

SEMINAR ANNOUNCEMENT - DECEMBER 8, 2017

DEFINING AND PITCHING YOUR BUSINESS IDEA

ABOUT LITE

The mission of the Laboratory for IT Entrepreneurship (LITE) is to promote entrepreneurship in Information Technology across the Mason community and guide IT ventures from idea to launch.

WHAT WE OFFER

- Seminars & Workshops
- Advising
- Competitions
- Funding
- Courses
- Opportunities to connect
- Access to resources



For questions, email
lite@gmu.edu

SPEAKER: Robert Smith, Director, Mason Small Business Development Center

WHEN: Friday, December 8, 2017, from 12:00pm to 1:00pm

WHERE: Engineering Building, Room 4801, Fairfax Campus

ABSTRACT

You step into an elevator, and with you is a leading investor you've been trying to see for weeks. She asks you about your business. Could you make her interested in investing before the elevator ride ends? What points must you make before the door opens? What is she waiting to hear? Pitching is storytelling: get the plot wrong or fail to understand your audience and you fail. Bob Smith, an Entrepreneur-in-Residence at Mason, successful business founder, venture and angel investor, and a recognized expert on how an elevator pitch truly defines a business, will discuss the key elements of a pitch and the secret to getting them right. You'll also hear about the five things institutional investors look for in a startup and what they are waiting to hear.

SPEAKER INFORMATION

Robert (Bob) Smith is the Director of the Innovation Commercialization Assistance Program (ICAP) — a program funded by the Commonwealth of Virginia and administered by GMU and the Small Business Development Center Network — where he helps researchers, inventors, and tech startups develop their commercialization paths and business plans. He's also an instructor with the NSF's DC I-Corp Node, and co-director of the Fed Tech program. Mr. Smith has over 30 years of experience in innovation and entrepreneurship. He is the Chairman of CollegeFactual.com, a leading college rankings website. He has held senior management positions at Congressional Quarterly and America Online and was the founder and CEO of the first nation-wide online city guide, Digital City. As an executive, angel investor and advisor, he has helped companies in different sectors go from launch to favorable exits. He holds a BA from Univ. of Southern California and an MBA from George Washington Univ.