

# CCET

## CENTER FOR COMMERCIALIZATION & ENTREPRENEURIAL TRAINING

Taking Technology-Based Innovations To The Commercial Market

### ALBUQUERQUE, NEW MEXICO



TECHNOLOGY VENTURES CORPORATION  
Enabling Innovation ▶ Accelerating Investment

#### Corporate Office Address

1155 University Blvd. SE  
Albuquerque, NM 87106  
main phone 505-246-2882  
fax 505-246-2891

[www.techventures.org](http://www.techventures.org)

#### Site Office Address

##### California

333 Ravenswood Avenue  
Suite AA263  
Menlo Park, CA 94025  
p. 650-279-7496 • f. 650-323-3483

##### Idaho

Shane Building  
381 Shoup Avenue, Suite 214  
Idaho Falls, ID 83402  
p. 208-524-2582 • f. 208-524-2852

*An Educational Program*

*Providing Skills and Knowledge*

*To Help You Reach Your*

*Dreams*

*CCET is the education/training arm of  
Technology Ventures Corporation (TVC),  
in partnership with the Department of  
Energy (DOE).*

An entrepreneur development program that has been highly successful in developing technology-based innovations coming out of the national laboratories, universities, and business communities. This intensive how-to education program incorporates an extensive national experience base with local professional and academic subject matter expertise.

#### SCHEDULE OF SEMINARS

**JULY 2009 - DECEMBER 2009**

##### Wednesday, July 8th

#### **ENTERING THE ENTREPRENEURIAL WORLD**

This session introduces the emerging or expanding entrepreneur to the services of Technology Ventures Corporation (TVC), commercializing a technology-based product, analyzing the business and financial potential of a product, and exploring the organization and legal alternatives.

##### Wednesday, August 5th

#### **MARKET RESEARCH AND THE MARKETING PLAN**

This session discusses the significant endeavor in determining the market potential of a product, understanding the dynamics in the marketplace, forecasting sales and revenue into a revenue model, and producing a marketing plan.

##### Wednesday, September 9th

#### **FINANCIAL MANAGEMENT**

This session explores raising capital, understanding and using the financial statements, preparing budget projections and proforma financial statements, dealing with the various tax issues and applications, and company valuation.

##### Wednesday, October 7th

#### **PREPARING AND PRESENTING THE BUSINESS PLAN**

This session takes the entrepreneur step by step through the process of developing and writing a business plan directed toward achieving equity financing for his/her innovation and company.

##### Wednesday, November 4th

#### **OPERATIONS STARTUP, MONITORING, AND HUMAN RESOURCES**

This session describes the business organization development process and the essential legal, accounting, taxation, and record keeping processes. We also discuss the critical areas of staffing, recruiting, and educating and training personnel.

##### Wednesday, December 2nd

#### **ATTRACTING EQUITY INVESTORS AND LESSONS LEARNED**

This session discusses the developing relationships with investors, intellectual property, securities issues, term sheets, and the art and techniques of negotiation. We will also gain the benefit of hearing from those individuals who have experienced the equity funding process.

CCET seminars are held in the "Auditorium" facility at the University of New Mexico Science & Technology Park at 800 Bradbury SE, from 8:00 am to 12:00 noon. The seminars are free of charge, but a RSVP is preferred prior to each seminar by contacting Margaret Speer at 505-843-4202 ([margaret.speer@lmco.com](mailto:margaret.speer@lmco.com)) or Michael Gaylor at 505-764-3770 ([mgyaylor@abqchamber.com](mailto:mgyaylor@abqchamber.com)). Also, see [www.techventures.org](http://www.techventures.org), or contact G. Lee Trussell at 505-843-4256 ([grayson.l.trussell@lmco.com](mailto:grayson.l.trussell@lmco.com)) for additional information.

#### Co-Sponsors

Albuquerque Hispano Chamber of  
Commerce

City of Albuquerque Department of  
Economic Development

Greater Albuquerque Chamber of  
Commerce

#### Technology Ventures Corporation

In Partnership with:

The Department of Energy  
and  
Lockheed Martin Corporation

#### Co-Sponsors

New Mexico 8(a) & Minority Business  
Association

UNM Robert O. Anderson School of  
Management

Sandia National Laboratories