

Entrepreneurs & Innovators:

Learn How to Pitch from the People
Who Have Been There

Workshop and Pitch Event
Donald W. Reynolds Journalism Institute
August 16 – 17, 2010

Speakers



Kafryn Lieder, Ph.D., of The Well-Tempered Word, LLC, has been providing scientific and technical writing and editing services to companies and individuals since 2003. She specializes in working with biotech and high-tech startups and small businesses. Her services include project management, drafting and editing assistance, finding other specialists (e.g., graphic designers and desktop publishers), and assisting with various details of preparing, submitting, and managing proposals and grants/contracts.
Noon - 1:15 p.m., 100A, RJI

Justin Beck has been programming since he was 12 years old. He is a passionate software entrepreneur, and is the co-founder and CEO of PerBlue where he leads a profitable small business of seven people building mobile and social games, like Parallel Kingdom, which has more than 120,000 players worldwide.
1:30 - 5 p.m., Fred W. Smith Forum, RJI



Al Chang is a seasoned technology executive with more than 18 years of broad software development experience in global corporate environments and venture-funded startups. He has been instrumental in shaping the technical direction and development of the e-commerce platform for Walmart supporting revenue growth from \$40 million to nearly \$1 billion.
5 - 7 p.m., 100A, RJI.

www.rjionline.org/innovate

Agenda

August 16th

Student Workshop (*Open to students with pitch proposals only*)

8 – 11:30 a.m., Fred W. Smith Forum, RJI

- Workshop on preparing pitches
- Present pitch to panel of judges
- Time to revamp pitch and present a 2nd time to judges
- Chance to pitch in afternoon slam

“Grant Writing for the Technology Startup”: **Dr. Kafryn Lieder**

Noon – 1:15 p.m., 100A, RJI

- Learn how to find, develop and tackle grants for startup ideas.

Innovate100 Pitch Slam

1:30 – 5 p.m., Fred W. Smith Forum, RJI

- “From Pitch to Product: Creating a Startup” – Justin Beck, CEO of PerBlue
- Pitch Slam Contest– pitch your idea to expert judges

Networking Reception

5 – 7 p.m., 100A, RJI

- “Today’s Idea, Tomorrow’s Technology” – Al Chang, entrepreneur

August 17th

Local Entrepreneurs Workshop

9 a.m. – Noon, Fred W. Smith Forum, RJI

- Hear from successful student entrepreneurs
- Learn about campus resources
- Discover upcoming opportunities

iNNOVATE! 2010 *“Discovering The Most Promising Startups”*

rji donald w. reynolds journalism institute
Missouri School of Journalism University of Missouri