

## You're invited to the MSIM Executive Lecture Series

This year's Saturday Executive Seminar series is designed to focus on entrepreneurial opportunities related to Information Technology. We're inviting leading experts to speak about various areas of entrepreneurship including visionaries/futurists, entrepreneurs and venture capitalists, and leaders who can advise on managing an entrepreneurial business.

**November 17, 2007**  
8:30 am - 12:30 pm | BAC Building, Room 116

R.S.V.P. to Angela Walline at  
angela.walline@asu.edu or 480.965.2483  
*Dress is business casual*

### Starting a Start-up

This second Lecture Series session is designed to answer the question, "I have this great idea for a venture; where do I go from here?"

Our first speaker, Denisha de Mos, will lay the landscape for the session. In her introduction, Denisha will explain the mindset of an entrepreneur and the right questions to ask of oneself.

Dan O'Neill will explain the steps needed to be undertaken to prepare a top-grade business plan including the research needed to be undertaken, ingredients of a successful business plan, and the investor presentations for maximizing the probability of success.

Akira Hirai will then provide an overview of financing opportunities available to entrepreneurs, discuss trends in private equity financing, and review the attributes that investors seek in opportunities.

The session will conclude with an interactive question and answer panel with the three presenters.



**Denisha de Mos**  
Principal Consultant,  
Cayenne Consulting

Denisha de Mos is a strategic marketing and product/services consultant with more than 13 years of experience analyzing, developing and executing product launches and business opportunities from global Fortune 500 companies to Internet start ups. Earlier in her career, she served as Marketing Director at Hearst Magazines, one of the world's largest publishers of monthly magazines. Denisha also managed interactive marketing strategy for Hearst Magazines' titles on the former leading women's Internet portal, Women.com. Most recently, Denisha developed and managed the business planning, market research, and financial modeling surrounding the launch of several print and online products for The Arizona Republic and azcentral.com. Currently she serves as a Principal Consultant for Cayenne Consulting, a full-service solutions provider for emerging businesses, focusing on business plan consulting and financial modeling. Denisha holds an MBA from the W. P. Carey School of Business at Arizona State University, and a BS from the University of Arizona. She is a member of The Arizona Technology Council, the Economic Club of Phoenix, and the W. P. Carey MBA Alumni Council.



**Dan O'Neill**  
Entrepreneurial Coach for Entrepreneurial Services  
of the Arizona State University (ASU) Office of  
Research and Economic Affairs, and  
CEO of DJT Enterprises

Mr. O'Neill has taught, coached, mentored or advised hundreds early-stage innovators and entrepreneurs. He has coached 50 ventures from the U.S., Europe and Australia through ASU Technopolis' intensive one-on-one Global Launch Pad program. Mr. O'Neill was formerly co-founder and president of Hologix, an order management and supply chain solutions software product company. Mr. O'Neill's current areas of work include Sustainable Entrepreneurship and Community Development, Innovation and Entrepreneurship in Sustainable Technologies, Social Entrepreneurship and Entrepreneurship as Storytelling. Mr. O'Neill is Past President of the Board of Trustees of Childsplay, Arizona's professional theatre for young audiences, which recently became the primary resident company in the new signature theatre facility in the Tempe Center for the Arts on Tempe Town Lake. Mr. O'Neill is currently a working towards his PhD in ASU's ground-breaking School of Sustainability, where his studies and research focus patterns of community investment within a sustainability context.



**Akira Hirai**  
Founder and Managing Director,  
Cayenne Consulting

Akira's company helps entrepreneurs prepare to raise venture capital by developing VC-grade business plans, financial forecasts, and investor presentations. In a world where perhaps one in 200 business plans ever get funded, well over half of Cayenne's clients have done so. Before starting Cayenne Consulting in 2001, Akira was the founder of two Silicon Valley Internet companies during the height of the dot-com bubble. Previously, Akira held various management positions at Salomon Brothers, a New York investment bank, most recently as a Vice President in Fixed Income Derivatives Trading. He has also worked in financial risk management; software engineering; sales management; and advertising and graphic design. Akira earned his B.A. in Engineering Sciences from Harvard University.

### WE'LL KEEP YOU INFORMED ABOUT UPCOMING SESSIONS:

- \* 09 February 2008 | Managing an entrepreneurial organization
- \* 29 March 2008 | Team presentations