



Investor-Ready Entrepreneur

October 23, 2024 | 12:30 PM – 4:30 PM

Are You an Investor-Ready Entrepreneur?

becoming an
**INVESTOR-READY
ENTREPRENEUR**



When it comes to working with investors, new entrepreneurs are at a disadvantage; they often have misconceptions about the process, do not understand the concept of stage-appropriate capital, and do not understand investor expectations.

The Investor-Ready Entrepreneur program levels the playing field, educating and preparing growth-oriented entrepreneurs to successfully engage private equity investors.

The program, developed by experienced entrepreneurs, angel investors, angel network/fund executives, and venture capitalists, provides an “insider’s look” into the world of equity funding. You will hear directly from an investor panel and learn to view investors as “customers of equity.”

In This Half-Day Event, Attendees Will Learn:

- The different types of investors
- The size and type of deals investors typically fund
- The realities of each step of the process
- The equity investment process and terminology
- How investors approach valuation and deal structure
- How to become “investor-ready” and improve your business while you’re at it

Who can benefit from IRE?

- Entrepreneurs
- University spinouts
- SBIR recipients
- Ecosystem stakeholders
- Tech transfer representatives
- Potential investors

Topics Covered

- The private equity investment process
- The funding landscape
- Building for success
- Funding needs and financials
- Targeting/qualifying funding sources
- Presenting to investors
- Due diligence
- Valuation
- Structuring the deal
- Board and exits

Speakers, Panelists, and Presenters

Kevin Nicusanti, SBTDC

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Kevin Nicusanti is an Equity Funding Specialist with SBTDC at UNC Chapel Hill. Kevin is also a Raleigh-based entrepreneur and business owner. In his role at the SBTDC, Kevin provides 1:1 counseling to founders and CEOs who are planning to or currently pursuing equity capital.

The no-cost counseling ranges from pitch deck development to investor relationships to advising due diligence/data room preparation to building advisory boards. He leverages a network of known NC investors to provide access to capital for clients operating in verticals ranging from Life Sciences to SAAS to AgTech to Enterprise software and more.



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John Rudd, Hutchison Law

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Hutchison Law is a boutique law firm that embraces the entrepreneurial spirit and steers technology and life sciences entrepreneurs to success through all stages of their company's life. Hutchison partners with entrepreneurs and entrepreneurial-minded organizations to enable business solutions.

John advises life sciences and technology companies in all stages of a company's life cycle. He typically acts as outside general counsel working closely with founders, management teams and boards of directors on company startups and formations, licensing of intellectual property, venture capital financings, commercial transactions, mergers and acquisitions and other strategic transactions.



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Mark Wdowik, East Carolina Angels

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Mr. Wdowik received B.S. and M.S. degrees in electrical engineering from the University of Illinois (Champaign, IL), and is currently the President and CEO of EC Angels (ECA) and the Pirate Entrepreneurship Fund (PEF). ECA is a nationally-based angel investor network that brings together investors with a passion in early stage investments, and focuses on leveraging the expertise, skillsets and networks of its membership to drive business maturation, growth and successful exits. PEF is a new investment fund specifically created to invest in startups associated with East Carolina University. Prior to ECA/PEF, Mr. Wdowik was responsible for managing business development programs (tech transfer, commercialization, entrepreneurship, investment funds, PPPs and corporate engagement) for various universities over the past two decades.

Mr. Wdowik came from the private sector before joining academia, managing multiple technology-based businesses in Colorado, including Bandgap Technology Corporation, an advanced international semiconductor materials and optoelectronics company, and Critical Dimension Inc., a boutique M&A firm. Mr. Wdowik served as the Chair of the Board of a Colorado business incubator - Rocky Mountain Innosphere (Fort Collins, CO), as well as Chair of the Board of the State of Colorado Venture Capital Authority (Denver, CO) - the LP for three multi-million dollar statewide venture capital funds.



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Cary Joshi, Social Beverage Co

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Cary Joshi is a passionate leader focused on building teams and systems that drive peak organizational performance. With high energy and a creative, entrepreneurial mindset, he excels in fostering strategic relationships and enhancing processes. Cary is driven by the question, “What if?”—constantly seeking improvement. Recently, his interests led him into the online sector, where data-driven leadership and reliable systems contribute to delivering high-quality products to thousands of customers.

Cary enjoys supporting nonprofits by helping them secure partnerships and funding to achieve their missions. He also has extensive experience in developing communication strategies for diverse audiences, including donors, subscribers, and industry stakeholders.

As the Founder & CEO of Social House Vodka, Cary has crafted a premium, locally sourced vodka brand. Previously, he served as President of Hunter Lane Commercial Real Estate, providing services to large companies from 2002 to 2015. Earlier, he co-founded Clarity Communications, a venture-backed telecom firm sold to Allegiance Telecom, and served as VP of Corporate Development at AGIS, later acquired by Telia AB.

Cary earned the Certified Commercial Investment Member (CCIM) designation in 2008.



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Praise for IRE from the Winston-Salem April 2024 Program

- “Great presentation! Looking forward to interacting with the SBTDC in the future!”
- “Kevin and panelists provided tremendous content.”
- “A very valuable resource for startups.”
- “Excellent presentation today. . . . One of the best (if not the best) one day conferences on this I have been to.”
- “I want to tell you how much I valued our class today. It was perfect for where I am currently in our entrepreneurial journey.”
- “I’m new to this side of funding and felt like I gained a tremendous amount of good information.”

About the SBTDC

Founded in 1984, the North Carolina SBTDC is a business advisory resource for growing and developing small to mid-sized businesses. Our highly skilled professionals provide services statewide from offices hosted by campuses of The University of North Carolina System. The SBTDC operates in formal partnership with the U.S. Small Business Administration, making it a unique and valued asset in the economic development infrastructure of North Carolina.

The SBTDC is a business and technology extension program of the UNC System and is funded in part through a Cooperative Agreement with the U.S. Small Business Administration.

