



Tech Coast Venture Network

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Tech Coast Venture Network Presents Forum on How Entrepreneurs Can Bootstrap Their Business

Irvine, CA, June 21, 2008 --([PR.com](#))-- USC Marshall School of Business assistant professor Steven Mednick will discuss bootstrapping a start-up or emerging business at the Tech Coast Venture Network's monthly forum on June 26, 2008 from 6:00 to 9:00 PM at the Conference Center of Knobbe Martens Olson & Bear LLP, 2040 Main Street in Irvine, Calif.

According to Professor Mednick, 95% or more new ventures never receive outside equity financing. "Entrepreneurs don't have to wait for angel investors or venture capitalists to fund their business in order to start," Mednick noted. "There are many tips available that will enable a start-up to get going."

Forum topics to be discussed include:

- Moving beyond ideas
- Ditching the business plan and why
- Entrepreneurial Selling™
- Entrepreneurial Business Development
- Think innovation
- Managing cash flow
- The value of networking
- A customer in hand - "priceless"
- Getting started now and why
- Managing risk
- Feasibility testing before launch

Steven Mednick is assistant professor of clinical entrepreneurship at the Lloyd Greif Center for Entrepreneurial Studies, Marshall School of Business, University of Southern California. He has over 25 years experience working with early stage businesses to large, complex global enterprises in the areas of corporate ventures, business development, sales leadership and corporate law. Prior to establishing his current firm, Plenum Revenue Group, LLC in 2004, Mednick was Director, Corporate Ventures at Silicon Graphics, Inc., where he established SGI's corporate ventures office and led its global mergers & acquisitions and licensing initiatives. He currently teaches in the undergraduate, MBA and EMBA programs and is a winner of the prestigious Marshall School of Business Golden Apple teaching award.

The Lloyd Greif Center for Entrepreneurial Studies is among the nation's leaders in entrepreneurship education and research. Its faculty—a diverse mix of academics and entrepreneur practitioners—together offer undergraduate and graduate programs designed to help students acquire the tools, develop the skills, and cultivate the mindset central to organizing, launching, and managing successful new ventures. The program has consistently ranked among the top programs in the nation and has been ranked #1 by Princeton Review and Entrepreneur Magazine. Business Week with U.S. News and World Report labeled the Greif Center as "one of the best Entrepreneurship programs" in the country.

Admission to the TCVN Forum is \$45 for pre-registrants and \$55 at the door. For further information, contact Tech Coast Venture Network via e-mail at execdir@tcvn.org or on the Web at <http://www.tcvn.org>.

TCVN Platinum Sponsors include The Bloomfield Group (<http://www.bloomfieldgroup.com>), Daly-Swartz PR (<http://www.dsprel.com>); Hall & Company (<http://www.hallcpas.com>), Jackson DeMarco Tidus Peckenpaugh (<http://www.jdtplaw.com>); Knobbe Martens Olson & Bear, LLP (<http://www.kmob.com>); and Manatt, Phelps & Phillips, LLP (<http://www.manatt.com>). The TCVN Web Site Sponsor is Head First, Inc (<http://www.head-first.com>).

The Tech Coast Venture Network (TCVN) is a not-for-profit corporation dedicated to assisting, educating and connecting entrepreneurs and emerging companies with capital and resources. TCVN has been directly or indirectly responsible for the establishment and growth of a significant number of early-stage businesses.

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