



Launch Dayton

# STARTUP WEEK

*in-person + online, Sept. 13-16, 2021*

*Thank you to our generous title sponsors!*



## Agenda — Monday, Sept. 13

All of Monday's main stage sessions will be held in the Arcade Rotunda. Join us in-person by entering the Dayton Arcade via The Hub Powered by PNC, at 31. S. Main Street, downtown Dayton. Park at the Reibold Garage on Fifth Street, or park at meters available around the building.

### 8:45 a.m. Kickoff

#### Living Room Co to \$15M Contract

9 a.m.

Mile Two founders Jeff Graley and Jorge Sanchez talk about growing from a four-man shop during the first Startup Week to landing a \$15M government contract in early 2021.



#### Maximize The Money You Have

10 a.m.

Financial guru Emerald Sparks & Arcani Coil Care founder Jerricha Hoskins will talk about getting out of the mindset that someone else will give you money to launch your business.



#### Doing Business in 2020

11 a.m.

A panel of business owners will discuss the challenges of the pandemic and rising hate crimes, as well as opportunities stemming from the recent push for racial justice



#### Lunch + Launch Dayton Startup Week Startup Market

9 a.m. -  
8 p.m.

Shop + Eat Local at Launch Dayton Startup Week 2021! Pop out to one of our yummy downtown Dayton restaurants for lunch, or grab eats from a vendor at the Launch Dayton Startup Week Startup Market, held all day in the Rotunda in collaboration with Tae Winston, founder of The Entrepreneurs' Marketplace, Shoppe & Connection. Two dozen vendors will be onsite over the course of the day.

## Agenda — Monday, Sept. 13

### Marketing Debunked

1 p.m.

Marketing experts will debunk the most common marketing myths they hear from clients looking to launch or grow their business on a budget.



### Don't Hire Your Friends + Other Advice for Founders Gearing Up

2 p.m.

Husband + wife founder duo Kyle & Bethany will share how to expand your customer list, empower employees, and grow your business while building your community.



### One Founder's Secrets to a \$90M Exit

3 p.m.

Neurosurgeon turned entrepreneur & investor Dave Kirschman will share his story, from launching his first company between medical residency shifts to building X-spine Systems up for a \$90M exit. His current company, Aerobiotix, produces an air filtration system for operating rooms.



### Meet a Black-Owned Startup in the Cannabis Industry

4 p.m.

Nickole Ross, cofounder of the only minority-owned and Black woman-operated processing facility in Ohio's burgeoning cannabis industry, will sit down with What's The Biz founder Te'Jal Cartwright to talk about breaking into an industry that has disproportionately harmed her community.



6 p.m.

### Launch Dayton Startup Week Pitch Competition!

## Agenda — Monday, Sept. 13

### 6 p.m. — Launch Dayton Startup Week Pitch Competition

12 companies will pitch for up to \$5K in cash + prizes! The tech industry and main street businesses will be represented. Meet the pitching founders:

#### Tech-based



#### Main Street



## Medtech Agenda – Tuesday, Sept. 14

The morning regulatory workshops will be held in the Koorndyk Room in The Hub Powered by PNC, at 31. S. Main Street, downtown Dayton. Park at the Reibold Garage on Fifth Street, or park at meters available around the building.

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### Product Regulation and Regulatory Strategies Workshop

9 a.m. -

10:30a.m.

Alison Sathe will walk you through how to craft a regulatory strategy and how to work with the FDA to get the results you need.

### Right Size Quality Management Systems in MedTech Startups

10:30 a.m.

- 12 p.m.

In her second workshop, Alison will take you thorough what Quality Systems are needed, as well as when & how to implement them.



### Lunch Break

12 p.m.

Support our local business community by popping out to a downtown Dayton restaurant for lunch!

