



2018 DELAWARE
ENTREPRENEURIAL
SUMMIT

July 12, 2018



Session 1

Tech/Science Track

FROM CONCEPT TO CASH FLOW

Commercializing Technical Research — A Unique Set of Problems

Many in the world of science and technology innovation are familiar with what is known as “the valley of death” - that point in time where lack of requisite resources prevents the progress of these technologies from lab bench to an actually commercially successful product. This panel will discuss alternative routes to market that could require less capital, shorter innovation cycles and serve as stepping stones to larger opportunity.

PANELISTS

Moderator: Dr. Jeffrey Politis , Board Member, DE Sustainable Chemistry Alliance (DESCA)

Panelists:

Dr. Michael Blaustein, Principal, MAB Innovation Group

Dr. Seetha Coleman-Kammula, President, Science Technology, Research Institute of Delaware (STRIDE)

Theresa Litherland, Co-Founder, Resonate Forward, LLC

Dr. Bryan Tracy, CEO, White Dog Labs

Bert Wong, STRIDE

Session 1

Entrepreneur Track

FROM CONCEPT TO CASH FLOW

Beyond the Business Plan

Mark Hurd, CEO of Oracle once said “without execution, vision is just another word for hallucination.” Too often we get stuck in the strategic planning stage. How do you effectively move from vision > strategy > planning > execution, and really get the ball rolling?

PANELISTS

Moderator: Frank DeSantis, Score

Panelists:

Ken Anderson, Director, Entrepreneurial and Small Business Support, Division of Small Business, Development and Tourism (DSBDT)

Elizabeth Binning, Growth Wheel

David Hall, Delaware Technical Community College

Dr. Woody Miller, Co-owner, M² Business Advisors

Christina Pellicane, Director of Commercialization, University

Session 2

Both Tracks

STORYTELLING

How to Articulate your Value Proposition

Too often small businesses focus on the features and benefits of their product or service, without making the jump to the next level to articulate the value that their product or service offers. Patricia Rivera of Hook PR and Dr. Deanna Merritt of Goldey-Beacom College will talk about ways to tell your story and articulate your true value.

SPEAKERS

Patricia Rivera, Hook PR

Dr. Deanna Merritt, Goldey-Beacom College

Session 3

Tech/Science Track

SOURCES OF FUNDING

Venture capital, angel investors, seed grants—what do investors and grantors look for before investing in a new technology?

Panel discussion that discusses the various sources of funding available to science- and tech-based start-ups and small businesses and what each looks for in a start-up or small business.

PANELISTS

Moderator: Jeff Fetterman, President of Fetro Ventures, LLC

Panelists:

Louis DiNetta, Small Business Development Center

David Dorsey, Senior Associate, Osage University Partners

Katelyn Johnson, Principal, American Family Ventures

Anne Shehab, Golden Seeds

Session 3

Entrepreneur Track

SOURCES OF FUNDING

From traditional loans, to grants & government loans, to non-traditional sources of funding—which is the best fit for your business and how do you qualify?

Panel discussion that discusses the various sources of funding available to start-ups and small businesses and what each looks for in a start-up or small business.

PANELISTS

Moderator: Michelle Morin, Executive Director, Office of Supplier Diversity

Panelists:

Candice Caruso, President, Pango Financial

John Fleming, Delaware District Director, US Small Business Administration

Vandell Hampton, First State Community Loan

Pedro Viera, Vice President, Business Banking Advisor, PNC Financial Services Group