Top 10 Steps to Business Success
GIANNA ARNOLD, Saul Ewing LLP

What does it really take to build a successful technology based company? This fast paced and interactive discussion will highlight potential missteps as well as actions that increase the likelihood of success. Topics under consideration will include: how to begin, creating an organizational structure, creating a plan, selecting a name, financing, allocating resources as efficiently as possible, building a team, protecting intangible assets, strategic alliances, obtaining revenue and transitioning from startup to growth. The primary goal of this presentation is to help you identify value-creating practices as well as wasteful practices, while providing the general nuts and bolts required to move forward.