# Medtech Agenda – Tuesday, Sept. 14

The afternoon sessions will be held in The Tank at the Dayton Arcade. Join us in-person by entering the Dayton Arcade via The Hub Powered by PNC, at 31. S. Main Street, downtown Dayton. Park at the Reibold Garage on Fifth Street, or park at meters available around the building.

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## Incorporating Automation into Medical Device Manufacturing

1 p.m.

Automation has the potential to improve the quality, accuracy, and repeatability of processes found in medical device manufacturing. Understand the difference between manual stations, semi-automated systems, and fully-automated systems, and learn how to evaluate what level of automation you need.



## Successfully Navigating the Medical Device Development Process

2 p.m.

Developing a medical device is an extensive undertaking that requires expertise in engineering, manufacturing, regulatory affairs, and quality assurance. This session will take attendees along the journey of creating a medical device from concept to market and provide high-level strategies to consider along the way.



## Accessing & Engaging DoD Resources for Medtech Founders

3 p.m.

Clear and consistent communication between innovators and the DoD is critical if companies hope to secure funding, demonstrate their technology, or land a contract. This session introduces DoD Science & Technology Scouts and points the way to information that improves the likelihood of successful engagement with buyers and decision makers.



4 p.m.

## Social + Networking Hour

# Biz 101 — Tuesday, Sept. 14

Our Tuesday business-building & marketing workshops will be held in The Square at The Hub Powered by PNC, 31. S. Main St., downtown Dayton. Park at the Reibold Garage or at meters around the building.

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## Are You Really Ready to be an Entrepreneur?

1 p.m.

Entrepreneurship is glamorized, but have you actually asked what it takes to be successful? What lifestyle you want? Why you're doing it? Take a self-assessment to better understand which entrepreneurial characteristics you have, which you need to improve, and how to be strategic in starting or revitalizing your entrepreneurial journey.



## Create a 10-Day Business Plan

2 p.m.

Katie Hill, EIR at the Entrepreneurs' Center, will walk you through a modified planning process that gets you ready for banks, investors, or managing your business growth in 10 short days.



## Bookkeeping Basics

3 p.m.

During this session we will examine the financial management cycle, discuss bookkeeping software options, review how to use bookkeeping to leverage your numbers to make smarter decisions.



## 4 - 8 p.m. Networking + Social + Elevator Pitches

## Market Research: Working With Personas & Audience Insights

5 - 8 p.m.

For the first 90 minutes, Israel Olaore from LMG & Danielle Phillips from GuideBeam Digital Marketing will show you how to do basic market research to develop & use marketing personas. In the second 90 minutes, Israel and Danielle will advise you as you dig in & do the work to develop these personas for your specific business.



## SaaS Agenda – Tuesday, Sept. 14

The SaaS workshops will be held in The Tank at the Dayton Arcade. Join us in-person by entering the Dayton Arcade via The Hub Powered by PNC, at 31. S. Main Street, downtown Dayton. Park at the Reibold Garage on Fifth Street, or park at meters available around the building.

Thank you to our SaaS track  
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### What Does It Really Cost to Develop an App?

5 p.m.

A panel of software developers + experts will have a frank conversation on what it costs to develop software and offer ways for people without that cash on hand to get to that MVP faster.



### Positioning Your Tech Startup for a Funding Round

6 p.m.

Inphlu, a startup specializing in social media automation, just closed its successful \$500K pre-seed funding round. Founder Josh Reid will share his advice on how to position your company for a half-million dollar raise, and how to embrace the uncomfortable to succeed as an entrepreneur.



7 p.m. Social Hour in The Tank

# Artists + Creative Entrepreneurs – Wed., Sept. 15

These talks & workshops will be hosted in The Contemporary — Dayton's main gallery in their new home at the Dayton Arcade. Enter via The Hub Powered by PNC, 31 S. Main St. Park at the Reibold Garage on Fifth Street, or park at meters available around the building.

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## 12:30 p.m. Welcome + Explore the Current Exhibits at The Contemporary

### Art Is My Day Job — Rodney Veal | Thomas Troutman | Michelle Hayford

1 p.m.

