The ZLI Startup Workshops are a series of sessions designed to help your entrepreneurial venture reach its full potential. Any one interested in entrepreneurship is welcome and encouraged to attend. All events are free. Attend the full series or select the sessions that match your needs. The goal is to leave with tactical items you can apply to your startup.

Communicating With Investors
Monday, 2/1, 5-6:30 p.m., R1220
Thursday, 2/18, 5-6:30 p.m., R1220
This 90-minute workshop will explore the various tools and approaches entrepreneurs use to communicate with investors, all examined through a common framework. We’ll discuss elevator pitches, executive summaries, investor slide decks, business plans and other elements – the requirements for each, and how they can all work together in a powerful and coherent communication strategy. Facilitated by Jim Price, Ross Faculty & ZLI Entrepreneur in Residence.

Startup Funding for First-Time Entrepreneurs
Wednesday, 2/3, 5-6:30 p.m., R2230
Wednesday, 2/17, 5-6:30 p.m., R2230
This 90-minute workshop will help new entrepreneurs understand the different types and sources of funding – and which ones are right for you. We’ll cover everything from bootstrapping and crowdfunding to angel investors and venture capital. You’ll learn about key concepts, essential vocabulary, and much more... all in an “investor-free, safe space” where you can feel free to broach Everything You Wanted to Know About Funding But Were Afraid to Ask™! Facilitated by Josh Botkin, Ross Faculty & ZLI Entrepreneur in Residence.

Developing Your Business Model Canvas
Monday, 2/8, 5-6:30 p.m., R1220
This 90-minute workshop will explore what a business model is; why a strong model is absolutely critical to anyone interested in launching a new product, service, business, or social venture; and how to develop an effective business model. Participants will learn how to use Alex Osterwalder’s Business Model Canvas, a valuable one-page tool for generating and assessing business models. Facilitated by Josh Botkin, Ross Faculty & ZLI Entrepreneur in Residence.

Startup Financials
Tuesday, 1/26, 5-7 p.m., R1220
Monday, 2/22, 5-7 p.m., R2210
This 90-minute workshop will introduce what you need to know about financial statements for a startup company including the three core financial statements (income statement, cash flow statement, and balance sheet), how to make projections, and what investors look for in startup financials. Facilitated by Mike Johnson, Ross Faculty & ZLI Entrepreneur in Residence.

For more information on the ZLI Startup Workshops or additional resources, visit: www.zli.bus.umich.edu
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Conducting Effective Customer Discovery  
Thursday, 2/11, 5-6:30 p.m., R1220  
Customer discovery is a critical activity that allows you to develop and test hypotheses about your new business or social venture. This 90-minute workshop will provide participants with the knowledge, skills and tools to conduct effective customer discovery. You’ll learn how to: identify and approach the ‘right’ people and secure their participation; conduct effective interviews that extract useful information; capture/document your findings; and extract and synthesize the key insights. Facilitated by Josh Botkin, Ross Faculty & ZLI Entrepreneur in Residence.

Identifying & Sizing Your Market  
Monday, 2/15, 5-6:30 p.m., R1220  
This 90-minute workshop will help entrepreneurs understand how to evaluate the market for their product or service. Is it big and exciting enough for you to pursue? For investors to get excited about? We’ll look at proven approaches to conducting secondary and primary research, in order to glean answers to key questions such as: How big is my market? Is it ready for my solution? How can I break up my market into useful customer segments, and then which segment should I target first, and why? Who are my competitors, and how do I position myself to compete successfully against them? Facilitated by Jim Price, Ross Faculty & ZLI Entrepreneur in Residence.

Assessing Financial Feasibility  
Tuesday, 2/16, 5-6:30 p.m., R1220  
This 90-minute workshop will expose participants to several tools that can be useful in evaluating the financial viability of a startup business. The session will provide a brief overview of analytic tools to help address these key questions: How much money will it take to launch my company? Am I likely to be able to raise outside funding, and if so, from what sorts of sources? How big do we need to get to pay ourselves and quit our day jobs? How about to make a profit? Facilitated by Jim Price, Ross Faculty & ZLI Entrepreneur in Residence.

Social Media for Your Startup  
Tuesday, 3/8, 5-6:30 p.m., R1220  
This 90-minute workshop will help you differentiate how you use social media personally versus professionally, and the best way to build your brand online. From this session you will learn the 5 C’s of social, discover free tools, uncover key influencers, and walk away with a plan to refine your digital presence. Facilitated by Shannon Beeman, ZLI’s Marketing & Communications Manager.

Founding & Forming  
Monday, 3/14, 5-6:30 p.m., R1220  
This 90-minute workshop discussion will explore some of the fundamental questions entrepreneurs encounter when considering launching a new business. How do we go about forming the company? Do we have partners? How do we split up equity? Do we set up a board of directors? An advisory board? How? What happens when investors come in? Facilitated by Jim Price, Ross Faculty & ZLI Entrepreneur in Residence.

About Zell Lurie Institute  
The globally recognized Samuel Zell & Robert H. Lurie Institute for Entrepreneurial Studies provides the curriculum, program initiatives, community involvement, and alumni outreach activities that deliver exclusive resources for future entrepreneurs at the University of Michigan. For more information, visit: www.zli.bus.umich.edu

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