



VENTURE WEST

About the Organization

VENTURE WEST

Join us in advancing Wyoming's entrepreneurial community

Who is Venture West?

Venture West is a nonprofit organization focused on promoting entrepreneurship in Wyoming through networking and education. Small business proponents started Venture West in 2000.

Venture West, an ad hoc group of private and public sector volunteers, organizes regular meetings for individuals interested in new and growing businesses. Over the last six years, Venture West has provided networking and educational opportunities for Wyoming entrepreneurs and for the service, finance, and economic development professionals.

Venture West operates through a traditional board-executive management structure with the caveat that all participants are unpaid volunteers. Venture West has hired an executive director in 2007 to handle the operational tasks, support the work of the Board of Directors and take the organization to the next level of success.

Currently, the committees of Venture West are responsible for the overall operation of the club. There are six standing committees including: Programs, Sponsorships, Marketing, Presenters, Volunteer, and Finance. A committee head leads each committee and also serves on the Board of Directors.

Venture West supports a diversified Wyoming Economy through entrepreneurship, by providing networking and educational opportunities that create and foster a climate that enables entrepreneurship to thrive.

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The founding group identified developing a strong startup business community in Wyoming as a key step in facilitating entrepreneurship.



Products & Services

Venture West's goal is to recruit members, attendees and sponsors by creating customer satisfaction and "delight" with high-quality educational resources on business start-up and growth issues as well as invaluable networking opportunities.

Building a Community

Our collective membership represents the knowledge and experience of many businesses over many years and that information can replace the trial and error approach of an inexperienced entrepreneur. *Attendees also have the chance to network with potential customers and gain exposure for their business.* This community can support successful entrepreneurs that have a visible and material impact on Wyoming's economic development.

Offering Education

Learning the details of entrepreneurship and startup business practices can be a daunting challenge for aspiring entrepreneurs, service providers, and financial and economic development professionals. Venture West's programs invariably include an "insider's" view of entrepreneurship and startup business issues, highlighting the complex and fast-changing practices that are not typically found in other business circles. Additionally, Venture West organizes programs that are specific to the business climate faced by entrepreneurs in Wyoming and that celebrate successful entrepreneurs in Wyoming.

Providing Leadership & Advocacy

Establishing a successful climate for entrepreneurship requires a clear and sustained celebration of entrepreneurial activities and success stories. It also requires that established segments of the Wyoming business community connect with and support new business ventures in the state. Creating this "entrepreneur-friendly" climate requires facilitators for these activities. Some of the facilitation cannot be performed by existing economic development organizations and is outside of the mandate of existing business alliance groups. Further, when that climate is established and a healthy entrepreneur community exists in Wyoming, organizations are needed to advocate on behalf of that community.

BENEFITS OF MEMBERSHIP

- ♦ Increased awareness of business resources
- ♦ Networking opportunities
- ♦ Cost-breaks on dinner and workshops
- ♦ Monthly newsletter "Wyoming Bootstrap"
- ♦ Membership directory
- ♦ Members-only events

Future Focus

- Expand our sponsorship base and raise \$100,000 for 2007 operations
- Implement membership drive for 2006-2007
- Hire Executive Director in 2007
- Establish Venture West office in the Wyoming Technology Center
- Develop Angel Network with focus on regional investment opportunities
- Host four meetings in 2007 including a Capital Formation Conference in September
- Host business plan writing workshop for University of Wyoming's 10K Business Plan Competition.

According to the SBA Office of Advocacy Small Business Profile of Wyoming (2005), there were an estimated 56,740 small business in Wyoming in 2004. There were 2,519 new employer businesses in 2004, an increase of 4.1 percent from previous year. The number of self-employed persons increased in 2004 by 7.3% to 45,451.

While this segment represents significant growth opportunity, there are several potential barriers that impact small business development including:

- Limited access to markets
- General lack of a business community experienced with business start-up issues
- Critical lack of start-up capital

Venture West provides entrepreneurs the environment to “learn the ropes”, to assemble the right support team, and to locate the necessary tools to meet these challenges.

The participants that Venture West has successfully recruited to past meetings include:

Entrepreneurs: Business owners, students, College/University leaders. For the most part, this segment includes small businesses owners with limited resources for start-up expenses, training and marketing.

