

OCTOBER 13, 2021

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ENTREPRENEURIAL
SUMMIT

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SCHEDULE: OCT 13

Join us virtually at events.nccccc.com/4th-annual-delaware-entrepreneurial-summit

9 A.M. WELCOME & KEYNOTE

Welcome remarks by the Emerging Enterprise Center, New Castle County Chamber of Commerce President, Bob Chadwick.

Opening keynote address by Co-founder of Painted Stave Distilling, Ronald R. Gomes, Jr.

10:00 A.M. BREAKOUT 1

SESSION 1A: Build Your Audience and Influence

- Antionette Blake, Owner of A.Blake Enterprises (Moderator)
- Newton Felton, Co-Founder of Futures First Gaming
- Malcolm Coley, Co-Founder of Futures First Gaming
- Stephen Sye, Co-Founder of Futures First Gaming

SESSION 1B: TechTalk: Agility

- Greg Plum, Chair of Tech Forum (Moderator)
- Ethan Berg, Co-Founder of Agora World
- Craig Doig, Founder of Markee
- Dr. Franchessa Saylor, Founder, President & CEO of ThruPore Technologies Inventor of Dr. Filter

11:00 A.M. BREAKOUT 2

SESSION 2A: Secure Funding at Every Stage

- Mike Profit, Financial Professional and President of SCORE Delaware (Moderator)
- Garry Johnson, Founder of First Founders
- Louis DiNetta, Manager, Technology Business Development at Delaware Small Business Development Center
- Maureen (Moe) Rinkunas, Director of Open Innovation at Corbion

SESSION 2B: Protecting Your Business & Intellectual Property

- Michael J. Bell, President of Harvard Business Services (Moderator)
- Janet Reed from Potter Anderson & Corroon LLP
- Monté T. Squire from Duane Morris LLP

NOON CLOSING REMARKS & KEYNOTE

Closing remarks by Denita L. Henderson from SBDC
Keynote by Founder of Simply Good Jars, Chef Jared Cannon

12:30 P.M. VIRUTAL TABLING, & NETWORKING

Virtually network and visit exhibitor tables.



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VIRTUAL EXPERIENCE SCHEDULE

As part of your registration, you will have access to additional on-demand content and networking opportunities from Oct. 14 through Nov. 12 on the Agora Platform. Download instructions: <https://agora.agoravr.world/event?roomCode=desummit>

DELAWARE START-UP STORIES

Produced by Alysse Bortolotto

FUNDRAISING 101: RAISING MONEY TO SUPPORT YOUR MISSION

by Stephanie Cory, CAP, CFRE

GRANT WRITING 101: RESEARCHING FUNDERS AND WRITING PROPOSALS TO FUND YOUR MISSION

by Stephanie Cory, CAP, CFRE

THE BASICS OF PROFIT FIRST CASH FLOW

by Moxie Bookkeeping & Coaching

OPTIMIZING CONVERSIONS: TURNING BROWSERS INTO BUYERS

by Cynthia Loiselle-Séguin from Shopify

MAKING SENSE OF ONLINE MARKETING

by Jenna Shaffer from Constant Contact

BRANDING & MESSAGING TO FUTURE PROOF YOUR BUSINESS

by Steven Picanza from The Agency Guy

RANK HIGH IN GOOGLE: THE TRUTH ABOUT SEO

by John Bertino from The Agency Guy

SECURING SEED FUNDING

by Todor Raykov from NextFab

BONUS CONTENT INSTRUCTIONS

As part of your registration, you will have access to additional on-demand content and networking opportunities from Oct. 14 through Nov. 12 on the Agora Platform.

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NEW CASTLE COUNTY CHAMBER OF COMMERCE

NOVEMBER 18



KEYNOTE LUNCHEON
SPEAKER

LU ANN CAHN

Author of *I Dare Me* and
Emmy Award Winning
Journalist



KEYNOTE OPENING
SPEAKER

HENNA PRYOR

Priority Group

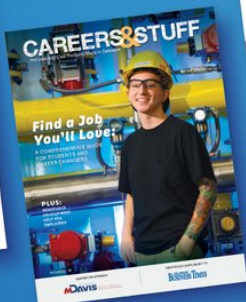


KEYNOTE CLOSING
SPEAKER

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KEYNOTE SPEAKERS



RON GOMES

OPENING KEYNOTE

Ronald R. Gomes, Jr. is Co-founder of Painted Stave Distilling in Smyrna, Delaware. At Painted Stave, Ron is the CEO aka "Modern Alchemist" who leads day to day operations. Ron's interest in distilling stems from hobbyist activities in crafting food, beer, and wine for his family and friends. Prior to venturing into the distilling, 11+ years ago, Ron was a faculty member of Orthopaedics at Penn State's College of Medicine. He is a co-inventor of a licensed US patent (7,875,591 B2), and has a proven record of effective communication with 50+ peer-reviewed publications and presentations.



