

# THE ENTREPRENEURS NETWORK (TEN)

## Helping High-Growth Firms Succeed!

### **TEN Seeks Progressive Upstate Entrepreneurs! Apply For Membership Now!**

The Entrepreneurs Network is one of Upstate New York's fastest growing initiatives designed to bolster new ventures, start-up companies, and growth-oriented established firms (scalable, high-revenue potential; family-owned; and/or ownership transitioning).

Graduates of the TEN program have an advantage: winning government grants and contracts, increasing revenues and profitability by retooling sales & marketing strategies, and securing equity financing from traditional sources. TEN offers exclusive, members-only boot camps, significant hands-on exposure to, and interaction with, national and regional business experts and funding sources.

#### **Can you answer all of these questions?**

- What is my value proposition?
- Does my product/service/solution address a viable and growing market?
- What differentiates my product/service/solution from the competition?
- What price will my customers really pay and why?
- What better ways can I market my firm, products/service/solution?
- What is the most effective way to sell my product/service/solution?

TEN offers leadership and business strategy for today's complex, competitive environment. If you are ready to up your game *AND* improve your firm's performance, join TEN today!

### **Interested in Becoming a TEN Member?**

The next TEN members-only program (Class XI) will run from May, 2011 to October, 2011. Class size is limited to 15-20 entrepreneurs to ensure maximum interaction with instructors and coaches. TEN recruits the best and the brightest! Only accepted members will be able to attend the boot camp programs listed below.

## TEN Program:

Boot Camps:	Topics Covered:
<p>Month #1</p> <p><b>May 19 &amp; 20</b> 8:00 am <u>Prompt</u> – 5:00 pm</p> <p><b>Entrepreneurship Boot Camp:</b></p> <p><b>Writing a Winning Business Plan &amp; Why You Need One</b></p> <p><b>Instructors:</b> Jack Derby &amp; George Simmons, Derby Management</p> <p><b>Location:</b> High Tech Rochester 150 Lucius Gordon Dr. W. Henrietta, NY 14586 585-214-2400</p>	<p><b>Five stages of growth</b></p> <ul style="list-style-type: none"> <li>• What is a business plan &amp; why do I need one</li> <li>• How to move from vision - to strategy - to tactics - to action</li> </ul> <p><b>Financial planning for your venture:</b></p> <ul style="list-style-type: none"> <li>• Understanding business &amp; sales models</li> <li>• Understanding gross margin</li> <li>• Creating &amp; using metrics &amp; scorecards</li> <li>• Creating bank &amp; investor-ready financials</li> <li>• Understanding valuation</li> </ul> <p><b>The role of sales in your business plan &amp; financials</b></p> <ul style="list-style-type: none"> <li>• Understanding sales optimization</li> <li>• Hiring the best sales athletes</li> <li>• Performance metrics &amp; follow up</li> </ul> <p><b>Venture capital &amp; angel group fundraising</b></p> <ul style="list-style-type: none"> <li>• Rules of the road</li> <li>• Who are they</li> <li>• How do they invest</li> </ul> <p><b>Communicating effective value propositions</b></p> <ul style="list-style-type: none"> <li>• Tying competitive advantage to your customers' ROI</li> </ul> <p><b>Creating the perfect presentation pitch</b></p>
<p>Month #2</p> <p><b>June 2 &amp; 3</b> 8:00 am <u>Prompt</u> – 5:00 pm</p> <p><b>Building Blocks Boot Camp:</b></p> <p><b>Marketing</b></p> <p><b>Finance</b></p> <p><b>Sources of Funding</b></p> <p><b>Leadership</b></p> <p><b>Instructors (Panel of):</b> Upstate Entrepreneurs Technical Experts Resource Representatives Executive Coaches</p> <p><b>Location:</b> TBD</p>	<p><b>Branding – your competitive advantage (Marketing)</b></p> <ul style="list-style-type: none"> <li>• Strategic positioning to raise capital &amp; secure partners, distribution channels, customers, &amp; committed employees</li> <li>• What is a brand &amp; why brand – fundamental elements</li> <li>• Best practices in naming, positioning &amp; message development</li> <li>• The art &amp; science of identifying &amp; marketing a brand</li> <li>• How brand is critical to business &amp; funding success</li> </ul> <p><b>Finance</b></p> <ul style="list-style-type: none"> <li>• Library research tools</li> <li>• Financial statements 101</li> <li>• Quick &amp; dirty forecasts</li> <li>• Key concepts &amp; issues</li> <li>• How sales affects all expenses &amp; determines profitability</li> <li>• Methods of projecting sales estimates</li> <li>• Generate best-case/worst-case scenarios</li> </ul> <p><b>Sources of funding</b></p> <ul style="list-style-type: none"> <li>• Where do I fit in the funding continuum</li> <li>• “Investable” vs. “Lifestyle” businesses</li> <li>• Using federal grants to fund R&amp;D (SBIR/STTR)</li> <li>• Monroe County Business Assistance</li> <li>• Bank Financing</li> <li>• City of Rochester Business Assistance</li> <li>• High Tech Rochester &amp; Rochester Angel Network</li> <li>• Insyte-Consulting &amp; Western NY Venture Association</li> <li>• Negotiating Term Sheets (Legal, investor &amp; entrepreneur perspectives)</li> </ul> <p><b>Leadership</b></p> <ul style="list-style-type: none"> <li>• Your values, your vision, Leadership Rising<sup>SM</sup> drivers/principles, High Gain<sup>SM</sup> participating sheets, people &amp; performance</li> <li>• <b>Leadership coaching</b> – tackle specific questions &amp; issues with a professionally trained executive coach</li> </ul>