Investors and Financial Resources: Bankers, SBA lenders, angels, retired eagles, and out-of-state (regional) Venture Capitalists. This segment includes financial resources that may be looking to get involved with startup companies or may be interested in general economic development.

Service Providers: Attorneys, accountants, management consultants and advertising agencies. This segment includes professionals whose business is predicated on finding new business clients.

Economic Development and Government Agencies: Government leaders and elected officials; representatives from Chambers, economic development organizations and government agencies. This segment includes government representatives whose core mission is to facilitate economic development.

Media: Media representatives from local and regional publications. This segment includes reporters that need to cover trends and events in general business and specific industry sectors.

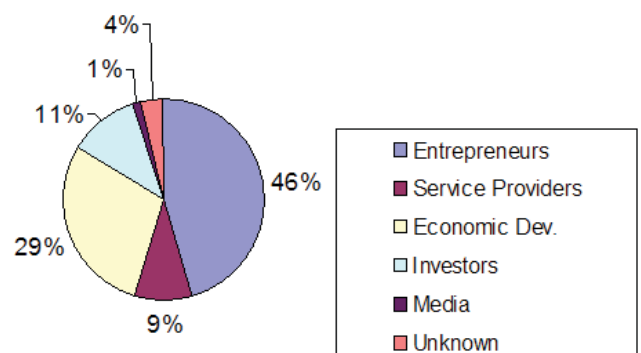
Target Market: Entrepreneurs

A review of the attendees for previous meetings shows that the two largest market segments, entrepreneurs (45%) and the economic development professionals (29%), have represented the majority of attendees.

From October 2000 – June 2006, Venture West has had an estimated 1,000 attendees participate in our evening programs. Since May of 2004, 100 participants have attended five scheduled workshops.

Clearly, Venture West needs to continue to penetrate the entrepreneur market segment, while also expanding our marketing strategy to include the service providers and investors.

**Meeting Attendees
2000-2006**





How To Participate

Become a Sponsor

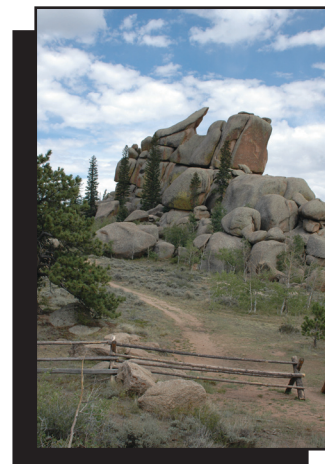
Since it is an all-volunteer organization, Venture West must depend on revenue from its meeting registrations and on the kindness of its sponsors. Currently, Venture West has no monies available to support direct labor for the organization. In addition, the organization must borrow equipment and other resources in order to organize its meetings. To date, cash and in-kind sponsors have provided substantial support for the club. In order for the club to stabilize long-term, that support needs to be expanded and institutionalized.

Become a Member

If you are trying to build or grow your business, then you need to: hear from experienced entrepreneurs that have raised capital, network with investors that have capital to invest and learn what you need to give-up for what you can gain. The opportunity to network with peers as well as government leaders provides value far in excess of the cost of membership. Benefits of membership will include discounts on program and workshop fees, listing in membership directory, participation in members-only events and receipt of a monthly "Wyoming Bootstrap" newsletter.

Become a Volunteer

Venture West has an acute need for more volunteer support. Roles with a variety of time commitments are typically available. The club is continuing to seek out volunteers that can share the current volunteer commitment to supporting entrepreneurship in Wyoming. Contact one of our Board members to find out how your can help advance our entrepreneurial community.



Quarterly Dinner Programs	Quarterly Workshop Fees	Membership Investment
Discounted price for members \$40 for non-members	Free for members \$25 for non-members	Annual Dues - \$50

Sponsorship Investments

Seed Contributor \$1,000 and in-kind	Startup Contributor \$3,000	Expansion Contributor \$7,500	IPO Contributor \$20,000
Benefits Include: Website Recognition, One Free Membership	All Seed Contributor benefits plus: Media Recognition - Meeting site power points & handouts	All Seed and Startup Contributor benefits plus: Advisory Board seat - Industry Exclusivity	All Seed, Startup and Expansion Contributor benefits plus: Venture West Board seat - Advisory Board chair
Bootstrap Newsletter	One annual solicitation email to historical database (1000+ names)	One annual dinner meeting or workshop sponsorship per year	Naming attached to Capital Formation Conference
Recognized on meeting attendee list		Preferred Status at 2007 Capital Formation Conference	Preferred Status at 2007 Capital Formation Conference



Past Programs

The following list includes all presenters that have participated in Venture West meetings from October 2000 to September 2007.

