

## FOR IMMEDIATE RELEASE

### Contacts:

Mark Peterson  
Peterson Communications  
831.626.4400  
[mark@petersoncom.com](mailto:mark@petersoncom.com)



## Free Workshop on “Venture Formation, Business Plan and The Pitch” Scheduled for Wednesday, April 27

*Five Experts Give Advice in a Free Workshop Open to the Public to Learn More About Business Formation, Business Plans and Presenting Their Company*

**Marina, Calif. – April 22, 2011** - The organizers of the Monterey Bay Regional Business Plan Competition ([www.MBRCompetition.com](http://www.MBRCompetition.com)) today announced a free workshop that is designed to help participants navigate the legal formation of a business, create a business plan and successfully give their initial pitch that explains the new venture. The free event will be held Wednesday, April 27 at Monterey Peninsula College from 6:00 – 8:00 p.m. and is open to the public.

### **Venture Formation, Business Plan and the Pitch**

Wednesday, April 27, 6:00 – 8:00 p.m.  
Monterey Peninsula College, Lecture Forum 101  
980 Fremont Street  
Monterey, CA 93940  
Register at: <http://mbrbizplan.eventbrite.com>  
Or by calling 831-582-9718

“The spirit of the Business Plan Competition has always been focused on creating a region of innovation. This workshop brings together experts to provide the community with resources to help jump start their business idea or refine their existing business,” said Competition Chair, Susan Barich. “In addition to being open to the public, 2011 competition finalists will be in attendance as we help them hone their business plans and presentations to compete for the grand prize on May 13.”

Descriptions of the April 27 workshop’s three segments are:

### **Venture Formation**

#### **Kai Peters, Partner at Gordon & Rees, LLP**

A key to starting and maintaining a successful business is to establish a solid legal foundation. This first presentation will address the top ten legal issues to consider when starting a business. The presentation will include discussion of such issues as entity formation, basic contracts, intellectual property protection, NDA’s, employment and independent contractor considerations, indemnification, and a range of other issues. This presentation is designed for non-lawyers to provide an appreciation of a range of generally important legal topics.

### **Preparing the Business Plan**

#### **Chuck Boggs, Principal, Paladin Venture Development**

**Brad Barbeau, Professor, CSUMB School of Business & Member, Central Coast Investor's Roundtable**

You started with an idea, now it is time to put it all down on paper. Writing your business plan is a necessary step to help you articulate your business objectives, define the market opportunity, project financials, clarify your go-to-market strategy and provide a call-to-action. This second presentation will cover the essentials of what a business plan must have and provide examples of how you can customize a format that best works for your business. A concise 12 page format will be used as an example that will be required for finalists in the 2011 Monterey Bay Regional Business Plan Competition.

### **The Pitch**

**Lisa Alderson, SVP and GM, 4D Global Partners, LLC**

**Mark Peterson, Principal, Peterson Communications & Lecturing Professor, CSUMB School of Business**

You have a great idea and have poured tremendous resources to get your company this far but now it is time to grow and see what colleagues and investors think. The last segment will cover how to present your business idea. It will start with the fundamentals of a creating a strong 12 second elevator pitch to preparing a world-class presentation to potential investors.

Participants will walk away with a framework to clarify their messaging, “do-s and don’ts” in presentations, and understand what are the essential elements in formally presenting their business plan.

The Monterey Bay Regional Business Plan Competition has the support of more than 40 business, education and government partners from the entire tri-county region that are united to showcase the business potential of the area; support regional start-ups; attract business and investors to the region; encourage business students to become entrepreneurs; and promote tech transfer, innovation and commercialization.

The 2011 final event will be held on Friday, May 13 at the Irvine Auditorium, Monterey Institute of International Studies beginning at 1:00 p.m. 18 competition finalists will compete for cash and prizes in three tracks; student teams, lifestyle companies and venture-fundable-companies. To find out more information visit [www.MBRcompetition](http://www.MBRcompetition) or call 831-582-9718.

To get updates on the competition, follow on Twitter at [www.twitter.com/MBRBizPlan](http://www.twitter.com/MBRBizPlan) or follow on Facebook at <http://www.facebook.com/pages/Monterey-Bay-Regional-Business-Plan-Competition/186813048015806>

###