



Growing Your Software Company to the \$100 Million Level

<u>Time</u>	<u>Segment</u>	<u>Length</u>
9:30am	Registration and Continental Breakfast	
10:00am	Introductions, Definitions and Goals	30
10:15am	Roadmap to a Corporate Vision – What eleven elements do you need to have a corporate vision? How do you develop this with your staff? How do you verify it can work? When must you adjust your vision and when do you stay the course?	35
10:45am	Building Your Management Team – The 20 Skills You Need on Your Team for Rapid Growth – Learn and objective and systematic approach to building your senior team. How do you know who you need and how to find them? What level of experience and personality types are needed for each key area of the business? How do you adjust as you out grow the current people and systems?	40
11:10am	Innovation and Risk Landscape Mapping – Many say today you must “Innovate or Die”. How do you institutionalize innovation? How do you evaluate the risk for each new innovation and get input? How do you communicate this to your team more effectively to manage those risks?	45
12pm	Lunch Break and Networking	60
1pm	Skunkworks Strategies – Managing Software Development at Light Speed – What 12 things when used together can increase software development productivity by 5 to 11 times average levels? The government has spent billions figuring this out – though they rarely do it right. We will look at what has made the most successful R & D projects ever so fast and efficient that some have developed products 30 years ahead of their time.	60

2pm	Entrepreneurial & Intrapreneurial Marketing and Branding – Marketing is becoming a greater challenge every year. How do you design and execute a marketing strategy that can scale your business without sucking capital? Everyone needs a branding strategy so how do you design and develop your brand without spending a fortune on unproductive image marketing?	70
3:10pm	Short Break	15
3:15pm	Managing Growth and Breaking Through Invisible Barriers – Shifting Management Gears to Scale – You need to shift your management gears and style five times between raw startup and a \$100 million business. How do you know when to shift and what changes to make in advance? How do you adjust your focus, time risk profile and other priorities as you grow?	60
4:15pm	General Q & A and Wrap up	15
4:30pm – 5:30pm	Networking session combined with other tracks (?)	