PAST PROGRAMS			
DATE	LOCATION	PROGRAM TOPIC	SPEAKERS/PANELISTS
October 2000	Laramie 97 attendees	How a Venture Club Can Help You	Tory Brown, Venture Network Inc.; Kevin Schaff, Webb Interactive; Scott Binning, WyBinCo; Tom Bissmeyer, Gastar Exploration; Kathy Kregel, Fort Collins Virtual Incubator; Bill Croyle, Asset Growth Partners
February 2001	Jackson 80 attendees	In the Crossfire: Entrepreneurs vs. Investors	Kevin Burgess, Big Horn Valve; Steve Grizzell, Utah Technology Finance Corp; Mick Stadler, The Chancellor Fund; Laurie Wagner, MD-IT, Inc.
May 2001	Sheridan 129 attendees	Bridging the Gap: Matching Investors and Companies in Wyoming	Neil "Mick" McMurry, Nerd Energy, Inc.; Tom Perkins, Phoenix Fuel Corp.; Joseph Schuchert, Kelso & Co.; Jay Stender, Aspect Consultant Group, LLC.
September 2001	Cheyenne 91 attendees	An Entrepreneur's Journey	Keith Richards, Sierra Trading Post
March 2002	Casper 74 attendees	Playing the Venture Game- Covering Your Legal Bases	John Backlund, Backlund & Associates; Mark Levy, Holland & Hart LLP; Michael Petera, VoiceViewer Technologies; Alan Peryam, Attorney; James Walker, Rothgerber Johnson & Lyons, LLP
May 2002	Thermopolis 52 attendees	Nurture or Nature? Growing vs. Attracting Businesses in Wyoming	Tucker Fagan, Wyoming Business Council; David Reetz, Powell Valley Economic Development Alliance; Peter Genereaux, Utah Information Technology Assoc.; Joseph Bell, Entrepreneurship Center, University of Northern Colorado; Dennis Curran, Wyoming Business Report
August 2002	Gillette 69 attendees	Diversifying Off Your Boom!	Dennis Anderson, Genesis Equity Fund; Ron Baird, Colorado Venture Centers Inc.; Susan Bigelow, Campbell County Economic Dev. Corp.; Roice Nelson, Walden 3-D Graphics
October 2002	Powell 57 attendees	Valuing Early Stage Companies	Cheryl Bostater, Ehrhardt Keefe Steiner & Hottman PC; Scott Kingsley, Phoenix Fuel Corp.; Richard Stuebi, Next Wave Energy
March 2003	Laramie 76 attendees	Venture Capital in Wyoming	Gary Bloomer, CVM Equity Funds; Cynthia Lummis, State of Wyoming; John Fitzgerald, Arnold & Porter; Ben Avery, Wyoming Business Council
May 2003	Casper 48 attendees	Entrepreneur Feature: Stories from the Trenches	Sandra Brittain-Pescion, Denali Ventures; James Arkebauer, Rockies Venture Club; Alan Peryam, Start-up Legal Counsel
August 2003	Rock Springs 20 attendees	MIT-style forum	Ronald Benson, Haddington Ventures, LLC; Tory Brown, Venture Network, Inc.; Sandra Robnett, Syntek Resource Corp.
October 2003	Jackson	Wyoming entrepreneurs: Lessons learned	John Pope, WellDog Inc; Even Brande, Handel Technologies Inc.; Mike Petera, VoiceViewer Technologies
May 2004	Laramie 24 attendees	Workshop: Financing the Growth of Your Business	Lynn Jones, WSBDC; Kevin Schaff, Thought Equity; Nathan Wilkins, Waxberry Inc.; Mike Peck, First Interstate Bank; Ben Avery, Wyoming Business Council; Brian Knitt & Phil Parrot, Cheyenne Capital Fund
	Laramie 38 attendees	Evening Program: Leading at the Speed of Growth	Dr. Jana Mathews, Author
Table continued on following page.			

