



**March 9-10, 2021**  
**9:30-noon each day**

**Day One: “So You Want to Start a Tech-Based or Research-Driven Business?”**

- 9:30am**            **Opening Remarks**  
Guy Peduto, INNOVA Commercialization Group
- 9:40am**            **“What It Takes to Launch, And How to Be, An Effective Tech-Based Startup”**  
Eric Dobson, Managing Partner, Sheltoewe Medical Device Fund
- 10:05am**          **“Descriptions of, Differences Between Funding Categories”**
- Moderator: Guy Peduto, 3 Steps to StartUp/INNOVA Commercialization Group
  - Richard Giersch, Giersch Consulting
  - Tim James, First Microloan of WV
  - Guy Peduto, INNOVA Commercialization Group
  - Michele O’Connor, WV Jobs Investment Trust
  - Don Morrison, BlueTree Allied Angels
  - Kevin Combs, Country Roads Angel Network
  - Matt Harbaugh, Mountain State Capital
  - Steve Webb, WV Economic Development Authority
- 11:10am**          **“Trends in Early Stage Investing”**  
Larry Miller, Managing Director, Lifesciences, Innovation Works
- 11:30am**          **Keynote Presentation/Fireside Chat: “Why Entrepreneurship Is Important And Attainable”**  
Brad D. Smith, Executive Chairman of the Board, Intuit  
Introduction by Michael Graney, Deputy Director, WV Department of Commerce
- Noon**              **Closing Remarks**

**Day Two: “Persuasive Pitching: What’s It Take to Sell Your Concept?”**

- 9:30am**            **Opening Remarks**  
Anne Barth, 3 Steps to StartUp and TechConnect WV
- 9:35am**            **“Why Pitch Prep Is Critical And How To Do It Effectively”**  
Scott Ewing, Appalachian Investors Alliance

- 9:55am**            **“Watch & Learn: Pitches from WV StartUps”**
- Moderator: Bob Wentz, PointSquared Ventures
  - Feedback: Michele O’Connor, WV Jobs Investment Trust
  - Feedback: Yvonne Campos, Next Act Fund
  - Presenter: Trevor Moon, NeuroWired
  - Presenter: Luke Glass, RealX
  - Presenter: Mara McFadden, Endolumik
- 10:40am**            **“Entrepreneur Panel: Lessons Learned/Best Practices/Words of Wisdom”**
- Moderator: Michael Graney, WV Department of Commerce
  - Kyle Gillis, Iconic Air
  - Kate Nichols, GoJaneGo
  - Michael Murawski, Pickatto
  - Brad Egler, Pickatto
  - Zach Wright, SwifTag Systems
- 11:25am**            **“Assistance/Resources Available To Help StartUps Move Their Concept Forward”**
- Moderator: Debra Martin, WV Small Business Development Center
  - Bruce Mutter, Center for Applied Research & Technology
  - Derek Scarbro, Robert C. Byrd Institute
  - Todd Crump, 3 Steps to StartUp
  - Erienne Olesh, West Virginia University, StartUp WV
  - Tricia Ball, Brad D. Smith Business Incubator
- Noon**                **Closing Remarks**