Panel Topics Announced for Annual Michigan Growth Capital Symposium

Geographic Expansion, Growth Stage Investments and IT Investing Among Discussions Presented by some of the Midwest’s Leading Venture Capital Firms

Ann Arbor, Mich. – March 15, 2012 – The Michigan Growth Capital Symposium today announced initial details on the program for the 31st annual event. The Symposium, which serves as a conduit for introducing early stage and emerging growth companies seeking funding to U.S. investors prospecting deals, is known for attracting high-quality investors from around the country to discuss top issues in venture capital and institutional investment. This year’s program will feature six panels, as well as 40 presentations from Midwest emerging start ups seeking half a million to $20 million in funding.

Presented by the University of Michigan Zell Lurie Institute’s Center for Venture Capital & Private Equity Finance at the Ross School of Business with support from the Michigan Venture Capital Association, this year’s Symposium will be held May 15-16, 2012 at the Marriott Resort in Ypsilanti, Michigan. Panel discussions for this year’s event include:

- **What Really Goes on Behind the Scenes: Starting and Operating a Venture Capital Firm**
  *Presented by Arboretum Ventures*
  This panel will give entrepreneurs, angel investors and new venture capital investors an opportunity to learn about the process of forming and operating a venture capital firm. Panelists include experienced VCs from different parts of the country (focusing on different industry sectors) that have played key roles in the creation of their firms.

- **Funding the Next Leg of Growth: Planning, Preparing and Completing a Growth Stage Investment**
  *Presented by Plymouth Management Company*
  This panel will discuss how to best build the foundation for growth taking into account the role of founders and early capital rounds, initial commercialization success, and fine tuning the business model. In addition, panelists will address how to identify and assess growth to accelerate the next leg, as well as how to successfully seek venture capital funding for growth.

- **Geographic Expansion of Your Venture Capital Fund: Opportunities, Challenges and Considerations**
  *Presented by Venture Investors*
This panel will present a candid discussion based on the panelists’ experiences in expanding their venture funds, and from observations of other funds efforts to do the same. Topics will include: fund raising, deal sourcing and investment, and operational best practices.

- **IT Investing: Picking Firms to Back - Why It's Different, This Time**  
  *Presented by Early Stage Partners*
  This panel will offer panelists’ proven expertise and advice for deciding which IT firms to invest in. It will also provide insight into how the market has changed and what it means for investment strategies moving forward.

- **U.S. Medical Device Companies Trending to R&D Investments Abroad: How Venture Capital Firms are Adapting**  
  *Presented by BioStar Ventures*
  This panel will discuss the current trend for medical device companies to direct their investments in research and development, animal studies, clinical trials and initial infrastructure outside the U.S. and the impact on the U.S. venture capital sector.

- **Pepper Hamilton and Baird Venture Partners will team up to co-host a panel.**

  “Because of a stronger investment community and events like the Symposium that foster important discussions about the market and industry, we’re more and more capable of seeing a deal further down the road than we used to be able to – maybe a second or third round of funding. And that is a real key strength in the marketplace.” said David J. Brophy, founder and director of the Symposium and professor of finance at the University of Michigan Ross School of Business.

The list of presenting companies will be announced in early May. To register to attend the Symposium, see www.MichiganGCS.com.

**About the Michigan Growth Capital Symposium (MGCS)**

MGCS is the original university-based venture fair, which was first held in 1979. This nationally attended two-day event provides an opportunity for financiers to connect with up-and-coming Midwest businesses and learn about emerging technologies. The Symposium offers the opportunity to build relationships with an unparalleled business network of distinguished private equity industry leaders, leading university research faculty, and entrepreneurial business professionals. Entering its 31st year, MGCS continues to draw top investors from coast to coast. MGCS is presented by the Center for Venture Capital & Private Equity Finance at the Ross School of Business at the University of Michigan with support from the Michigan Venture Capital Association and the Michigan Economic Development Corporation.

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