HOW TO BE AN ENTREPRENEUR

Co-Sponsors- USC Energy Club, FLOW Competition, Marshall EVMA, Caltech E-Club

Monday January 30th, 12-1pm (Accounting 312); Wednesday February 1st, 12-1pm (JKP 212)

Address: W 37th St and Exposition Blvd

Have an interest in starting your own business?

The USC Energy Club, in conjunction with Marshall EVMA, the DOE FLOW Competition, and the Caltech e-Club, would like to invite you to an exciting two-part event that will help provide students with the basic understanding of what it takes to start a business. Both events are designed for technical and business students alike.

At the first one hour session, distinguished USC engineering professor and entrepreneur, Peter Beerel, will walk students through the building blocks of a business. The focus will be on product, customers, market sizing, and the revenue model. These concepts will be deconstructed to provide students a fundamental understanding of what it means to create an actual business, not just a prototype. In addition to walking through the basic underpinning of a business, Dr. Beerel will also touch on how to market and pitch the business to customers and potential investors. Additionally, an experienced student entrepreneur will also weigh in with practical advice on the subject.

During the second hour, the topic of the Investor Presentation will be discussed in detail. Pitching and selling the business will be revisited within exclusively the investor context. A distinguished professor from USC’ Greif Center for Entrepreneurship will present to students. Additionally, there will be an experienced student entrepreneur present to weigh in with specific thoughts on this topic. The format of both one hour sessions is designed to be highly interactive with significant amounts of student Q&A discussion. Each session will dedicate time to discuss the DOE Clean Energy Business Plan Competition.

 Speakers
Peter Beerel
Dr. Beerel has been a professor within the Electrical Engineering Department at USC since 1994. Dr. Beerel is the co-author of 4 patents and has successfully started and sold his own business. Dr. Beerel is currently the Director of Software Engineering at Fulcrum Semiconductor, a start-up company building broadband network chips using asynchronous circuits.

Sponsors
The FLOW Competition

Win $200,000 in Prize Money and Start your own Clean Energy Company

Deadline: Applications are due by DEADLINE: Midnight February 15, 2012

First Look West (FLoW)  www.flow.caltech.edu  is offering students $200,000 in prize money and the chance to establish a new company by participating in the DOE’s National Clean Energy Business Challenge. To apply: just provide a one-page business abstract and answer ten brief questions online at  http://flowdoe2012.istar.org/ . FLoW’s Western Region Final Awards Competition, will be held in Pasadena, California, April 30 – May 1, 2012. In addition, winning student teams will compete in the National Competition hosted by the DOE in Washington, D.C. in June, 2012.

What’s New:  FLoW includes ready-to-go businesses and the promising-ideas category aimed at less mature business ideas. Finalists will also be automatically accepted into the Green Technology Entrepreneurship Academy
(GTEA), offered by the Child Family Institute for Innovation and Entrepreneurship, at **UC Davis, June 25 – 27, 2012**. Taught by venture capitalists, entrepreneurs, university faculty, industry executives and angel investors GTEA is a premiere academic program for commercializing green tech innovations. Internationally recognized CleanTech Open (CTO, [http://www.cleantechopen.com/app.cgi/content/home/index](http://www.cleantechopen.com/app.cgi/content/home/index)) is also offering places for the Western Region winners to participate in the Cleantech Open process, including attending the National Academy-West Coast.

**USC Energy Club**
The USC Energy Club is a multidisciplinary, fully student run organization dedicated to creating a unified energy network on campus. The Club is open to both graduates and undergraduates across all the different USC schools. The USC Energy Club’s principle mission is educating students in energy while also paving their way toward a professional career in the sector upon completion of their time at USC.

**USC Marshall EVMA**
The Entrepreneur and Venture Management Association (EVMA) is a student-led organization committed to supporting entrepreneurial students and those interested in pursuing dynamic, growth-oriented career opportunities.

**Caltech e-Club**
The entrepreneurship club is the hub for innovators in the Caltech community who want to learn how to make their idea a reality. We leverage our network in the Los Angeles community to provide members with access to potential employees, mentors, and investors.

**USC Marshall Career Services**