



BASE PROGRAM 7.0 SCHEDULE OF EVENTS

BASE Clients and other startups are invited to this series of informational events. All virtual events will take place on Zoom, through a link to be provided.

SEPTEMBER 30, 2020 | 5:00 P.M. VIRTUAL: ORIENTATION

The official “Welcome to BASE” reception. Meet your BASE peers, ask questions about the program, and learn how to leverage your extensive BASE resources.

OCTOBER 23, 2020 | 12:15 P.M. VIRTUAL: AM I A COMPANY YET?

Learn about the formation process(es) of your company, protection against liability and risk, and some “fun” tax tidbits.

NOVEMBER 20, 2020 | 12:15 P.M. VIRTUAL: MAKING SURE THE NUMBERS ADD UP

A “how to” for approaching the valuation of your business and managing your books from an accounting perspective. Wipfli LLP, a national accounting firm with startup and venture capital expertise, will lead the discussion on accounting and valuation techniques.

DECEMBER 18, 2020 | 12:15 P.M. SCALING A WORKFORCE AND COMPANY CULTURE: BEING A BOSS

It is never too early to ensure that you are both engaging in good HR practices and developing a company culture. Learn from startup experts about (1) the labor and employment issues that tend to plague young businesses; and (2) how to avoid the pitfalls of being a boss.

JANUARY 22, 2021 | 12:15 P.M. VIRTUAL: START(UP) RIGHT! DEI PRACTICES

Three words: diversity, equity, and inclusion. How to successfully implement practices, at the onset, to ensure that your venture is infused with a diversity of both perspective and talent.

FEBRUARY 26, 2021 | 12:15 P.M. VIRTUAL: SELLING YOUR STORY

Learn from branding experts about pertinent issues associated with identifying, developing, and protecting their company’s brand and intellectual property.

MARCH 26, 2021 | 12:15 P.M. VIRTUAL: HOW TO FINANCE YOUR STARTUP

Get the 411 on seeking and securing investments to grow your venture. This session will specifically focus on obtaining investments from local angel investors and venture capitalists.

APRIL 23, 2021 | 12:15 P.M. VIRTUAL: PITCH WORKSHOP

Hone your pitch in practice pitch sessions. Pitch to industry experts, service providers, and analysts who can provide tips/feedback about how to make your pitch investor-ready. This session will prepare you for the real pitch to actual investors on MAY 5 at BASE JUMP.

MAY 5, 2021 | 5:00 P.M. TBD: BASE JUMP PITCH COMPETITION

Apply the tips that you’ve learned from BASE sessions and mentors in the exciting culmination of the program – an opportunity to pitch your venture to local venture capitalists and angel investors. This competition provides all contestants with a chance to win some pretty remarkable prizes and, potentially, secure an investment.

CONTACT



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