

The KIC Winter Workshop & Speaker Series
November 2014

<p>Thursday, November 6 5:30-8 p.m.</p>	<p>Smart StartUp™: Put on by Zions Business Resource team, this workshop provides the tools to determine if your business idea is viable by doing market research, a breakeven analysis, competitive investigation, and preparing a unique selling proposition. Get hands-on assistance to design and implement your business model.</p>	<p>Sheila Spangler & Karen Appलगren, Zions Bank® Business Resource Center</p>
<p>Friday, November 7 12-2 p.m.</p>	<p>Inside Secrets to Funding Your Business™: Find out how to get the financing you need to launch or expand your business. This workshop offers in-depth discussion and review of how to obtain funds for acquisitions, start-up, expansion and working capital. Strong emphasis placed on financial statement analysis, projections, cash flow, and how to successfully present your request to a lender.</p>	<p>Sheila Spangler & Karen Appलगren, Zions Bank® Business Resource Center</p>
<p>Thursday, November 13 12-2 p.m. (Free lunch provided)</p>	<p>Cashing In On Your Intellectual Property: You have an idea for a new app, service or product. You lay out your business model, form an LLC or corporation, open a bank account, and tell your friends and family. Now what? Should you seek funding? Meet with angel investors or venture capitalists? Crowd fund? If your company has or will create a patent, trade secret or copyright, the first thing you should do is protect these valuable assets. Your intellectual property or IP is your “secret sauce” and your company’s differentiator and money-maker.</p>	<p>Brad Frazer & Phil McKay, Hawley Troxell, Boise Law Firm</p>

This series is free and open to the public. Please RSVP to Jon Duval at jon.duval@ketchumcdc.org or 208.727.2117