

EMI News emi@bu.edu

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EMI's Upcoming Events

Business Plan Bootcamp for BU students –
Saturday, March 22nd

**BU School of Management Business Plan
Competition** presentations - Tuesday, March 24,
2003 at 6pm. \$5,000 Grand Prize! Open to all to
attend.

**Women's Leadership Forum: *Buidling Your
Power Base*** - Saturday, March 29th.

BETA conference – Friday, April 25th and
Saturday, April 26th.

EMI Annual Recognition Reception – Tuesday,
May 13, 2003.

REGISTRATION IS NOW OPEN!!!

BOSTON UNIVERSITY SCHOOL OF MANAGEMENT

Women's Leadership Forum

Building Your Power Base

March 29, 2003

TO REGISTER, VISIT OUR WEBSITE:

<http://management.bu.edu/wlf>

KEYNOTE SPEAKERS:

Laureen Ong, President, National Geographic Channel
Suzanne Bates, President & CEO, Bates Communications,
Inc.



SPONSORED BY: **Deloitte Foundation**

If you have any questions about the Forum, please contact us at 617-358-1971.

BU SCHOOL OF MANAGEMENT
BUSINESS PLAN COMPETITION

Our 3rd Annual Business Plan Competition, at which we will congratulate our finalist teams and select a winner, will be held on the evening of **Tuesday, March 25, 2003 in School of Management Executive Floor Room 428**. There will be refreshments and plenty of networking at 5pm, and the Opening Remarks will begin at 5:30pm sharp. We welcome and encourage you all to attend and cheer on your favorite Business Plan Team!! Business attire please.

We received many outstanding business plans for the Competition, and have **4 finalist teams to cheer on this year.** The teams are:

10Blade, Inc.

Erin Aslakson, MBA May 2003

Josh Glastein, MBA May 2003

Jason Sethi, MBA May 2003

BioCache Pharmaceuticals, Inc.

Timothy P. Coleman, Ph.D., BU MBA candidate, class of 2004, President and COO

Jeffrey J. Crampton, MBA, Vice President of Finance

Andrew A. Pakula, MBA, Ph.D., Vice President of Business Development

Fred Shen, Sloan MBA candidate class of 2004, Business Development

Patriot Energy Group, Inc.

Neville Blakemore, MBA July 2003

David Reinfeld

Louis Frate

Saipath Networks

Vick Vaishnavi

Eric Rustici

Prashant Darisi

John Morency

CONGRATULATIONS AND GOOD LUCK TO THE FINALIST TEAMS!!

THE EMI 1K BUSINESS CONCEPT COMPETITION

Our 2 winning student teams of the Fall 2002 semester competition were:

Alex Chan and Daniel Umana

and

Erin Aslakson, Jason Sethi, and Josh Glastein

Our winning student team of the Spring 2003 semester competition was:

Alex Bonnett, Juan Jose Ferrua and Keith Figlioli

The goals of the EMI Bronner Center's 1K Competition are to stimulate and encourage innovative student Entrepreneurship; to help students learn about the process of formulating and refining a business idea, and presenting it to a group of resource providers; to create greater awareness of and encourage broader use of the Bronner Center process.

B.E.T.A.

Boston University Entrepreneurship & Technology Accelerator

Last year the EMI was honored to host Indiana University and MIT, for a 2-day program called Velocity. Twenty of our graduate students participated in the conference, along with twenty Indiana students and seven MIT students. This was part of an initiative sponsored by Jack Gill, of Vanguard Ventures. In the prior years, the Velocity conference had visited Stanford and the University of Texas at Austin.

The purpose of the seminar was to give the students an opportunity to interact directly with current leaders in the technology Entrepreneurship area in an intimate setting. The program consisted of presentations by entrepreneurs from Vanguard's portfolio, in which they told their company's story, followed by an interview with one of the faculty members, in which we explored the entrepreneur's own career development. In each of these sessions, the students were given the opportunity to ask questions. We also held an open session, which all students were invited to attend, which was a panel discussion on the venture industry. In tradition of the Velocity event, this year the EMI and a group of GSM entrepreneurship students will present **BETA**

This was a tremendously popular event with our students and as a result, BU will create its own event this year on April 25 and 26, called **BETA**. We will include 25 of our MBA students and invite 5 students each from Harvard, MIT, and Boston College. Our Friday afternoon will consist of two VC panel discussions – a Career Planning Panel, and one will discuss the State of the Venture Industry. Saturday will be an all day event, in which we would profile 4 entrepreneurs and their companies.

