

THE COIN SEMINAR SERIES

On September 18th 2001— two exciting seminar events at
The Inn of the Seventh Mountain in Bend, Oregon:

INVESTMENT DOUBLE HEADER



**A Seminar for Angel investors
seeking better batting averages**



**A Seminar for Entrepreneurs
who want in the big game**

These two separate events will run simultaneously, yet
allow the two groups to mingle and get to know each other
over a continental breakfast and a luncheon

SPONSORED BY



A WORKING SESSION FOR SAVVY ANGEL INVESTORS

Learn the Easy Way

Seed Investing as a Team Sport will expand your understanding of business investing, help you locate a team of like-minded investors in your region, and provide you new tools to help optimize your investment dollars.

This energetic, one-day field seminar is presented by the nation's leading seed investors and specialists, seasoned professionals who know what it takes to succeed in this challenging endeavor.



Seminar Sessions

Participants master the essentials and finer points of the curriculum through interactive workshops, role-playing exercises, videotaped presentations, a practical case study, and on-site coaching from a team of local experts. This is an excellent opportunity to collaborate and develop your own local network.

Come early for the continental breakfast and stay late for the reception to make the most of this fast paced and rewarding day.

Curriculum

- Angel Networks; their impact and potential
- Seed Investing; the complete process
- Due Diligence; effective, proven methods
- Appetite; finding what's right for you
- Valuing the Enterprise & Pricing the Deal; essential techniques
- Term Sheets; structuring the deal for success
- Negotiating the Deal; the do's and don'ts, and the win-win strategies
- Closing, Mentoring and Cashing Out; coaching the team to success

Participants Gain

- Know-how; learn the basics of pricing and structuring seed investments
- Networking opportunities; meet and collaborate with other investors in your region, and with local professionals and advisors who can help you succeed
- Team skills; experience the use of team based approaches for making and managing investments
- Valuable References; receive a manual of essential due diligence questions, an annotated bibliography of the very best resources on seed investing, and a collection of outstanding articles on business planning and Angel investing.

TRAINING CONDUCTED BY THE NATIONAL ASSOCIATION OF SEED AND VENTURE FUNDS

7:30	Registration	NOON	Lunch
8:00	Coffee & Breakfast	1:00	Valuation
8:50	Angel Investing Intro	1:30	Art of Pricing
9:20	The Process	2:00	Deal Structure
10:10	Due Dilligence	2:45	Negotiating
11:15	Investment Appetite	5:00	Windup

TUESDAY
SEPTEMBER 18, 2001
8AM TO 5PM

THE INN OF THE
SEVENTH MOUNTAIN IN BEND



SEED INVESTING DE-MYSTIFIED FOR SMART ENTREPRENEURS

Who Should Attend

- Entrepreneurs wanting to get an "inside look" at how seed investors think and operate
- Entrepreneurs planning to raise capital for their young company
- Advisors to start-up and growth stage companies
- Business and economic development professionals



Seminar Sessions

This energetic, demanding, one-day field seminar, designed by the nation's leading seed investors, specialists and seasoned professionals, provides a candid view of how true seed investors think, how they choose their investments and work with the best entrepreneurs.

Curriculum

- Crossing the Chasm; idea to IPO and back again
- Seed Investing; the complete process
- Due Diligence; how smart investors analyze founders and their young companies
- Valuing the Enterprise; how professional investors estimate a young company's market value
- Pricing the Deal; how to find the right percentage of the company to offer to investors
- The Term Sheet; what investors expect in board seats, liquidity, registration rights, non-compete agreements, and more
- Negotiating the Deal; the do's and don'ts, and the win-win strategies
- Closing, Mentoring and Cashing Out; how investors and entrepreneurs work as a team to win

Participants Gain

- Know-how; learn the basics of pricing and structuring seed investments
- Networking opportunities; meet and collaborate with other entrepreneurs in your region, and with selected local professionals, advisors and seasoned investors who can help you succeed.
- Team skills; experience the use of team based approaches for making and managing investments, and engaging and working with seed investors to help accomplish your goals.
- Valuable References; receive a manual of essential due diligence questions, an annotated bibliography of the very best resources on seed investing, and a collection of outstanding articles on business planning and entrepreneurship.

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DIRECTIONS. From the Bend Parkway, take exit 138 to Colorado Ave, and drive toward Mount Bachelor. Follow Colorado through two traffic circles to Century Drive. Inn of the Seventh Mountain is approximately 5 miles further. The Inn's entrance is on the left, just past Widgi Creek Golf Course at **18575 SW Century Drive**. After turning left to enter the Inn, take the first right to the registration desk/lobby at the top of the hill. **LOST? Call 800-452-6810**

7:30	Registration	NOON	Lunch
8:00	Coffee & Breakfast	1:00	Valuation
8:50	Idea to IPO	1:30	Pricing Formulae
9:20	Seed Investing	2:00	Term Sheets
10:10	Due Dilligence	2:45	Negotiating
11:15	Defining Good Deals	5:00	Windup

REGISTRATION FORM • COIN INVESTMENT SEMINAR SERIES DOUBLE HEADER

**REGISTER NOW
AND SAVE!**

**Just \$129
until Sept. 10**

**\$149
at the door**

**3 WAYS TO
REGISTER...**



MAIL: THE OIC • P.O. BOX 8759 • BEND, OR 97708
FAX: 541-312-5787 (Fax this form)
PHONE: 541-317-0049 (OIC Events Registration Desk)

NAME _____

COMPANY _____

ADDRESS _____

CITY, STATE, ZIP _____

PHONE _____

CREDIT CARD (VISA / MASTERCARD) _____

EXPIRATION DATE _____

**CHOOSE ONE
EVENT PLEASE:**

INVESTOR'S EVENT
SEED INVESTING AS A TEAM SPORT

ENTREPRENEUR'S EVENT
SWING FOR THE FENCES



Oregon
Innovation
Center

The Oic
P.O. Box 8759
Bend, OR 97708



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