

2019 Central Valley Entrepreneurship Academy

Thursday, May 09, 2019

Ginkgo Room | Modesto Centre Plaza
Modesto, CA

8:15 a.m.-9:00 a.m. **Registration & Networking**

9:00 a.m.-9:15 a.m. **Welcome**

Joe DiNunzio, Executive Director, Institute for Innovation & Entrepreneurship, UC Davis
Peter Schuerman, Associate Vice Chancellor, Research & Economic Development, UC Merced

9:15 a.m.-10:00 a.m. **Building Your Network**

Peter Schuerman

10:00 a.m.-10:45 a.m. **Telling Your Story and Sharing Your Vision**

Joe DiNunzio

10:45 a.m.-11:00 a.m. **Break**

11:00 a.m.-12:15 p.m. **Legal: Developing Agreements, Job Offers, NDAs, Strategic Partnerships**

William Kell, Director of UC Berkeley Law's New Business Practicum
Desiree LaFleur, Deputy Attorney at UC Berkeley Law's New Business Practicum

12:15 p.m.-1:15 p.m. **Lunch & Networking Conversations**

1:15 p.m.-2:30 p.m. **Staffing: Casting, Recruiting and Managing Successful Teams Panel Discussion**

Peter Schuerman, AVC Research & Economic Development at UC Merced
Kay Lara, Founder of Bam Buddha Lounge
Arvin Tehrani & Steffanie Fowler, Founders of Contrast Media Labs
Ricardo Jimenez & Jeff Green, Allison James Estates and Homes

2:30 p.m.-3:45 p.m. **Financing; Budgeting, Seeking and Securing Funding**

Ana Medina, Access Plus Capital

3:45 p.m.-4:00 p.m. **Break**

4:00 p.m.-5:15 p.m. **Sales and Marketing: Developing and Growing Marketing, Sales and Distribution**

Karlha Davies, Founder of Korazon Consultants

5:15 p.m.-5:45 p.m. **Wrap Up**

5:45 p.m.-7:30 p.m. **Networking Mixer**