



# Elevate Your Business

Join our community of **Entrepreneurs**  
for networking and education!

## Panel Content

9:45 am - 10:25 am

### Panel 1: Raising Capital

#### **Fueling the Engine: Raising Capital**

**Moderated by: Rick Leimbach - Carrollton Partners**

*Fundamentals that accelerate your ability to raise capital*

- *Different types of capital: equity, debt, grants....what's appropriate?*
- *Building a strong investor pitch. What are the essentials.*
- *Valuation and what are the terms of the capital raise.*
- *What are alternative funding sources? What about Crowdfunding?*

10:30 am - 11:10 am

### Panel 2: Entrepreneur Mindset

#### **The Entrepreneurial Mindset:**

**Moderated by: Henry Mortimer, Director: Center for Entrepreneurship and Innovation / University of Baltimore**

*What are the key elements for building that foundation?*

- *Vision and Passion*
- *Resilience and Adaptability*
- *Becoming an Effective Leader and Team Builder*

11:15 am - 11:55 am

### Panel 3: The Selling Mindset

#### **The Selling Mindset:**

**Moderated by: Chris McDonell - Sandler / MCG Consulting**

*What behaviors and Knowledge Optimize Your Ability to Sell?*

- *What's Your Value Proposition?*
- *Developing Effective Communication Skills*
- *Build Trust and Credibility*

**Let's Elevate and Celebrate! / April 16, 2024 / 9 am- 1 pm**