



## Venture Farm Institute

# Effective Entrepreneurship

Advanced Training on Getting to Results:  
Revenues, Profitability, Funding, & Exits

Interactive workshops focused on execution

## The Art & Science of making “continuous” progress

- Are you taking advantage of your full potential?
- Are all of your efforts directed towards increasing your value?
- Are you open to learning more, doing more and achieving more?
- Are you avoiding the common execution mistakes? do you know what they are?

## Experience at work

Discussion Led by: Sid Mohasseb, a professional angel investor, a proven entrepreneur and the managing partner of the Venture Farm, an early stage venture Investment entity. President of Tech Coast Angels, O.C, the largest Angel Investing Organization in the U.S.

..... ***Because*** over 85% of business leaders believe that the number one reason for success is effective business execution.

# Program Options

Interactive boot camp style workshops focusing on effective business execution, getting from concept to reality and achieving the BIG difference, the ability to show results.

**You can attend either one or both of the workshops**

Day One	Day Two
<b>Getting to Effective Execution: Entrepreneurship &amp; Leadership Boot camp</b>	<b>From Execution To Funding: Entrepreneurship &amp; Venture Funding Boot camp</b>
<b>Who Should Attend?</b>	
<ul style="list-style-type: none"> <li>■ CEO's, CTO's &amp; COO's</li> <li>■ Passionate entrepreneurs</li> <li>■ Executive team</li> <li>■ Business owners</li> <li>■ Every one who runs a business or aspires to be a business leader</li> </ul>	<ul style="list-style-type: none"> <li>■ Early stage company founders, Presidents, CEOs, CTO's &amp; COO,s – those who desire to build and grow their business through venture capital funding.</li> <li>■ Entrepreneurs who aspires to get an idea from concept to fruition using external capital.</li> </ul>
<b>How you will benefit? The Top 3 reasons only ...</b>	
<ul style="list-style-type: none"> <li>■ Improve your execution skills</li> <li>■ Learn how to get to results faster: Customers, Revenues, Profits.</li> <li>■ Learn how to redesign every aspect of your organization from sales and marketing to operations, IT and product development in an integrated manner.</li> </ul>	<ul style="list-style-type: none"> <li>■ Understand the venture capital and angel investing dynamics, gaps and opportunities</li> <li>■ Learn how to approach investors, negotiate a valuation and a term sheet.</li> <li>■ Get unfiltered feedback on the good, the bad, the ugly of your venture opportunity.</li> </ul>

## Testimonials:

- The Session Rocked! It was practical, informative, interesting and real life.

- Gary Geyer, President LetLifeIn.com

# Program Elements

*You can attend either one or both of the workshops*

The training is hands on & “real life”

<b>Getting to Effective Execution: Entrepreneurship &amp; Leadership Boot camp</b>	<b>From Execution To Funding: Entrepreneurship &amp; Venture Funding Boot camp</b>
<ol style="list-style-type: none"> <li>1. The new paradigm – the experience economy</li> <li>2. Building revenue &amp; acquiring customers</li> <li>3. Entrepreneurial mindset &amp; beliefs</li> <li>4. Building meaning for customers</li> <li>5. Building and measuring performance</li> <li>6. A to Z of bootstrapping</li> <li>7. Fundamentals of Execution</li> <li>8. Basics of negotiation</li> <li>9. Building a winning team</li> <li>10. Execution Details</li> <li>11. Viral Marketing</li> </ol>	<ol style="list-style-type: none"> <li>1. Execution overview</li> <li>2. Fundamentals of Venture funding</li> <li>3. What deals get funded</li> <li>4. What investors are looking for and why: in the plan, in the team, &amp; in the deal.</li> <li>5. Alternatives channels of funding</li> <li>6. Entrepreneur vs. Venture / Angel Investors</li> <li>7. Fundamentals of negotiations</li> <li>8. Term sheet &amp; equity; what &amp; how</li> <li>9. Valuation</li> <li>10. Exit strategies: the why &amp; the how</li> <li>11. What not to do!</li> </ol>

The take away is immediate and “practical”

## Testimonials:

- I am applying the concepts now religiously on everything I do. The 10 commandments of execution, the 80% perfect delegation rule, and the both win concept.

- Rajiv Dulepet, Founder, WiseKick, Inc.

