



Seminar IV: Developing a Business Model

**April 9th, 2007
Carlson School of Management
Executive Conference Center
Room 2-260 T
4:00 PM to 6:00 PM**

RSVP to CES@CSOM.UMN.EDU

Developed exclusively for graduate and PhD students in technology and science programs at the University of Minnesota, the 3M Seminar series features interactive discussions and case studies on how to bring your ideas from the laboratory to the marketplace.

This fourth in a series of five seminars will discuss the key elements of the business model for your technology business and the associated challenges to success. Key elements include:

- Understanding the market opportunity and target markets
- Transitioning from R&D to product
- Building a management team
- Go to market strategy
- Distribution channels

Seminar speakers are experienced in law, venture capital, and launching new ventures. They bring a wealth of experience in getting new technology businesses off the ground. The session will provide handout materials, introduce real-world case studies of failure and success, and provide the opportunity for interaction discussion.



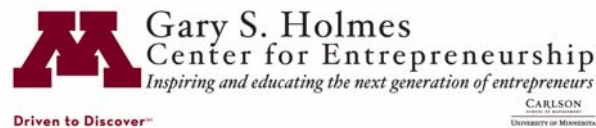
Joan Wrabetz is the principal with Renaissance Consulting Group, providing management consulting services to high technology companies. Ms. Wrabetz is also a Venture Partner with BlueStream Ventures, and has worked with both venture-backed startups and public companies for the past twenty years. Prior to starting Renaissance Consulting, Joan was CEO of Tricord Systems, Inc. Before joining Tricord, Joan was Vice President and General Manager for SAN Operations at StorageTek. Earlier, Joan was CEO of Aggregate Computing, Inc., which was acquired by Platinum Technologies. Joan also held management positions at Control Data Corporation and SRI International. She currently serves on the advisory boards for Copan Systems, NeoPath Networks and CorEdge Networks. Joan is an Adjunct Professor at the University of St. Thomas and at St. Mary's College. She is also a board member of "The Works" a non-profit organization in Minneapolis. Joan graduated with a BSEE from Yale University, and an MSEE from Stanford University, and received her MBA from the University of California Berkeley.



John Stavig directs the activities within the Gary S. Holmes Center for Entrepreneurship at the Carlson School of Management and is responsible for leading the outreach activities and implementation of new curriculum. He holds a BSB from the Carlson School and an MBA from the Wharton School of the University of Pennsylvania. John has over 15 years of experience in management consulting, private equity and industry. Most recently, he served as the CFO of an early-stage communications firm acquired by Verizon. As a founding principal of a \$100 million private equity fund, he sourced and managed investments in numerous early-stage communications firms. John also served as CEO, CFO and board member for several start-up and early-stage technology firms. In these roles, John raised more than \$300 million in capital and led numerous investments, acquisitions and divestitures. As a Principal at Gemini Consulting and Arthur Andersen, he provided strategic and financial consulting services to senior executives in Fortune 1000 firms in the United States, Europe, Asia and South Africa.



Frank Vargas is the Managing Principal of Renaissance Law Group. Mr. Vargas began his career in Palo Alto California with Wilson Sonsini Goodrich & Rosati, one of county's premier high technology law firms. Moving to Minnesota, Mr. Vargas started his own firm, Vargas and Associates, representing a number of successful companies in the twin cities. After merging his firm into a larger firm, Mr. Vargas helped co-found Aethlon Capital LLC, a Minneapolis investment banking boutique. Mr. Vargas then served as Executive Vice President, Director of Corporate Finance for Dougherty Securities, a Minneapolis investment bank. He also has served as interim Head of Corporate Finance for Oakridge Financial Services Group. Mr. Vargas is the co-founder of fifteen companies and serves as a Managing Principal of Pelegrin Services LLC a venture incubator and Remergenz Management Inc., a consulting firm helping distressed companies. Mr. Vargas is a frequent lecturer on a variety of business and business law subjects including, valuing a business, writing business plans, mergers and acquisitions, private financing and creating incentive plans for employees. Mr. Vargas is an Adjunct Professor at the University of St. Thomas on Business and Ethics, and the University of St Mary's on Entrepreneurship. Mr. Vargas graduated with an AB, with honors, from Harvard University and a JD/MBA from the University of California Berkeley. Mr. Vargas is a member of the California and Minnesota Bar.



Seminar Five: "Technology Commercialization within a Corporation"
Monday May 7th from 4-6 PM
Register for both of these seminars at ces@csom.umn.edu