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DATE	LOCATION	PROGRAM TOPIC	SPEAKERS/PANELISTS
July 2004	Laramie 20 attendees	Workshop: Business Plans that Work: Is Your Ready for Broadway	Sandra Robnett, Aliza Sherman, Ben Avery and John Pope
	Laramie 40 attendees	Evening Program: 2nd Annual Entrepreneur's Pitch	David Eastman, Prospector Equity Capital LP & Hunter Capital Group LLC; Steve Grizzell, CEO, UTFC Financing Entrepreneurs; Mark Zetter, Sacramento Angels & Amplify Ventures
October 2004	Laramie 48 attendees	Evening Program: Energizing Wyoming's Economy: A bootstrap approach – Using home-grown entrepreneurship to create a garden of sustainable growth.	Michael Shuman, Attorney, Economist and Author.
February 2005	Laramie 16 attendees	Workshop: Killer Business Plans- It's Your First Impression, Knock 'em Dead	Brian Knitt, Cheyenne Capital Fund Mark Soane, Appian
May 2005	Laramie 16 attendees	Workshop: What It Takes To Mature Your Business Plan	David Langiulli, Business Vector; Shaun Andrikopoulos, Solitude Management; Pete Dubler, Effectively Creative; Wayne Greenberg, WellDog Inc./CTEK Angels
	Laramie 42 attendees	Evening Program: 3rd Annual Entrepreneur's Pitch	Heath Van Eaton, Heartland Biocomposites; David Langiulli, Business Vector; Shaun Andrikopoulos, Solitude Management; Pete Dubler, Effectively Creative; Wayne Greenberg, WellDog Inc./CTEK Angel
January 2006	Laramie 24 attendees	Workshop: Killer Business Plans-It's Your First Impression, Knock 'em Dead	Bill Schepeler, Wyoming SBDC Brian Knitt, Cheyenne Capital Fund
June 2006	Laramie 24 attendees	Workshop: Entrepreneurial Insights into Writing (And Rewriting) Your Plan	Ben Avery, Moderator; Mike Petra, VoiceViewer Technologies; Randy Kramer, KLM Processes
	Laramie 42 attendees	Evening Program: 4th Annual Entrepreneur's Pitch	Sandra Robnett, Moderator; Frank Mendocino III, Access Venture Partners; Kyle Geffre, First Interstate Bank; Jon Benson, Wyoming Technology Business Center
October 2006	Laramie 22 attendees	Workshop: On Your Mark, Set, GO!	Dr. Bridgette M. Braig, marketing consultant, researcher and educator
	Laramie 40 attendees	Evening Program: Entrepreneur Feature - Stories from a Startup	Dr. Brooks Mitchell, serial entrepreneur
January 2007	Laramie	Workshop: Killer Business Plans-It's Your First Impression, Knock 'em Dead	Bill Schepeler, Wyoming SBDC Brian Knitt, Cheyenne Capital Fund
March 2007	Laramie 52 attendees	Workshop: How to Start a Company with Nothing	Mike Kemetz, CEO, IDES-Integrated Design Engineering Systems ; Scott Tafel, CEO, Windrider; Technologies; Angela Faxon, Principle, Turtle Rock Coffee; Cliff Brown, CEO, ADA Technologies Inc.
	Laramie 65 attendees	Evening Program: Entrepreneur Feature- Delta Nu's Story, From UW Spinout to Successful Exit	Dr. Keith Carron, Co-Founder, Delta Nu
June 2007	Laramie 14 attendees	Workshop: Build Your Company with Good People	Frank Mendicino III, Managing Director, Access Venture Partners; Jack Bedessem, President, Trihydro Corporation; Kevin Kershnik, President, Pertech Resources; Kevin Shultz, CEO – SITCO
	Laramie 47 attendees	Evening Program: Entrepreneur Feature - How We Build and Rebuilt Our Management Team	Kevin Schaff, CEO, Thought Equity Motion
September 2007	Laramie 38 attendees	Evening Program: 5th Annual Entrepreneur's Pitch	Charles Walsh, Angel Investor Gary Held, C-TEK Brian Wallace, Access Venture Partners