



November 10, 2011

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Nov. 16 Entrepreneurship Forum at Cal Poly to Spotlight Innovation in Entertainment

SAN LUIS OBISPO – Cal Poly's Center for Innovation & Entrepreneurship will hold its November Entrepreneurship Forum Event from 5 to 7:30 p.m. Wednesday, Nov. 16, in the Pavilion at the Performing Arts Center on campus.

The event, titled "Inventing Next-Generation Entertainment: Profiting from the Disruptive Convergence of Film, Television, Music, Gaming and Computing," is open to students, faculty, staff and the public.

The evening will begin with the Ray Scherr Elevator Pitch Competition finalists. Students will pitch their entrepreneurial projects to the audience and vie for prizes.

A panel discussion will follow the competition. Panelists include Thomas McAlevey, CEO at Radical.FM; Phillip Moses, owner and executive producer for Meridian Filmworks; David Thayer, president of Aspect Studios; Joseph Beyer, director of digital initiatives for Sundance Institute; Bob Moczydlowsky, vice president of product and marketing for Topspin Media; and Foaad Khosmood, Cal Poly Computer Science and Computer Engineering professor.

"We have not yet experienced the ultimate in entertainment media, nor do we understand the motivation to participate in multiple entertainment stimuli using digital technology," said Harvey Levenson, head of Cal Poly's Graphic Communication Department. "This forum is an excellent way to highlight entrepreneurs and student initiatives in music, social media, movies, reading, streaming video and more."

An interactive media experience, created by Expressive Technology Studios students, will be presented following the panel.

The Center for Innovation & Entrepreneurship is partnering with Cal Poly's Expressive Technology Studios. The November Entrepreneurship Forum Event is part of a series of events hosted by Cal Poly's Center for Innovation & Entrepreneurship. Forums provide an opportunity to meet student entrepreneurs and learn about their projects, network with local and national innovators and business people, and learn more about the center's activities. Refreshments are served.

The November forum is sponsored by Digital West Networks Inc. of San Luis Obispo. For more information or to register for the free event, go online to <http://ecenter.calpoly.edu>.

About The Cal Poly Center for Innovation & Entrepreneurship:

The center is designed to open the world of entrepreneurial opportunity to Cal Poly students and faculty members and promote entrepreneurial activity, scholarship and dialogue across the university and throughout San Luis Obispo County.

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