, Path Forward Center for Innovation and Entrepreneurship; Kathryn Lindauer, Winstead PC; Mary MacPherson, M2Works LLC; Jessica McLearn, MooDoos LP; Liz Sara, Best Marketing LLC; Salimah Nooruddin, MassChallenge; Katie Rae, Project 11; Mary Ann Shallcross, BioStrategies; Shanna Tellerman, Wild Pockets; Paul Tymosko, Enterprise Bank; Erik Winslow, The George Washington University

**Investors:** Jonathan Aberman, Amplifier Ventures, Kelly Drouillard, Quivera Capital; Gina Dubbé, Walker Ventures; Lauren Flanagan, Phenomenelle Angels Fund; Omar Khalil, Santé Ventures; Laura Kilcrease, Triton Ventures; Jennifer O'Daniel, CIT GAP Funds; Rebecca MacKinnon, Sophia LLC; Terry Matlack, Tortoise Capital Advisors; Cheri Streeter, JTAB Associates

**Service Providers:** Tammy Boyd, Capital One Bank; Laura Mathieu, Capital One Bank; Pamela McCarthy, Capital One Bank; Carol Nichols, vcfo.

**Entrepreneurs:** Clara Conti, ATSI; Robin Curle, Texas State ACTiVATE; Melinda Emerson, MFE Consulting LLC; Jen Groover, Jen Groover Productions; Terry Chase Hazell, Texas State University; Dr. Mae Jemison, The Jemison Group; Megan Masoner, reFINEstyle.com; Patricia Miller, Vera Bradley; Precious Williams Owodunni, Mountaintop Consulting; Susan Strausberg, 9W Search; Jill Stelfox, Accession Point; Rebecca Taylor, Institute of Electrical and Electronics Engineers;

## TESTIMONIALS:

"The 'women focus' added an immediate connection for me with the other participants in this program. I have not attended other business seminars strictly for women, nor have I attended training programs that involved so many of the players from the investment side of the table (angels and investment bankers). Truly a valuable and interactive seminar."

"I really enjoyed the hands-on approach with the 2-min pitch session. That's where I could learn the thought processes of the investors and make appropriate modifications to my pitch. It helped to have active angel investors in the room."

"Great group of panelists and presenters - attending this conference saves me thousands in mistakes I won't make!"