Month #3

## September 8 & 9

8:00 am Prompt – 5:00 pm

### Sales Optimization Boot Camp:

#### Integration of Sales &

#### Marketing

#### Engineering the Process

#### Hiring for Success

#### Instructors:

Jack Derby &  
George Simmons,  
Derby Management

#### Location:

High Tech Rochester  
150 Lucius Gordon Dr.  
W. Henrietta, NY 14586  
585-214-2400

#### The classic Derby process funnel

- Funnel math, metrics, lead generation
- Sales strategy, people, process, technology
- What does your sales pipeline need to look like
- How to hire for sales (attributes, skills)
- Three-step hiring model; hiring checklist
- Compensation rules & levels
- 2011 sales issues
- Sales & marketing channel fragmentation
- Sales planning architecture
- Sales territory, strategic business unit (SBU), key account plans
- Pricing strategy (4 basic components)
- Price optimization (competitive analysis, strategy differentiation)
- Ten common pricing mistakes
- Five categories of sales training
- Web sales integration tools & metrics
- Forecasting (why, what do you need, how to)

#### Finance 201

- Why you must know **ALL** the numbers (bookings & revenue, #/account, growth rates, sales cycle times, pipeline size, close ratios)
- What you can afford in sales & marketing
- Can you prove that your sales model can “scale”
- How to use the CFO as your ally (how to talk their language)

Month #4

## September 27 & October 25

8:00 am Prompt – 5:00 pm

### Investor/Sales Presentation

#### Boot Camp:

#### Making a Successful Sales or Investor Pitch

#### Expert Feedback from Panel of Judges

#### Instructors:

Roger O'Brien,  
O'Brien & Associates

Sue Kochan,  
Brand|Cool Marketing

Terry McArdle,  
McArdle Ramerman & Co.

**Location:** TBD

**WARNING!** Many entrepreneurs lack the discipline to complete a business plan. You can either fail to plan *OR* plan to fail.

If your investor presentation is already great & moves to due diligence, you need a business plan. (If not, same conclusion).

If you are seeking to maximize profits & achieve sustainable growth, you need a business plan.

#### Your business plan: critical elements

- How does the “meat” of my business plan measure up
- What investors need to know
- Understand “business model” and “economic model”
- Valuation – why you need to know for yourself
- How to respond to investors
- Communicating a customer-focused strategy
- Key elements of the plan
- Sustaining your brand/competitive advantage
- Presenting the economic model for your business
- Define how you will make money
- Provide a credible plan for selling your product/service/solution
- Do's & Don'ts of investor and sales presentations
- Review templates for building an effective presentation
- Pitch to the right audience
- Understand your economic buyer & influencers; closing the deal
- Effective presentation techniques
- Speaker self-awareness
- Speaker audience awareness
- Staging techniques
- PowerPoint strategies

**Real-time feedback on business plan** (instructors, coaches, & judges)

## APPLICATION

<http://ten-ny.org/membership-form>

### Eligibility and Fee

Candidates from Buffalo, Ithaca, Rochester, and Syracuse should be **Founders, Senior Executives, CEO's** or **hold a controlling position** in a business with operations primarily in Upstate New York. Approved applicants will be charged a \$350 TEN membership fee.

### Who Should Apply

- Early Stage Technology Firms
- Advanced Manufacturers
- Life Science Firms
- Serial Entrepreneurs
- Family-owned Businesses
- Businesses Undergoing a Leadership Transition
- Scalable, High-Growth Businesses

### For More Details, Contact:

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Sandy Messing, TEN Administration, 585.214.2400, [sandy.messing@htr.org](mailto:sandy.messing@htr.org)

### TEN Supporters

Founding Sponsor: Monroe County  
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Rochester Angel Network  
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