# The Program Details

*You can attend either one or both of the workshops*

<b>Getting to Effective Execution: Entrepreneurship &amp; Leadership Boot camp</b>	<b>From Execution To Funding: Entrepreneurship &amp; Venture Funding Boot camp</b>
<b>What are the TOPICS covered?</b>	
<ol style="list-style-type: none"> <li>1. Evolution of innovation and consumer demand</li> <li>2. The new experience economy and how you can profit from it</li> <li>3. From value proposition to what customers pay for</li> <li>4. Building a dynamic plan – designed for execution</li> <li>5. 7 rules of the entrepreneur the builder</li> <li>6. Basic planning traps</li> <li>7. Basic execution traps</li> <li>8. The 10 commandments of execution</li> <li>9. Top reasons for execution failure</li> <li>10. The main execution components: strategy, people &amp; process</li> <li>11. Top ways to execute well within the main execution components</li> <li>12. Biggest enemies of execution</li> <li>13. Leadership &amp; Execution</li> <li>14. Execution Focused Planning</li> <li>15. Execution Focused Sales</li> <li>16. Execution Focused Marketing</li> <li>17. Execution Focused HR</li> <li>18. Execution Focused Finance</li> <li>19. Execution Focused Information System</li> <li>20. Execution Focused Operations</li> <li>21. Execution Focused Negotiation</li> </ol>	<ol style="list-style-type: none"> <li>1. Execution &amp; Funding inter relationship</li> <li>2. Basic Framework for effective execution</li> <li>3. Basic Execution Rules</li> <li>4. Execution and valuation</li> <li>5. Basics of Bootstrapping</li> <li>6. Funding trends and gaps</li> <li>7. Risk, return and Venture Investment</li> <li>8. Alternative channels for raising venture money: from traditional Angel and VC to the most innovative new comers</li> <li>9. What deals get funded</li> <li>10. What you MUST have</li> <li>11. Mind gap between Entrepreneurs and Venture Investors</li> <li>12. Selection Criteria’s used by VC’s and Angels &amp; why?</li> <li>13. What you must make sure you do to get funded</li> <li>14. Discussion of investment structures; pros, cons, and the mechanics</li> <li>15. Structure of Term sheets</li> <li>16. What are the negotiated items in venture investment – beyond valuation)</li> <li>17. Post investment relations – going from a prospect to a portfolio company</li> <li>18. Deal reviews: discussion of your venture opportunity – the good, the bad, the ugly: “unfiltered feedback”!</li> </ol>

Focused on execution

## More Testimonials:

- I found the program properly challenged me to get more focused and answer the fundamental questions.  
- Channel Companies - Lawrence Van Pelt ; COO

*This is a non-academic , real world program offered by the Venture Farm Institute, the educational arm of Venture Farm, LLC; an early stage investment and execution firm.*

- Very unique content developed by very experienced entrepreneurs and investors.
- Solid implemental techniques for Business execution.
- Interactive examination of your business and how it could be positioned for success.
- Detailed discussion of entrepreneurial elements and mind set needed for effective execution.
- An in-depth understanding of the angel and VC dynamics, including development of term sheets, negotiations, positioning for funding, etc.
- MORE ...

## What should YOU expect from the program ?

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*..... This program is for those who are dead serious about success, willing to learn and ready to execute.*

- *A pre-workshop survey & a business summary should be completed. .*
- *An execution hand book with guidelines, to do lists and additional reading material will be provided.*
- *A post works shop webinar to discuss progress in implementation of concepts and Q&A.*

### More Testimonials:

- The Execution Workshop allowed me to learn what I was doing wrong, and how to correct it. I received valuable insights into what my company was really 'saying' to the clients. This knowledge has enabled me to create positive changes that have netted fantastic results. Learning the perspective an investor has in relation to whether or not my company would be a good fit was invaluable. Not only did I come away from the conference with a better understanding of how to work with investors, more importantly I learned how to better my business myself!

- Wendy Bird; President, Gifts That Lift

## What is Expected from YOU?

### The Program is Hard Work, Intense and Focused

*The program requires the entrepreneur to complete preparatory tasks prior to attending the workshop, includes very interactive sessions with hands on activities and overnight homework, and concludes with a post-workshop web-seminar to measure progress and provide feedback. We start on time, have few breaks, work through lunch, have homework to do and discuss real ventures and real situations; including yours!*

***You are expected to be focused, to participate, to be open to learn proven ways, and to be passionate about success.***

#### More Testimonials:

- When I got back home, I read through the entire packet again, which caused me to re-think our value proposition and business model, which caused me to return to the office and re-do the entire store front, which caused me to re-do several marketing endeavors, which has caused us to have some pretty fantastic revenue this past two weeks!

- Mo Danesh, President AidTech

- I have made personal changes which has lead to changes in the priorities of execution. The most powerful concept I walked away with was the "Power of Meaning" and it's applications in planning to execution.

- Rajiv Sanghvi, President, Data Acumen

# More Details • • •



- Discussion of Evolution of innovation and consumer demand – the new experience economy – getting from concept to customers faster and continuous monetizing. Going from “meaning to “value” to “execution” . Application of the concepts to case studies (from participants) and fine tuning the value proposition based on an execution and growth perspective. Discussions of going from Meaning to Satisfaction and the concrete 4 steps of planning for an execution focused company.

- Discussions of the basic traps of planning & execution, an in-depth evaluation of the rules of “Entrepreneur the Builder”, the fundamentals of dynamic planning, framing progress & measuring execution effectiveness.



- Discussions of the 10 commandments of execution and the focused examination of the three pillars of execution. Including, detailed discussions of the fundamental five elements of “how to execute well” related to each pillar.
- Discussions of the basic elements of decision making for success & how to focus on results.



