

# Entrepreneur Resources

## March 2020

- Each month we'll highlight resources, founder conversations and hot topics to help you move your ideas forward.
- If you have resources that you'd like to share, please reach out to your licensing associate or EIR to have them included in the next update.
- And please reach out with any questions. We're here to help!

# Articles and Tools

- Also try this companion piece about the top 10 things to *not* say during a pitch.
- What about using equity incentives for hires? Check out this SlideShare for a plan for a 50 person company (we should all hope our start-up gets that big!).
- Repeal of the Medical Device Tax. Big implications for those seeking funding in that space!
- Don't give away your board seats. Consider an advisory board in the early days instead.
- Building Trust with your investors. Simple things matter.

# The Pitch Podcast

Want to hear some amazing pitches in a short time? Try out the [‘The Pitch’](#) Podcast. I highlighted the science focused ones that are most relevant, but really listening and learning what things count is helpful regardless of your sector.



Atomos co-founders Vanessa Clark and William Kowalski want to build a nuclear-powered spacecraft for moving satellites around in orbit. Can they capitalize on all the new money flowing into the final frontier — or will their sci-fi ambitions be too much for investors to stomach?

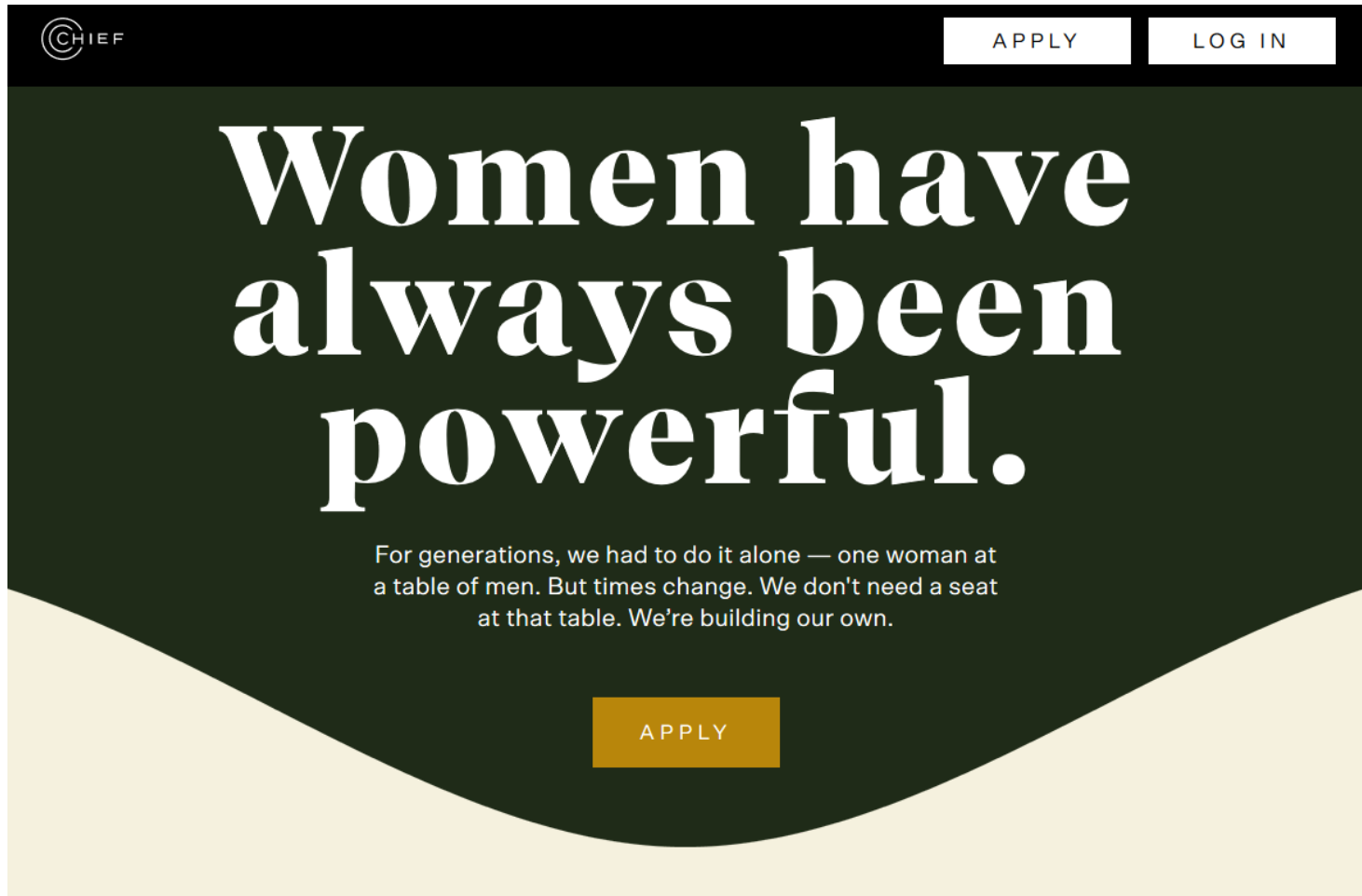
Today's investors are Howie Diamond, Jillian Manus, Phil Nadel, and Michael Hyatt.



