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Cal Poly Entrepreneurship Forum to Discuss Startup Funding on Feb. 3

SAN LUIS OBISPO —Finding funding for early-stage startups is the focus of a Cal Poly Center for Innovation and Entrepreneurship Forum scheduled 4:30 to 7:15 p.m. Tuesday, Feb. 3, in the Cal Poly Performing Arts Center Pavilion

"The challenge of knowing both who to ask and how to ask for money frustrates many young entrepreneurs," said Jon York, CIE faculty director. "We want students to understand the many resources available to help finance their ideas."

The forum will also engage community business owners who are exploring finance options to expand established companies.

The PEN (Pitches, Exhibits and Networking) portion of the evening will simulate a trivia game show, centered around important vocabulary and information in the startup funding world. Attendees will compete with each other while learning about core finance and emerging ways of funding a startup.

The evening's panel will be moderated by Tom Katona, an assistant professor of innovation and entrepreneurship at Cal Poly. Panelists include Nicholas Larson, a member of the band Próxima Parada; Arlin Krigel, co-founder and CEO of MegaMatter, a green chemistry startup based in San Luis Obispo; Andrew DeMille co-founder & COO of Edufii, a cloud-based coaching plat-form; and a venture capitalist to be announced.

CIE forums unite the Cal Poly and San Luis Obispo entrepreneurial communities. Guests can network with local and national innovators, meet student entrepreneurs, and learn more about CIE resources and services.

CIE is offering its Pioneer Pass Holder program for the second year. This annual \$100 pass gives holders expedited registration, access to special industry events, and more. It also supports entre-preneurship and innovation efforts at Cal Poly.

The forum is free and open to the public; advance registration is required. For more information and to register, go to februaryforum2015.eventbrite.com.

About the Cal Poly Center for Innovation & Entrepreneurship
CIE opens a world of entrepreneurial opportunity to Cal Poly students and faculty members and promotes entrepreneurial activity, scholarship and dialogue across the university and throughout San Luis Obispo County.

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