



# ***Keys to Surviving and Thriving in Today's Economy***

Closing Panel

featuring

Successful Entrepreneurs and our Sponsors

# Thanks to Our Sponsors - Who are also Your Coaching Team!



# Panel Agenda

- We highlight some of your questions!
- Each Panelist gives a 5-minute introduction
  - Personal Background
  - Current Company
  - Key Lessons Learned
- We answer some of your questions submitted before the session
- As time permits, additional questions.

# Your questions for the panel...

## **Raising Money (largest number of questions)**

- What are your tips for fundraising?
- How to find the right angels?
- Why do entrepreneurs spend so much more time on raising money than getting a sale and clients?

## **Sales & Marketing**

- How to test markets for interest?
- How to sell & recruit a salesperson while bootstrapping?
- How to make a value proposition to convince potential clients to try out a new technology?

## **Talent/Team**

- How to recruit the right people at the right time, and build the right team?
- Tricks of the trade for building a good team, especially when all the talent you know already has good jobs

# Your questions for the panel...

## General questions

- How to grow a business quickly while maintaining capital efficiency? Strategies for rapid growth?
- How to select a legal counsel?
- What about Incorporation (different options, pros & cons)?
- How much equity is fair to allocate to co-founders, advisors, employees, etc.?
- How to find suitable people to go into business with, what to establish, and how to protect your and their interests equitably?
- How to access investors in Asia (for both investment and go-to-market assistance in Asia)?
- How to do business with big companies when you are a startup?
- IP protection, market sizing, and financial projections?

# Your Panel and Their Fans



## **Glenda Anderson**

Co-Founder and President of ClinicalPro Solutions (biotechnology)



## **Elliott Ng**

Co-Founder and VP of Marketing at UpTake (Internet Travel) & Angel Investor



## **Rajan Raghavan**

Co-Founder, President and CEO of Nokeena (computer networking)



## **Anthony Wood**

Founder and CEO of Roku (consumer electronics)