

BioArborPresents:

The Good, The Bad & The Ugly: Experienced Entrepreneurs Share Their Stories

Gary Onn

Keys to establishing a successful business-

1. Hire Great People
 2. Carry a Sense of Urgency
 3. Build a Strong Company Culture
 4. Be an Evangelist
 5. Attract Quality Investors
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Things to avoid-

1. Goals That are Too Modest
 2. Failing to Correct Hiring Mistakes
 3. Believing Your Own Hype
 4. Using the “Stick” as a Motivator
 5. Internal Politics
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A Practical Guide to Raising Venture Capital

- John L. McIntyre, Ph.D.
 - Raised over \$125 MM from public and private sector
 - About 1/3 from venture capital and related sources



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Nature by design



A Practical Guide to Raising Venture Capital

- Reduce risk
- Venture capitalists are risk adverse



To Reduce Risk...

- Know your investor targets
- First impressions count
- Know your business
- Be organized
- Be responsive
- Be reasonable



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Last but not least...

Nature by design



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Use Common Sense

Nature by design