

AGENDA

8:30 a.m. Registration and Continental Breakfast

9:00 a.m. Welcome Scott Meacham, President and CEO, i2E, Inc.

Oklahoma Startup Stories

Before it has investors, customers, profits, or even a perfected product, every startup has at least one valuable asset: its story. These local successful entrepreneurs share their story on how they got started, their successes and their failures.

Shoaib Shaikh, XploSafe Cory Littlepage, Tribal Diagnostics

- 10:00 a.m. Networking Break
- 10:15 a.m. Oklahoma Startup Stories-Continued

Robin Roberson, Goose & Gander Daniel Mercer, Coop Ale Works

11:00 a.m. Networking Break

11:15 a.m. Managing Your Personal Brand

In the world of startups, the founders are just as important as the business. Learn how your personal brand can help you become a valuable asset to any company and set you apart from the crowd. Marketing expert Tommy Karam will provide actionable steps to define and enhance your personal brand no matter if you're a student, a founder or anywhere in between.

Tommy Karam, Keynote Speaker

12:00 p.m. Networking Lunch

Dine with startup experts, community leaders, investors, and entrepreneurs from top Oklahoma companies and organizations.



This session is for registered Who Wants to Be an Entreprenuer participants and students only.

Presented by:

Stacey Brandhorst, MBA, Venture Advisor, Director of Business Development, i2E, Inc.

1:00 p.m. The Plan

This session will include the must-haves for any business plan and the steps to build a strong company foundation.

The Profit

Learn how to easily develop the financial documents that investors want through this *dummy's guide* to getting to the bottom line.

2:15 p.m. The Pitch

Learn how to create an energizing, concise, and compelling pitch for your potential investors...plus advice you won't learn on Shark Tank.

- 2:45 p.m. Q&A
- 3:00 p.m. Adjourn

For more information on the competition visit <u>www.lovescup.org</u>

