

The Les Kilpatrick

# Students to Start-ups®

Entrepreneurial Skills Training Workshop Series

The 2009 series is composed of seven workshops scheduled between February & May 2009 oriented towards building a student's skills in thinking about and preparing to become a founder or key employee in an investment-grade medical device venture. Each workshop is taught by successful entrepreneurs who enjoy sharing the secrets of their success.

## In workshop #3 you will learn:

Know about the approaches used in valuation and techniques that teach you put a price tag on your company. The financial community relies on several quantitative techniques to arrive at an estimation of fair market value for operating businesses. Make use of the perfect opportunity to learn how to evaluate your company at any phase of evolution. Novel external factors and value influencers such as strength of management and competition are huge leverage elements today. Learn how to employ these leverage agents to your start-ups value.

## 2009 Schedule

All events are:  
5:30 pm – 8:00 pm  
Pre-event mixer: 5:30 pm onwards  
UCI Student Center\*

### **March 10, 2009**

What Makes a Great Investor Pitch

### **April 8, 2009\***

Secrets to Presenting a Winning Investment Pitch

### **May 5, 2009**

Midcourse Corrections

### **May 12, 2009**

Executing the Exit

\*Venue for April 8th: Calit2 Auditorium  
Complimentary light dinner will be served

## Medical Device Company Acquisition Workshop#3: The Art of Valuation

### Presented by

**Alex Moen,**

Vice President, CB Capital Partners

**Kurt Miklinski,**

Vice President, Silicon Valley Bank

**Jeremy Holland,**

Principal, Vintage Fund Management

**Chuck Packard,**

Partner, CB Capital Partners

This series is  
developed in  
partnership with



### When

March 3, 2009

5:30 pm - 8:00 pm

### Location

UCI Student Center

Emerald Bay AB

### Cost

Free to UCI students and faculty

*Seating limited, please reserve your seat early.*

***Light dinner will be served.***

### RSVP

<http://valuation.eventbrite.com/>

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#### About the presenters:

**Alex Moen**, Vice President - Investment Banking joined CB Capital Partners in 2006. Mr. Moen has approximately ten years of diversified financial experience in investment banking and finance. He has worked on a variety of assignments including mergers & acquisitions, recapitalizations, and private placements of debt and equity securities. He has notable expertise in healthcare, technology and the financial sector. Prior to CB Capital Partners, Mr. Moen worked at Silicon Valley Bank from 2000 to 2005 working in the following three distinct areas: loan workouts, acquisition finance, and venture debt. Prior to joining Silicon Valley Bank, Mr. Moen began his career at PricewaterhouseCoopers LLP in Boston. Mr. Moen is a *summa cum laude* graduate of Babson College with a degree in Accounting. He also holds an MBA with an emphasis in Finance and Entrepreneurship from the USC Marshall School of Business.

**Jeremy Holland**, a Principal of Vintage Fund Management, has been a private equity investor for the past ten years. Prior to joining Vintage, Mr. Holland was a Principal of Wedbush Capital Partners, a Los Angeles-based, \$120 million, lower middle-market private equity fund. During his six years with Wedbush, he completed investments and monitored portfolio companies across numerous industries, including consumer products, business services and manufacturing. His experience with Wedbush varied across traditional leveraged private equity transactions, growth investments and investing in micro-cap public companies. Prior to Wedbush, Mr. Holland was an Associate with Buttonwood Capital Group, a Los Angeles based private equity firm specializing in middle market leveraged buyout and leveraged buildup strategies. Buttonwood successfully invested across several industries including distribution, manufacturing and business services.

**Kurt Miklinski**, Vice President of the Structured Products group, Silicon Valley Bank has focused his career on facilitating the success of entrepreneurs. For the past 25 years, Silicon Valley Bank has dedicated itself exclusively to the needs of technology and life science companies, venture capital and private equity firms and premium wineries. As a member of the Orange County team for seven years, Kurt has provided clients with growth capital, equipment financing, and working capital lines of credit. Prior to joining Silicon Valley Bank, he was a member of PNC Bank's venture lending group. Kurt is a graduate of the Pennsylvania State University and is actively involved with the Foundation for Free Enterprise Education. He is also Founder of The Advancement Academy, a non-profit organization whose flagship event is a one-week camp that exposes high school students to advanced business concepts, corporate citizenship and financial literacy.

**Chuck Packard**, Partner at CB Capital Partners, is a veteran business strategist with over 30 years of experience spanning industries from professional sports, airlines, internet-based purchasing systems, real estate and financial services. For 23 years Mr. Packard was the Chief Financial Officer and Vice Chairman of the Board for George Argyros and the Argyros Family Interests. During this time his successes included the acquisition, operation and sale of the Seattle Mariners Baseball Team, AirCal and TicketMaster Northwest, in addition to, numerous real estate acquisitions, development and property management projects.

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The University of California at Irvine's Paul Merage School of Business ("UCI") will be videotaping and recording the Students to Start-Ups Workshops, and the videotapes may include the image or likeness of attendees and/or their voice (the "Work"). UCI will make the Work available in the future, in electronic form including, video streaming, video tapes and like medium. By signing up as a Workshop Registrant, I understand that the Student to Start-Ups Workshop will be recorded and hereby release to UCI any and all rights that I may have for UCI to release and otherwise redistribute the Work, for profit or not for profit, in any form and in any manner.

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