

Special Topics Series in:

# ENTREPRENEURSHIP

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## THE PREDICTIVE ENTREPRENEUR

August 23 - September 20, 2016, *Tuesday nights 6:30 - 9:20 pm*

Beyond the bootstrap: How to see around corners and take your business from survive to thrive! According to the Small Business Administration about 50% of businesses fail during the first year of business. Some of these failures come from unforeseen and unpredictable events, but what if these failures were predictable? What if you could prepare for them? This course focuses on real world perspectives concerning common and uncommon pitfalls that many businesses face, including faulty planning, unrealistic expectations, and lack of agility to the market. We explore student business ideas, existing business plans and startups to uncover hidden pitfalls and build the tools needed to succeed.

### Course Instructor Bio:



**Meredith Madsen** is the CEO and owner of: Madsen Advertising, a multiple Addy Award-Winning Creative & Marketing Agency and Glitter Tots, a company specializing in products for children and tweens sold in nearly 1,000 stores and 15 countries world-wide. Meredith also has over 20 years of leadership experience working for some of the world's largest brands. Meredith holds an MBA in International Business and a Bachelors of fine arts. She is a certified Project Management Professional and Six Sigma Green Belt. She was a professional photographer represented by Getty Images and has been published in many leading magazines worldwide. Meredith has a unique combination of creative and strategic skills enabling her to bring dynamic, fresh solutions to the challenges faced by

her clients spanning multiple industries. She offers these valuable lessons to students of this course.

## DISRUPTIVE TECHNOLOGY

September 27 - November 1, 2016, *Tuesday nights 6:30-9:20 pm*

Disruptive Technologies define generations, transform history and (can) change the world. We are all familiar with the steam engine, the telephone, the computer and the Internet. However, beneath those are thousands of smaller disruptive technologies that have disrupted the status quo. Also, millions of products and ideas have failed. Why do some succeed? Why do many more fail? This course will focus on the defining technologies and more importantly, the differentiating factors that divide success and failure including intellectual property rights; regulatory clearances; capitalization; public perception; privacy rights and more.

## Course Instructor Bio:



**Scott R. Silverman** is a dynamic CEO that has successfully led 5 public companies over the last 20 years. He is a leader in technology, healthcare, and is recognized as the world's foremost expert in implantable Radio Frequency Identification technologies (RFID). His managerial expertise is broad including operations, P&L management, budget, legal, investor relations, public relations, capital markets and personnel motivation. Mr. Silverman founded and served as Chairman and CEO of Veriteq Corporation- a leader in RFID technology for medical devices. Veriteq went public in 2013 and was recently sold to a leading breast implant manufacturer. VeriChip completed its initial public offering on the Nasdaq in 2007 raising more than \$30 million. Verichip was sold to Stanley Works in

2008 for in excess of \$50 million.

Mr. Silverman attended the University of Pennsylvania (B.A., 1985) and Villanova University School of Law (J.D., 1989). He practiced law for 6 years before beginning his business career. Mr. Silverman began his career as an attorney specializing in commercial litigation and communications law at the law firm of Cooper Periskie in Atlantic City, New Jersey, and Philadelphia, Pennsylvania. Mr. Silverman is involved in various philanthropic and community endeavors. He is on the Board of Trustees for the Pinecrest School in Fort Lauderdale, Fl. He also serves on the Board of the Federal Enforcement Homeland Security Foundation and has received many awards and honors, including, but not limited to the 2004 Abacus Award of the AeA as Executive of the Year and the 2004 ID Spotlight Award of the ID World International Congress.

## HOW TO ESTABLISH FOREIGN BUSINESS

November 8 - December 6, 2016. *Tuesday nights 6:30-9:20 pm*

This course will provide the ABC's of exporting, international trade, multi-national business and foreign marketing. Students will learn about worldwide sales, shipping, product modification, joint venture partners, and manufacturing overseas. Upon completing this course, you will fully understand the process to enter into Foreign Business.

## Course Instructor Bio:



**Hank Samuel** has accrued a quarter century of experience in the development of global channels of distribution. Hank has a broad knowledge of transnational sales and merchandising having structured and implemented marketing programs that have resulted in strong profitable share positions. He has lectured at the American Management Association on exporting and he is also an adjunct at the University of California, Davis and USC Los Angeles. Hank was awarded the Presidential "E" for export for excellence in Trade Development Columnist in the "New York Journal of Commerce on International Trade". Hank has published books on International Banking and Finance, Exporting Procedure, and International Logistics. Hank has a Bachelor's of Science in Economics

from Universidad Mexico City; a Masters of Business from University of Chicago; and he studied International Law at Northwestern University.

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