



Oceanside Chats

11 am - 2 pm
RM 1136

- 1** **Thursday, May 30th**
Customer Discovery with David Waxman
Learn how to use customer discovery, the lean startup method and strategic partnerships to find your optimal path to your beachhead market.
- 2** **Thursday, June 13th**
Legal LLC/C Corp/IP/Reg. with SingerLewak & Goodwin
Get advice from the experts on managing corporate and intellectual property issues. Discover ways to avoid expensive (and potentially devastating) problems down the road.
- 3** **Tuesday, June 18th**
Orgs/Teams/People with Esha Shah
Your long-term success relies on your ability to build the right team and culture. Learn how to hire and compensate employees, tap into the expertise of advisors/mentors, and keep key stakeholders in the loop.
- 4** **Tuesday, June 25th**
Cash/Operations with Jill Bigelow
As a fiscally responsible steward of your business, you'll need to know what key metrics to track, how to manage cash flow, and what it takes to demonstrate "traction" and so much more.
- 5** **Tuesday, July 2nd**
Fundraising/SBIR with Earle Hager
When it comes to securing money to finance your venture, knowledge is power. Understand your options for raising capital.
- 6** **Tuesday, July 9th**
Finance/Equity/Cap Table with Carmen Palafox
How much to raise and when, the mechanics of cap tables and term sheets, and the overall LA venture landscape.
- 7** **Tuesday, July 16th**
Storytelling with Z Holly
The entrepreneur CEO is the Chief Storyteller, constantly needing to persuade others to follow his/her vision. Learn about story structure, the most important elements of a compelling story, and proven tips from the pros.
- 8** **Thursday, July 18th**
Pitch with Brian Dolan
Roll up your sleeves and polish your pitch at this hands-on workshop. Get real-time feedback from a seasoned serial entrepreneur and experienced presenter.