When scientist Amado Guloy saw an opportunity to combine farm animals and big data, he traded the laboratory for the boardroom and created Rex Animal Health. But can he convince investors he's got what it takes to make it in the business world?

# Women Founder CEOs

An LA [chapter](#) in West Hollywood is [Opening Soon!](#)



The screenshot shows the CHIEF website landing page. At the top left is the CHIEF logo. At the top right are two buttons: 'APPLY' and 'LOG IN'. The main content area has a dark green background with the headline 'Women have always been powerful.' in large white text. Below the headline is a paragraph: 'For generations, we had to do it alone — one woman at a table of men. But times change. We don't need a seat at that table. We're building our own.' At the bottom center is a gold 'APPLY' button.

# Start-ups Serving Start-Ups

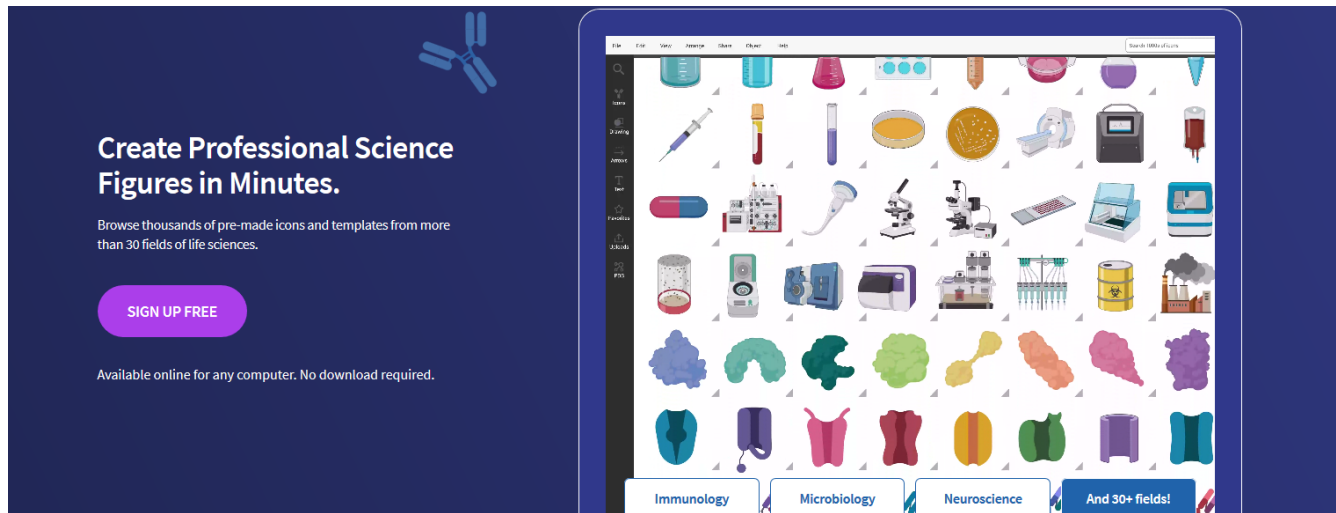
Who likes investor and team updates? [Visible](#) does!  
Make your updates simple and effective with their easy to use tools and keep everyone in the loop.

