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**Tech Coast Venture Network**

## Tech Coast Venture Network Presents Strategies for Entrepreneurs Who Need to Start Bootstrapping Their Businesses

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IRVINE, Calif., April 20, 2009 – Tech Coast Venture Network, celebrating its 25th year of bringing entrepreneurs and resources together, will present a discussion on how entrepreneurs can successfully bootstrap their businesses at the Conference Center of Knobe Martens Olson & Bear LLP in Irvine, Calif. on April 23, 2009, from 6:00 to 9:00 PM.

According to Bart Greenberg, TCVN chairman

and a partner at Manatt, Phelps & Phillips, LLP, Forum attendees will learn that they do not have to wait for angel investors and venture capitalists to fund their businesses in order to start. “We will explain how most start-ups launch and grow their businesses without ever receiving a dime of outside capital,” Greenberg said. “In today’s uncertain economic times, entrepreneurs must be prepared to bootstrap their businesses to success. We will provide insight as to how to solve this highly frustrating dilemma.”

This Forum’s speaker is Steven Mednick, assistant professor of clinical entrepreneurship, graduate coordinator, EVMA faculty advisor at the University of Southern California’s Lloyd Greif Center for Entrepreneurial Studies. Professor Mednick comes to USC with 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 in 2004, he was director of 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 Marshall School of Business Golden Apple teaching award.

As part of its 25th year celebration, TCVN has revamped its famed 30-Second Pitch, whereby every entrepreneur in attendance may take the microphone and pitch his or her idea, company or business proposal. “TCVN now has a panel of investors and other experts who will provide feedback to some of the presenting companies. The goal is not only to provide valuable feedback to those companies, but also to educate those in the audience about the elements of a good investor pitch,” Greenberg said.

As before, TCVN will continue to declare one of the presenting companies as that night’s “winner,” and that company will continue to be featured prominently for one month on the landing page of TCVN’s website. Greenberg continued, “The winner will also receive a crisp \$100 bill, and have the opportunity to join one or more of the investor panelists for coffee. In fact, one such meeting has since led to a broader meeting at a local angel group.”

Admission for the TCVN Forum is \$45 for advance registration and \$55 at the door. For further information, contact Tech Coast Venture Network via e-mail at [exdirector@tcvn.org](mailto:exdirector@tcvn.org) or on the Web at <http://www.tcvn.org>.

TCVN Platinum Sponsors include Daly-Swartz PR (<http://www.dsprel.com>); Hall & Company (<http://www.hallcpas.com>), Jackson DeMarco Tidus Peckenpauh (<http://www.jdtplaw.com>); Knobe Martens Olson & Bear, LLP (<http://www.kmob.com>); Manatt, Phelps & Phillips, LLP (<http://www.manatt.com>), Rhino Web Group (<http://www.rhinowebgroup.com>), TechRiskPro (<http://www.techriskpro.com>), and Tengo Communications (<http://www.tengocommunications.com>).

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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