CHEF JARED CANNON

CLOSING KEYNOTE

Chef Jared Cannon founded Simply Good Jars in 2017 after almost two decades in the restaurant industry to provide a healthy, convenient, restaurant-quality experience that uses whole food ingredients, sourced locally whenever possible, and helps to reduce plastic waste through the development of a sustainable, reusable, and recyclable packaging. Simply Good Jars have been featured on ABC's *Shark Tank* and coming to your hometown.

ADDITIONAL REMARKS BY



BOB CHADWICK

Bob Chadwick is the President of the New Castle County Chamber of Commerce.



DENITA L. HENDERSON

Denita L. Henderson is the Associate State Director of the Delaware Small Business Center



"THE EMERGING
ENTERPRISE CENTER
HAS HELPED US GROW
FROM A SMALL HOME
OFFICE TO A MATURE
COMPANY."

Mark Olazagasti,
Incubator Graduate

**The Emerging Enterprise Center is
dedicated to ensuring Delaware
start-ups succeed.**

As an initiative of the New Castle County Chamber of
Commerce, the incubator program offers affordable
office and **co-working space**, **conference rooms**,
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BREAKOUT SESSION

BUILD YOUR AUDIENCE AND INFLUENCE

Build your audience and influence through authentic and strategic engagements that make a meaningful impactful on your audience, business, and the world.



STEPHEN SYE

CO-FOUNDER OF FUTURES FIRST GAMING

Stephen is the CEO and Co-founder of Futures First Gaming (FFG), a STEM.org™ Accredited Esports & Education company headquartered in Wilmington, Delaware. Stephen also serves as the Senior Director of Digital Products for the Heart Rhythm Society, a global medical professional organization for Electrophysiologists, where he is responsible for digital innovation and new product development.



NEWTON FELTON

CO-FOUNDER OF FUTURES FIRST GAMING

Newton is the Director of Business Development at "Influencers Lab Media" and Co-founder of Futures First Gaming. His ideation skills have driven growth across various industries from entertainment to event production to political campaigns. He has held marketing and innovation positions for various companies and secured sponsorships from prominent brands like Grey Goose Vodka. Newton has orchestrated events at Philadelphia's Lincoln Financial Field Arena, and Delaware State University.



MALCOLM COLEY

CO-FOUNDER OF FUTURES FIRST GAMING

Malcolm is the Director of Digital Media at "Influencers Lab Media" which is a marketing and consulting agency and co-founder of Futures First Gaming (FFG), a STEM.org™ Accredited Esports & Education company headquartered in Wilmington, Delaware. In support and celebration of the natural hair movement, Malcolm also started the LocNationTheMovement.



ANTIONETTE E. BLAKE

MODERATOR

Antionette is more commonly known and widely recognized as a multi-award winning blogger is also a Branding and Social Media Communications Manager, Educator and Professional Speaker. Antionette hosts two a weekly Podcasts, "Delaware Blogger Podcast" and "Blog Your Way to a Business Profit"

SPECIAL THANK YOU PLANNING COMMITTEE

► **Denita L. Henderson**

Associate State Director, Delaware Small Business Development Center

► **Ellyn Herbert**

Economic Development Specialist, U.S. Small Business Administration

► **Jacob Owens**

Editor, Delaware Business Times

► **Katie Tabling**

Editor, Delaware Business Times

► **Charuni P. Patibanda**

Director, Office of Economic Development

► **W. Daniel Young, PhD, MBA**

Director, Doctor of Business Administration Program at Goldey-Beacom College

► **Noah Olson**

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BREAKOUT SESSION

TECHTALKS: AGILITY

In this *TEDx*-style session, three agile entrepreneurs will share how they stepped up to the challenges the pandemic has presented to create innovative solutions for today's world.



DR. FRANCHESSA SAYLER

FOUNDER, PRESIDENT & CEO OF THRUPORE

Dr. Saylor is the Founder, President, and CEO of ThruPore which develops proprietary formulation and manufacturing process for making a highly porous synthetic carbon material. Dr. Saylor has authored 14 technical publications and has been awarded two patents with a third awaiting review. She is also active in helping and mentoring other entrepreneurs in the hard sciences.