Our panel of fulltime artists will talk about major mistakes they made and how they overcame them, finding work-life balance, and overcoming imposter syndrome to establish yourself as an artist.



### Getting Funded as an Artist — Ann Kim | Mychaelyn Michalec | Jesseca Ynez Simmons | Furaha Henry-Jones

2 p.m.

This panel of artists will talk about how to find grants & opportunities, common materials needed for applications, how to craft an artist statement, and how to meaningfully talk about your work to people outside your field.



### Paperwork for the Creative Entrepreneur

3 p.m.

Many artists weren't prepared to take advantage of relief programs when COVID hit. Financial guru Emerald Sparks will share paperwork you need in place (think business accounts, tax IDs) to go forth and do art and know that you're covered.



### How to Build Your Audience — Ace Metaphor | Candace Hester | Julie Riley | Phillitia Charlton

4 p.m.

There are many ways to build audiences, from social media to grassroots relationships. This panel will share their experiences & talk social media fans versus customers — which do you need when, and how do you convert one to the other?



## Food/Retail – Wednesday, Sept. 15

These talks & workshops will be hosted in The Tank at the Dayton Arcade. Enter via The Hub Powered by PNC, 31 S. Main St. Park at the Reibold Garage on Fifth Street or at meters around the building.



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### From Chef to CEO

1 p.m.

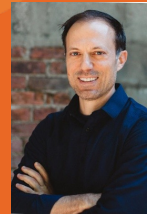
Elizabeth Wiley has been running successful restaurants for 20+ years. In this fireside chat with up-and-coming Cookieologist founder Isiah Davis, Wiley will talk about transitioning from the cook line to scale a business, share insights gleaned from operating through a pandemic, and touch on details from setting prices to developing a closing checklist.



### I've Outgrown My Production Space, Where Do I Go?

2 p.m.

How do you know you've outgrown your home production space? How do you know when you need third party bottling/manufacturing/logistics? Where can you go for space or services? Third Wave Water's Charles Nick & Mutt's Sauce's Charlynda Scales share their insights.



### Make Your Storefront Work For You

3 p.m.

How much do you want your business to earn? Business guru Teresa Peretta will teach you how much you have to sell to make that work, down to the week, day and hour. She'll also talk e-commerce strategies and ways to leverage multiple revenue streams to make your storefront work for you.



### Tech Startup Mindset Meets the Hospitality Industry

4 p.m.

The Idea Collective is responsible for Dayton's most cutting-edge new spots, including Tender Mercy & Sueno. The founder team will share how they pulled processes from the tech startup world to raise private investment and build a scalable business model for hyper-local restaurants.



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5 p.m.

### Aviatria presents: Million-Dollar Women Founders

In this keynote panel, woman founders of million-dollar+ businesses will offer insights from their journeys including how fast you can expect to grow, how to add a new product or service to your company, when to expand locations and how to choose where, and how to build the right team to get you to that million-dollar pay day.



6 p.m.

### Are You Actually Ready For Retail Shelves?

You've got your product, but how is your branding? The Entrepreneurs' Shoppe, Second Street Market, and Gem City Market often offer budding local entrepreneurs their first shot at retail shelves. Leaders from each retailer will talk about what they look for when they stock shelves to determine if a small business owner is serious about pursuing business growth.



7 p.m.

### Product Photography Tutorial

Social media gurus Taylor Hudson and Abby Hofrichter will teach you how to plan your social media content, including how to select a topic and image for a post, and how to actually get the perfect shot.



6 - 8 p.m. Networking + Social

## Scale-up — Wednesday, Sept. 15

These talks & workshops will be hosted in the third-floor classrooms at The Hub Powered by PNC, 31 S. Main St. Park at the Reibold Garage on Fifth Street, or park at meters available around the building.