- Discussions of execution “Do’s and Don’ts” in Leadership, Planning, Sales, Marketing, Operations, Information Systems, Human Resources, Finance, and negotiations.

- Discussions of angel and venture funding; from term sheet structuring to exit. Additional detailed discussion of VC and angel mind sets, do’s and don’t, preparation needs, mind sets and gaps between VCs and Entrepreneurs. The overall venture dynamic and positioning for capital, when, how and how much.



- Discussions of Bootstrapping : what is it, how does it work, how does it impact priorities, what are the “dirty dozen” – the bootstrapping drivers. How does it impact operations, sales, financing, etc.

- Case study style discussion of the participant’s business opportunities and application of concepts to “real” participant situations.

## More Testimonials:

- Sid's energy level was amazing --I never lost interest. He made, what I thought would be complicated areas easy to follow and understand. The analogies he used made the principles easy to grasp.

- Gary Geyer,  
President LetLifeIn



Focused on execution

## About the Instructor

### The Chief Execution Evangelist

Sid Mohasseb is the managing director of Venture Farm an early stage execution and funding organization and the incoming president of the Tech Coast Angels, OC with a portfolio of over 130 companies, a direct investments of over \$90 mil. followed by VC investment of close to \$900 million. Sid sits on a number of board of directors, including; WiseWindow, TrendPoint Systems, Accuscore, Clupedia, XSCapacity, and Cerius Consulting. He also serves the National Science Foundation as a funding evaluator, is an advisor to the California State Assembly on private investment in emerging domestic markets and sits on the UCI Paul Merage Business School advisory board.

In my experience of over two decades as a management consultant, a CEO and an angel investor; most critical element of success is effective "business execution." It is the single most important reason for creating a compelling value proposition, building a profitable customer network, getting to revenue, securing external funding and structuring an exit.

The primary differentiating factor amongst entrepreneurs is the ability to execute well – it is the ultimate competitive advantage.

- Sid Mohasseb

Formerly, he was the Chief Executive Officer of Vital Source, Inc. a distributor of electronic components head quartered in the United States with offices in the United Kingdom and Hong Kong. Prior to that, Sid served as the Chairman / CEO of Competitive Knowledge Inc (CKI) - an internet company. Prior to forming CKI, Mohasseb founded the national management consulting firm of Anabasis-Straub, where he assisted fortune 500 companies shape their strategies and enhance their operations. His corporate clients include: Motorola, IBM, McDonnell Douglas, Toyota, Honda, Union Bank, Mattel Toys and the Federal Reserve Bank.. Sid has also been instrumental in various corporate acquisitions and turnarounds both as a principal investor and as a consultant/ operator.

Mohasseb has authored several publications and is the architect for the award-winning software solutions such as the Resource Allocation model (RAM). Additionally, Mohasseb is co-credited for two pending business process patents and has served as the host for a national radio program on business with a 7.5 million audience. Mr. Mohasseb is a graduate of the University of Southern California with a B.S. and an M.S. degrees in Industrial Engineering/ Operations Research and Technical Economic Planning.

More Information at: [www.Mohasseb.com](http://www.Mohasseb.com)

Blog: <http://sidmohasseb.blogspot.com>

*Please Join us.*

## How to Register

***You can attend either one or both of the workshops***

Program	Date	Location	Cost
<b>Getting to Effective Execution: Entrepreneurship &amp; Leadership Boot camp</b>	Dec 6 <sup>th</sup> , 2007	Costa Mesa, California	\$950.0
<b>From Execution To Funding: Entrepreneurship &amp; Venture Funding Boot camp</b>	Dec 7 <sup>th</sup> , 2007	Costa Mesa, California	\$950.0

**Register for both session - Get more and pay less! **\$1,750.0** (\$150 savings)**

### ***Why Register? Why Register for both days?***

Effective execution is the main cause of having and owning a profitable business. It is also the number one reason investors make an investment in an early stage company. If you are not seeking growth capital the day one workshop (**Getting to Effective Execution: Entrepreneurship & leadership Boot camp**) is a must attend. However, if you are seeking venture capital, we strongly recommend that you attend both sessions. The first workshop helps you improve your execution skills and ability to get to results and the second session (**From Execution To Funding: Entrepreneurship & Venture Funding Boot camp**) shows you how to capitalize on effective execution and secure growth funding.

*Please Join us.*

### **TO REGISTER:**

CALL: 949-660-5632 OR

Email [pete@venturefarm.com](mailto:pete@venturefarm.com) OR

Visit our site: [www.VentureFarm.com](http://www.VentureFarm.com)

### **More Testimonials:**

- I'm usually a skeptic when it comes to seminars so I'm glad I went. To me, the insights into the experience focused economy and the importance of selling "meaning" benefits was most informative. The key now is applying it to our business for which you also gave me some good ideas.

- Jeff Pickard, President, Lucion Technologies