CRAIG DOIG

FOUNDER & CEO OF MARKEE

Craig has spent most of his career consulting businesses and materializing long-term revenue generation while building processes and operations. Markee is his fourth Startup and first software venture.



ETHAN BERG

CO-FOUNDER & CEO OF AGORA WORLD

Ethan is the CEO and lead visionary at Agora World. Ethan started designing Agora during his time at Temple University prior to graduating in 2020. After experiencing the culture and collaboration at 2 successful startups, Ethan was inspired to chase his own childhood dream of becoming a video game designer, to build experiences he could share with others. To date, he has spoken at numerous conferences and podcasts about the Future of the Internet and Global Connectivity.



GREG PLUM

MODERATOR

Greg is the Chair of Tech Forum and has extensive experience in various marketing, business development, education, and management roles in banking, telecommunications, information technology, and software services. His background includes a focus on driving company growth, leveraging technology and strategic alliances to increase market share.

SIMPLY GOOD Jars



www.simplygoodjars.com

BREAKOUT SESSION

PROTECT YOUR BUSINESS & INTELLECTUAL PROPERTY

Learn the importance and process for how to protect your business and intellectual property through trademarks, patents, and copyrights.



MONTÉ T. SQUIRE

PARTNER, DUANE MORRIS LLP

Mr. Squire is a Partner in the firm's intellectual property practice, where he specializes in representing and advising both large and small companies in all aspects of intellectual property litigation and counseling. Mr. Squire has extensive experience handling intellectual property matters across a broad range of technologies and industries, including patent infringement matters involving computer software, internet technology, biomedical devices, life sciences, pharmaceuticals, semiconductor technology, aeronautical equipment, and mobile navigation technology. He is also experienced handling trademark infringement matters and other IP-related commercial disputes, as well as advising clients and providing opinions on patentability, infringement, and risk assessment of new products and technology. Prior to joining the firm, Mr. Squire served as an Administrative Patent Judge for the U.S. Patent and Trademark Office, where he heard and presided over patent trials and appeals involving cutting-edge inventions and emerging technologies.



JANET E. REED, PH.D.

PARTNER, POTTER ANDERSON
& CORROON LLP

Dr. Reed is the head of the firm's intellectual property transactional and counseling practice. Though she counsels in all aspects of intellectual property, Janet focuses her practice on patents related to biotechnological inventions in food, medicine and agriculture. Her clients span a variety of industries and include large and small pharmaceutical and biotechnology companies, agricultural and food companies, and academic institutions. Janet has extensive experience in domestic and foreign patent prosecution, patent portfolio management and strategic planning, evaluation of new technology, drafting of license and other commercialization agreements, conducting and responding to due diligence inquiries, and preparation of opinions on patentability, infringement and freedom to operate.



MICHAEL BELL

MODERATOR

Michael was born and raised here in Delaware. He is the President of Harvard Business Services, Inc. a Delaware Registered Agent since 1981 where they specialize in forming and maintaining Delaware Companies



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BREAKOUT SESSION

SECURING FUNDING AT EVERY STAGE

Secure Funding at Every Stage Funding your business is essential to your success, and growth. In this session, you will learn strategies for how to secure funding at every stage of your business and the importance of providing equitable access to capital.



MIKE PROFIT

FINANCIAL PLANNER & PRESIDENT OF SCORE DELAWARE

Mike Profit is a Registered Representative of and offers securities, investment advisory, and financial planning services through MML Investors Services, LLC. Mike is also the President of SCORE Delaware.



GARRY JOHNSON

FOUNDER OF FIRST FOUNDERS

Garry is the Founder & Executive Director of First Founders Inc., a 501(c)(3) organization on a mission to lower barriers to entry and increase the likelihood of success in the innovation ecosystem. Gary has been recognized as a Delaware Business Times 40 Under 40 honoree, HBCU.vc & Hen Hatch Pitch Competition Winner, StartupAfrica Youth Entrepreneur of the Year, Siegfried Award Recipient, among other accolades. I enjoy sharing my views as an innovation activist in op-eds, such as "Delaware Business Community, You're Officially on Notice," published in Technically Delaware.



