



## **HTDV, IN COLLABORATION WITH HREDV, PRESENTS**

### **Business Planning for Scientists and Engineers Featuring Dr. Jenny Servo**

Business Planning for Scientists and Engineers is a ½ day workshop session intended for use by scientists or engineers actively engaged in developing a product or technology to commercialize. Whether you are just starting a company or have been in business for 5, 10, or 15 years, a business plan will increase the likelihood of successfully achieving your goals.

Parents and company founders alike have many things in common. Both love their offspring and find it difficult to be objective about them. In addition, one can become a parent or a company founder without specialized training or licensure. Anyone with an idea can start a company and try to reenact the Horatio Alger story. It is that ease of entry which probably accounts for the high mortality rate of small business. On average, only 1 in 3 companies makes it past the 4 year mark. Only 9% of companies with less than 20 employees last longer than 10 years. Business planning, a cohesive transformational process, can help the technology entrepreneur acquire specialized, on-the-job training, while the same time yield a document (business plan) that will assist with obtaining external financing and which will serve as a valuable internal guide.

Individual sessions with companies will be scheduled in 20 minute sessions in the afternoon. We will schedule upon receipt of your registration.

Friday, March 12, 2010

8:30 a.m. to 12:30 p.m. – ½ day workshop

1:30 to 5:00 p.m. – Individual sessions with companies (20 minute sessions)

Manoa Innovation Center Presentation Room

2800 Woodlawn Drive, Suite 173

Honolulu, Hawaii 96822