The Friday afternoon event will be open to all BU students. If you would like to attend, please contact us at EMI@bu.edu.

2003 EMI RESUME BOOK!!

The EMI Resume Book, displaying resumes of 1st and 2nd year Entrepreneurial MBA students, is available upon request. **If you are interested in receiving a copy of this book, please contact the EMI at emi@bu.edu or 617-358-1971.**

ENTREPRENEUR SPOTLITE

Bytestorm

Internet media design and production company Bytestorm (www.bytestorm.biz) has opened its doors to business in the Boston area. Originally based in Puerto Rico, Bytestorm began as a freelance endeavor by Boston University alumnus **Francisco Serrano** (COM'01). Word of the newcomer's abilities quickly spread, and within a year the company was achieving steady growth. With the inception of 2003, Bytestorm has decided to expand its operations into the Boston area with the addition of Boston University seniors **Anthony Patsicostas** (SMG'03) and **Robert Patrick Testagrossa** (CAS'03).

"At first it only seemed reasonable to just freelance for several companies instead of working for just one," recalls Serrano. "I needed to gain experience and develop a diverse portfolio," which now includes the design and development of sites for companies such as Bacardi, Smirnoff Ice, and Kraft Foods.

The arrival in Boston and the estimated increase in clients called for the addition of Patsicostas and Testagrossa. Together, the two bring client management and IT experience to the firm. "With Robert and myself aboard," Patsicostas asserts, "Francisco is able to focus more fully on the design and development while we maintain client relationships."

Bytestorm offers services in the development of websites, intranets, and interactive presentations. They develop customized online tools and applications to meet individual business objectives. "This new focus on the Boston market is exciting," adds Testagrossa. "We're hoping our services will help the growth of businesses; particularly those connected to the Boston University community."

Francisco Serrano (francisco@bytestorm.biz) has designed and developed interactive pieces for over six years as a freelancer.

Robert Patrick Testagrossa (rpt@bytestorm.biz) has over five years of experience in the information technology industry. He was a recent contestant in the EMI 1K competition.

Tony Patsicostas (tony@bytestorm.biz) is currently an operations and licensing representative for broker-dealer Cantella & Company and recent contestant in the EMI 1K competition.

You can reach Bytestorm by contacting Tony Patsicostas at 617.270.6901 or emailing info@bytestorm.biz. A portfolio is available at www.bytestorm.biz.

EMI BOOTCAMPS

★ Our **BUSINESS PLAN MINI-BOOTCAMP** is for students who have a business idea they would like to pursue further. This 1-day minibootcamp is designed to give students an overview of how to develop and write a business plan. Giving the resources needed, and the know how, students will leave the bootcamp ready to move forward with that great business idea(s) they've been working on!

Though this Bootcamp is open (free of charge), to **all Boston University students**, it is limited in enrollment. If you are interested in attending one of these mini-Bootcamps, just let us know (emi@bu.edu). The next mini-Bootcamp is tentatively scheduled for Saturday, March 22nd.

★ For students enrolled in the entrepreneurship process courses, the EMI introduced a 2-session **FINANCE BOOTCAMP**. The Bootcamp will be held at the beginning of each semester, giving students 2 weeks to work on assignments. Students are encouraged to work directly with Prof. Peter Russo in successfully completing the Bootcamp, and preparing themselves for their spring semester of their entrepreneurship courses. This bootcamp is free of charge to our students. The next Finance Bootcamp sessions will be announced in September 2003.

★ **FACULTY BUSINESS PLAN BOOTCAMP** - For BU Faculty and PHD Students
Whether you're starting a new business, raising capital for an existing venture or simply looking for expert advice in creating your business plan, the Entrepreneurial Management Institute at the School of Management and the Community Technology Fund may be able to help.

We have prepared this 2-session program as a service to the faculty of Boston University. It is delivered each semester at the School of Management on consecutive Fridays, from 8:30 to Noon.