LOUIS DINETTA

MANAGER, TECHNOLOGY BUSINESS DEVELOPMENT AT DELAWARE SMALL BUSINESS DEVELOPMENT CENTER

Lou has over 40 years of experience in small business technology companies, published more than 20 technical papers, managed the P&L for research and development organizations, commercialized products and has been a researcher at the University of Delaware's Institute of Energy Conversion and Vice President, Advanced Products, at AstroPower, Inc. as well as two other startup companies. Lou is an active board member of the Delaware Founders Initiative, and a mentor for the Delaware Sustainable Chemistry Alliance Tech Connect program. His efforts are aimed at growing technology based small businesses and startups by providing guidance for entrepreneurs to develop their products through non-dilutive government funding.



MAUREEN RINKUNAS

DIRECTOR OF OPEN INNOVATION AT CORBION

Maureen (Moe) Rinkunas bridges the gap between large organizations and the startup ecosystem. As the Director of Open Innovation at Corbion, she helps build a portfolio of innovations in food ingredients, biochemicals, and green chemistry. Moe also currently teaches on topics related to innovation, creativity, venture building, and venture capital investment. She also advises on these topics outside of the classroom as an active startup mentor at 500 Startups, mHub, IndieBio, HITLAB, I-Corps, and other programs for early-stage entrepreneurs.

MEET THE TEAM

Our team looks forward to working with you on supporting the Delaware business community through outstanding educational resources and engaging events that inspire innovation, and position our local business leaders for growth.



BOB BEICHNER

Director, Economic Development
and Business Incubator



ALYSE BORTOLOTTA

Program Manager



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FUNDING RESOURCES

Is your start-up ready to scale? Below are resources to get you started on your funding journey.

CHEMICAL ANGEL NETWORK

The Chemical Angel Network provides a forum to present business proposals to a network of highly qualified and experienced accredited investors who are interested in providing funding, mentorship, contacts, and technical expertise to support deserving companies. To learn more, visit www.chemicalangels.com.

MID-ATLANTIC DIAMOND VENTURES

Mid-Atlantic Diamond Ventures (MADV) is an independent organization that assists emerging, technology-based companies in their effort to build sustainable businesses by better positioning them for funding while increasing value at an early and crucial stage. To learn more, visit www.fox.temple.edu/institutes-centers/mid-atlantic-diamond-ventures.

ROBIN HOOD VENTURES

Since 1999, Robin Hood Ventures has been investing in early-stage, high-growth startups, en route to building great companies. Investments generally range from \$250,000 to \$1 million, and we syndicate with venture capitalists, institutions, and other angels in our network. To learn more, visit www.robinhoodventures.com.

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THE ONLY 10 SLIDES YOU NEED IN YOUR PITCH

Learn the 10 slides you need to create a winning pitch deck for your startup. To learn more, visit www.guykawasaki.com/the-only-10-slides-you-need-in-your-pitch.

VENTURE DEALS: BE SMARTER THAN YOUR LAWYER AND VENTURE CAPITALIST (BOOK)

by Brad Feld and Jason Mendelson

SBIR/STTR PROGRAMS

The federal [Small Business Innovation Research \(SBIR\)](#) and [Small Business Technology Transfer \(STTR\)](#) programs provide well over \$2 billion of non-dilutive capital every year to small businesses developing high risk, high return technology-based products.

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Delaware Business Times

Delaware Business Times is the First State's only exclusive, statewide, source for business news, available in multiple platforms.

Agora World

Agora gives you the power to create customizable, immersive environments that are engaging, immersive, and build genuine connections online.

New Castle County Chamber of Commerce

New Castle County Chamber of Commerce helps you grow your business through networking, business training, referral groups, marketing opportunities, and more.

Emerging Enterprise Center

Emerging Enterprise Center is dedicated to ensuring startups succeed by offering affordable, flexible office and conference space, education, mentorship and connections.

Painted Stave Distilling

Painted Stave Distilling crafts premium spirits in small batches by utilizing only the best ingredients sourced from regional farms, and by blending traditions of the past with today's creativity and state-of-the-art technology.

Simply Good Jars

Simply Good Jars is on a mission to help improve lives and communities by providing responsible, respectful food choices for everyone.

SCORE Delaware

SCORE is a nonprofit association dedicated to educating entrepreneurs and helping small businesses start, grow, and succeed nationwide.

Delaware Small Business Development Center

The Delaware SBDC delivers training programs and FREE professional consulting services to help businesses grow and succeed.

Sherms

Sherm's Catering started with a vision of creating the area's finest food and memorable special event experiences at affordable prices.

Harvard Business Services

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HarrisCapital Partners offers our clients funding options through our national network of lenders.

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