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2005

## Winning Corporate Partners and Investors

a two part event

**The Art of Telling Your Story™ &  
Corporate Partnering Forum**

### AGENDA

Produced by



#### DAY 1 - The Art of Telling Your Story

NOTE: Investors may not attend until 5:00pm

<b>1:00 pm</b>	Overview/Introductions Company Presentation #1 (10 minutes) Interactive Critique, Tips & Discussion for "Telling Your Story" Company Presentation #2 (10 minutes) Interactive Critique
<b>2:40</b>	Break & Networking
<b>3:00</b>	Q&A Panel Discussion <ul style="list-style-type: none"><li>• David Rose, Chairman, New York Angels</li><li>• Emanuel Martinez, Managing Director, GreenHills Ventures and GHV Fund, LP</li><li>• Gavin McElroy, Partner, Frankfurt Kurnit Klein &amp; Selz, PC</li></ul>
<b>4:00</b>	Break
<b>4:20</b>	Top Mistakes & New Techniques (team exercise)
<b>5:15</b>	Presentation / Elevator Pitches Interactive Critique Business Plan on a Card (team exercise)
<b>5:45</b>	Wrap-up & Close  End of Day 1

## DAY 2 - Corporate Partnering Forum

<b>8:00 am</b>	Check-in and Networking
<b>8:30</b>	Day 2 Kickoff
<b>8:40</b>	Introduction to the: - event sponsor ATP - location host
<b>9:10</b>	Corporate Partnership Story Insights and tips from real strategic alliances
<b>9:40</b>	Break & Networking
<b>10:00</b>	Company Presentation (Corporate Partner experience)
<b>10:30</b>	Break & Networking
<b>10:50</b>	Q&A Panel Discussion <ul style="list-style-type: none"><li>• Stewart Mehlman, Director R&amp;D, Praxair</li><li>• William Sisson, Program Director, United Technologies Research Center</li><li>• Joel Papernik, Partner, Mintz Levin</li><li>• Robert Wien, President, Mid-Market Securities, LLC</li></ul>
<b>12:00 noon</b>	Final Q&A, Wrap up & Close
	End of Day 2 (Close of Event)