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**Entrepreneurs'  
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POWERING PROGRESS & PROSPERITY

### Create a Clear Value Proposition

**1 p.m.**

Do you understand what problem you're solving for your customers? Can you clearly articulate that value you offer? You'll be able to answer "yes" to both of those questions after this value prop workshop with Entrepreneurs' Center's LeKeisha Grant.



### Know Your Numbers: Financial Projections Workshop

**2 p.m. -  
4:30 p.m.**

Entrepreneurs' Center's Katie Hill will help you dig into your numbers. Demystify your financial projections so your business doesn't put you out of business.



### Seek Investment

**5 p.m.**

Venture Capital isn't the only type of investment funding out there. Entrepreneurs' Center's Kim Frazier will share other investment models available in the region, and tips on how you can tap into them to fund your startup.



**6 p.m.      Social + Networking in The Tank**

# Defense — Thursday, Sept. 16

These talks & workshops will be hosted in The Contemporary — Dayton's main gallery in their new home at the Dayton Arcade. Enter via The Hub Powered by PNC, 31 S. Main St. Park at the Reibold Garage on Fifth Street, or park at meters available around the building.

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## 12:30 p.m. Keynote Kickoff

### Leverage the Gov't to Launch Your Defense Company

Hear experiences from diverse entrepreneurs who have connected into Wright Patterson Air Force Base and beyond. Learn which local programs to connect with to get your foot in that federal door, how tapping SBIR and STTR funding can help you build your company, and how to get your final products into hands that can make a difference.

1 p.m.



### Government Proposals: The Good, the Bad, and the Ugly

Darrell Lochtefeld, who has been both a proposal writer and a proposal reviewer, will share his horror stories from the field. Learn what to do, and more importantly, what not to do, as you pursue federal funding and draft federal contracts.

2 p.m.



### The Contract is Signed: Here are the Mistakes You're Going to Make

The government operates differently than the average private corporation. Infinite Management founder Lisa Coker leads this panel on how to prepare for those differences, from securing capital to carry you to pay day to getting security clearances for employees. She'll offer a peak into real timelines to get on contract and an overview of contract vehicles and what that means.

3 p.m.



## 4 p.m. Social + Networking in The Tank

## ***Future Tech, Thursday, Sept. 16***

These talks & workshops will be hosted in The Tank at the Dayton Arcade. Enter via The Hub Powered by PNC, 31 S. Main St. Park at the Reibold Garage on Fifth Street or at meters around the building.

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### **Flying Cars & Other Drones of Tomorrow**

**5 p.m.**

Dayton is a hub for research and development in the unmanned aerial vehicle (UAV) industry. Local leaders and officials discuss what's on the horizon for flying cars, drone grocery delivery and more.

### **The Next Medtech Frontier**

**6 p.m.**

Area healthcare leaders share what's next in the future of the healthcare industry

**7 p.m.**

**Social/Networking in The Tank**

## Marketing Workshops – Sept. 14 + 16th

These talks & workshops will be hosted in The Square at The Hub Powered by PNC, 31 S. Main St. Park at the Reibold Garage on Fifth Street, or park at meters available around the building.

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***Tuesday, Sept. 14***  
5 - 8 p.m.

### Market Research: Working With Personas & Audience Insights

For the first 90 minutes, Israel Olaore from LMG & Danielle Phillips from GuideBeam Digital Marketing will show you how to do basic market research to develop & use marketing personas. In the second 90 minutes, Israel and Danielle will advise you as you dig in & do the work to develop these personas for your specific business.

***Thursday, Sept. 16***  
5 - 8 p.m.

### Make Your Marketing Adventure Map

For the first 90 minutes, Israel Olaore from LMG & Danielle Phillips from GuideBeam Digital Marketing will explain what platforms and assets you should have in your digital marketing and how to make those platforms work together to require the least amount of energy from you. In the second 90 minutes, you'll develop a digital marketing plan for your business as Israel and Danielle offer guidance.