

**FALL 2023****NORTHERN INNOVATION AND STARTUP CENTER**

# EVENTS AND WORKSHOPS

**AUG. 8****3:30-4:30 P.M.****STARTUPS 101: ESSENTIAL STEPS FOR LAUNCHING YOUR BUSINESS**

Whether you're an aspiring entrepreneur or already on your business journey, this workshop will empower you to overcome misconceptions, leverage resources, and develop a solid business plan. Kelly will provide a comprehensive introduction to starting your own business, covering the fundamentals of entrepreneurship with a focus on tech startups, including key aspects of business planning.

*Kelly Weaver, S.D. Small Business Development Center*  
**Location:** K.O. Lee Library

**AUG. 29****3:30-5 P.M.****FUNDING FOR SCALABLE STARTUPS**

This workshop will include a discussion around early-stage funding for startup companies. Tom and Olaf will discuss the advantages of bootstrapping (self-funding) vs. raising investor capital. Other topics will include funding sources available to South Dakota entrepreneurs. Traditional banking options and loan programs will also be covered as avenues for funding startup ventures.

*Tom Eitrem, Enterprise Institute and Olaf Hansen, Dacotah Bank*  
**Location:** Beulah Williams Library, NSU

**SEPT. 12****4-5 P.M.****BUDGETING 101: ALIGNING BUDGETS WITH ENTREPRENEUR'S VALUES, GOALS, AND CONSTRAINTS**

In this comprehensive workshop, Josh will cover the essentials of budgeting, including the creation of pro forma financials necessary for business plans, enabling participants to establish a solid financial framework for their entrepreneurial venture.

*Professor Joshua VanLaecken, NSU*  
**Location:** K.O. Lee Library

**SEPT. 21****3:30-5 P.M.****IDEATION WORKSHOP**

Interactive workshop to help tech entrepreneurs explore big and disruptive ideas to spark business ideas and creative designs.

*Dr. Dan Shannahan and Dr. Sal Villegas, NSU*  
**Location:** Beulah Williams Library, NSU

**SEPT. 26****4-5 P.M.****LIGHTS, CAMERA, ACTION: CREATING CAPTIVATING PROMOTIONAL VIDEOS**

Learn about media advertising models, different types of television and radio/podcast ads, and how (as a client) to cowrite an effective ad campaign with a commercial production expert. Jason will discuss how to best promote your business to target customers.

*Professor Jason Knowles, NSU*  
**Location:** Beulah Williams Library, NSU

**SEPT. 28 - NOV. 16****3:30-5 P.M.****INCUBATION PROGRAM**

Every Thursday over 8 weeks, participants will refine business ideas and build startups from the ground up.

*Dr. Dan Shannahan and Dr. Sal Villegas, NSU*  
**Location:** Beulah Williams Library, NSU

**OCT. 24****4-5 P.M.****PROTECTING CREATIVITY: UNLEASHING THE POWER OF INTELLECTUAL PROPERTY**

Safeguarding your innovative concepts is essential. Discover the intricate world of intellectual property as this workshop explores the legal framework and procedures involved in protecting innovative ideas and inventions. We will cover areas of intellectual property protection including patents, trademarks, copyrights, and what sets them apart from each other.

*Jeffrey Proehl, Registered Patent Attorney - Woods, Fuller, Shultz & Smith*  
**Location:** K.O. Lee Library

**NOV. 15****9 A.M.-4 P.M.****TECHNOLOGY AND ENTREPRENEURSHIP SUMMIT**

Join us for Northern's first Technology and Entrepreneurship Summit, where industry leaders, innovators, students, and aspiring entrepreneurs converge for a dynamic event focused on the intersection of technology and entrepreneurship, featuring insightful discussions, networking opportunities, and engaging presentations by tech experts and successful entrepreneurs.

The keynote speaker, Dr. Radhika Dirks is a trailblazing tech visionary who has harnessed the power of artificial intelligence to drive groundbreaking innovations on a grand scale. From enhancing human cognition to discovering novel pharmaceuticals and automating scientific experiments, her work embodies the pursuit of ambitious moonshots that have the potential to revolutionize our lives and perspectives. Amidst the rapid advancements in generative AI, Dr. Radhika Dirks emerges as a pivotal figure, shaping the discourse and charting the course for a future of boundless possibilities.

**Location:** Johnson Fine Arts Center, NSU

**DEC. 6****1-3 P.M.****BETTER EVERY DAY - STORIES OF GRIT, GROWTH, AND GLORY**

John Meyer, Executive Director of Leadership South Dakota and founder of Lemonly, will be the keynote speaker for the BIG Idea Awards Ceremony, sharing his story and reflecting on his journey as an entrepreneur. The BIG Idea is a high school business competition promoting entrepreneurship, spurring creative thinking, and encouraging students to start a business.

**Location:** Johnson Fine Arts Center, NSU

**LOCATIONS****BEULAH WILLIAMS LIBRARY**

Northern State University | 1200 S Jay St, Aberdeen

**K.O. LEE PUBLIC LIBRARY**

215 4th Ave SE, Aberdeen

**JOHNSON FINE ARTS CENTER**

Northern State University | 1200 S Jay St, Aberdeen



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