

## SEMINAR ANNOUNCEMENT - FEBRUARY 16, 2018

### SECURING FUNDS FOR YOUR BUSINESS

#### 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](mailto:lite@gmu.edu)

**SPEAKER:** Sean Mallon, Associate VP for Entrepreneurship and Innovation, George Mason University

**WHEN:** Friday, February 16, 2018, from 12:00pm to 1:00pm

**WHERE:** Engineering Building, Room 4801, Fairfax Campus



Coffee and cookies by Panera Bread will be provided



#### ABSTRACT

First time entrepreneurs often assume that venture capital (VC) funding is a must-have ingredient for a successful company, but this is not necessarily true. Several options exist to fund your new startup, and this seminar will explore them. We will review the different funding sources, and then discuss how entrepreneurs should approach the fundraising process. In addition to looking at the financing process from an entrepreneur's perspective, we will explore how investors look at the risks and benefits of investing in startups. This will be a highly interactive seminar and participants are encouraged to come with questions and personal experiences to share.

#### SPEAKER INFORMATION

As the Associate VP for Entrepreneurship and Innovation, Sean Mallon is responsible for leading Mason's strategic vision as an economic and innovation engine for the DC region. Mr. Mallon oversees the Mason Enterprise Center and the Office of Technology Transfer. He works collaboratively with academic leadership and faculty to facilitate multidisciplinary collaboration for the development of entrepreneurial thinking and learning across the university. Prior to joining Mason, Mr. Mallon served as Senior Investment Director for the CIT GAP Funds, a seed and early stage technology venture fund within the Center for Innovative Technology. In this role, he oversaw a portfolio of over 100 companies, and led new investments in Virginia-based technology companies. Mr. Mallon has over 20 years of investment and start-up experience focused on aggressive growth, transformation and optimization. He has founded two companies, and has worked with several others in various senior roles. From 1999 to 2003, he was a principal at Mid-Atlantic Venture Funds (MAVF), a \$200m early-stage venture capital firm. He holds an AB degree from Princeton University and an MBA from the University of Pennsylvania.