



Entrepreneurial Formation Team

Kurt Heiar

Chair

July 17, 2006

ICIG Mid-Year Meeting



Team Members

- Kurt Heiar, Chair
- John Sorensen, IBC Liaison
- Dave Roederer, ICA Liaison
- Gregg Barcus
- David Hensley
- Ben Hildebrandt
- Lynn Jahn
- Curt Nelson
- Carey Novak
- Randy Pilkington
- Tim Putnam
- Steve Ringlee
- Jan Owens Bruene
- Amber Nienow
- Kent Zimmerman
- Jon Ryan
- Steve Schneckloth
- John Schulz
- Lisa Spellman
- Mike Upah
- Dee Vandeventer
- Jamie Zanius
- Chad Stamper
- Heather Hughes
- Andy Axel
- Bill Adamowski
- Cali Beals



Mission

- To assist in the growth of businesses in Iowa:
 - ◆ start-up to mid-stage
 - ◆ priority on information technology & life sciences
 - ◆ target audience is entrepreneurs, service providers, investors



2006 Goal

- Develop & implement a statewide web-based vehicle that allows real-time interaction between gatekeepers, their client companies, and a database of experts to provide suggestions to questions posed by entrepreneurs



How will this work?

- Gatekeepers will include SBDC's, community accelerators, JPEC's, IDED
- Only gatekeepers know who experts are unless individuals wish to share their personal addresses
- Experts are divided into areas of expertise and only appropriate questions forwarded-all anonymously
- Build off of the high growth rate we're seeing with our website (LEN)



Q&A is archived...

- “What goes into an angel roadshow?”
- “Do I need a Board of Directors?”
- “Where can I meet angel investors?”
- “By what criteria do most investors judge a company when you meet with them?”



Mid-Year Status

- Web provider selected
- Funding secured for development
- Program guidelines defined
- Online expert form circulating
- Categories selected for experts
 - ◆ I.E.: market development for early stage products, corporate governance, technology licensing, legal, raising capital/investment
 - ◆ Speakers bureau continues



2nd Half 2006 Goals

- Implement the interactive web service in Iowa
- Market the service to identified gatekeepers; develop information document for their use
- Continue help with IDED Venture Capital Conference & Speakers Bureau



Desired Results

- www.iowaentrepreneur.com becomes the 'go-to' place for entrepreneurs, gatekeepers, investors, and service providers who wish to start or grow businesses in Iowa
- Complimentary interface with MyEntreNet.com for client referrals
- Tracking will be by usage & survey follow-up late 2006/Q1 '07
- Program leads to face-to-face interaction