The screenshot shows the Visible website interface. At the top, there is a navigation bar with the Visible logo and links for Product, Why Update Investors?, Pricing, and Resources. Below the navigation, a large heading 'Investor Updates' is partially visible. A central white box highlights 'USE CASES' and 'FEATURES'. The 'USE CASES' section includes: Investor Updates (Wow your investors with data-driven updates that drive interaction.), CEO Communication (Build a culture of transparency by regularly communicating with your team.), For Investors (Portfolio company metrics & monitoring right from your pocket.), and Fundraising (Build relationships, manage a fundraising and build your business.). The 'FEATURES' section includes: Dashboards (Share your company's key data with our beautiful dashboards.), Contacts (Manage your team, investor and board relationships in one place), and Integrations (Integrate with the applications you're already using to run your business.). To the right, a sidebar menu is visible with categories like BOARDS, Key Performance Indicators, Finance & Accounting, Product, Sales & Marketing, YES, Investor Update (with sub-items: Quarterly Board Meeting, Weekly CEO Note), and more.

Trusted by 1000's of companies

# Start-ups Serving Start-Ups

Biorender allows you to make professional looking figures in moments. Try it for free and upgrade your life science pitch decks!



# Information and Networking

CLSA Events are usually a good place for networking. And you'll hear some solutions on attracting talent (and developing them) at start-ups.

### CLSA's Talent & Workforce Development Summit





California Life Sciences Association  
Thursday, March 19, 2020 from 8:30 AM to 4:30 PM (PDT)  
Irvine, CA

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**Ticket Information**

TICKET TYPE	SALES END	PRICE	FEE	QUANTITY
CLSA Member, Academic & Nonprofit *Leap Year Special*	Feb 29, 2020	\$39.00	\$3.14	0 <input type="text"/>
Non-Member *Leap Year Special*	Feb 29, 2020	\$79.00	\$5.34	0 <input type="text"/>

[Enter promotional code](#)





Order Now

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**Event Details**

**Change Fatigue | The War for Talent | Workforce Trends**

Curious about what's in store for 2020 and beyond? Join CLSA, the California Life Sciences Institute and University Lab Partners at the Beall Applied Innovation Center to hear life sciences leadership, talent management and organizational development experts discuss the data, approaches and solutions your organization needs to be successful as we start a new decade.

Thursday, March 19, 2020 | 8:30 AM - 4:00 PM

8:30 am – 9:00 am | Registration & Breakfast

9:00 am – 3:00 pm | Strategic Talent & Workforce Development Program

3:00 pm – 4:30 pm | Networking & Dessert Reception

*Breakfast, lunch and dessert reception are included.*

Hosted By: \_\_\_\_\_

# Preparing for Due Diligence!

Come hear from [experts](#) on how to make it painless.

**Destination: Collaboration – Preparing for the journey of due diligence**

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**San Diego, CA | April 2, 2020 | 8:30 AM – 10:30 AM**



Landing the deal is only the first step on the path to a successful partnership. The due diligence process doesn't have to be painful if you have the right preparations in place ahead of time.

**REGISTER NOW & SAVE YOUR SPOT!**



# Jlabs Panel Event

A great [panel](#)  
on this topic  
and chance to  
network!

March 5, 2020

## From the Classroom to the Boardroom – Navigating your Career as a Woman

**JLABS @ San Diego**

3210 Merryfield Row  
San Diego, CA 92121

10:30am–1:00pm

# Courses

The Spring Venture Deals class is back and free! Click to [register](#) and join/lead a team.



 Kauffman Fellows  
smart connected capital

 techstars

## Venture Deals Spring 2020

Instructors:  
Brad Feld, Co-Founder and Managing Director at Foundry Group  
Jason Mendelson, Co-Founder and Managing Director at Foundry Group

March 7, 2020 - May 1, 2020  
A free course from Kauffman Fellows and Techstars.

[Sign Up](#)

# Courses



**BUSINESS FUNDAMENTALS  
BOOTCAMP**

Tactical Skills  
for the Growing Business

**BUSINESS  
FUNDAMENTALS  
BOOTCAMP  
LOS ANGELES**

**MARCH 19, 2020**

**REGISTER NOW**

The [Bootcamp](#) Series is designed especially for CEOs and CXOs of growing businesses with a focus on the tactical and operational expertise needed to manage a growing business. Speakers will lead sessions focused on the functional areas of marketing, finance, law and human resources to attendees.

**Date:** 19 Mar 2020

**Time:** 11:00am - 6:00pm PDT

Hilton Los Angeles Airport in Los Angeles, CA

<https://www.supportingstrategies.com/bootcamp-sma20>