

Computer Science Seminar Series on Entrepreneurship

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So, You Want to be an Entrepreneur? Now What?

Michele Mosher, CEO of inStream Media
Founder of DoubleDare Media & Designer Gene Diets
Serial Entrepreneur, 'Intrapreneur', & Inventor

**1:30 – 2:30 Tuesday, February 24th
Room 204, Adams Hall**

ALL STUDENTS AND FACULTY ARE INVITED

Michele Mosher will talk about how to turn your 'big idea' into a real business that pays your rent or pays you millions!! Everyone has great ideas, but great entrepreneurs know which ideas will make money & how much...and they know 'how' to move from idea stage to that first customer deal –to final big payoff. In this seminar, you'll learn how to assess in 24 hours if your idea is a financial must or bust, then you'll learn 5 basic steps to get from idea to your first customer payment on a boot-strapped budget *or* venture funds.

Michele Mosher entrepreneurial roots began as an 'intrapreneur' conceiving & starting new multi-million dollar businesses for DoubleClick, Vision Consulting, Unisys, Icon (now Cisco), & Sprint. She is CEO of inStream Media, Inc., an online video advertising start-up; and founder & CEO of *Designer Gene Diets, Inc.* (software that generates personalized diets based on your DNA), and *DoubleDare Media* (a web design & internet marketing company). She has 5 patents pending in the areas of software & consumer products.