

Innovators' Forum

12:00 p.m. — 1:00 p.m.

Thursday, December 14th, 2006

Los Alamos Research Park, Conference Room 203A

“How Venture Capital Works and Why Some Companies Do Not Get Funded”

Brian Birk, Sun Mountain Capital

en·tre·pre·neur

\ˈän-tr&-p(r) &-ˈn&r, -ˈn(y)ur\

noun, [F, fr. OF, fr. *entreprendre* to undertake]:

one who organizes, manages, and assumes the risks of a business or enterprise

[Source: "entrepreneur." *Merriam-Webster Dictionary*. 2004.]

Did you know that venture capitalists, like start-ups, have to raise funding? Did you also know that last year, according to entrepreneur.com, out of approximately 125,000 interested parties, only 2,939—about 2.4 percent—secured venture capital funding?

Join us at the Los Alamos Research Park on December 14, between 12:00 and 1:00 p.m., to learn how the VC model works and why VCs are and should be picky, and what VCs look for in evaluating a potential investment. Brian Birk, who recently formed a boutique investment firm headquartered in Santa Fe, will tell his side of the story and explain how the model fits technology start-ups emerging from research institutions.

Speaker Bio:

Brian Birk has over 20 years experience as an operating executive and investor. During this time he has formed, led or co-sponsored private investments in numerous companies. Mr. Birk's experience ranges from setting corporate strategy for technology and life science companies at The Boston Consulting Group to helping establish and spin off companies from think tanks, like The Santa Fe Institute and Applied Minds, to conducting due diligence and structuring investments at Fort Washington Capital Partners and GE Capital. Mr. Birk is an accomplished entrepreneur and has led or assisted in the establishment of multi-million dollar partnerships and licensing agreements with firms like SAP, Sony, General Motors, Sun Microsystems, Procter & Gamble, Northrop Grumman, and others. Mr. Birk recently formed Sun Mountain Capital, a boutique investment firm headquartered in Santa Fe, New Mexico. Prior to forming Sun Mountain, Mr. Birk led the efforts of Fort Washington Capital Partners in the Western Region, where he managed New Mexico Co-Investment Partners, a \$46-million-dollar fund focused on New Mexico-based companies. In addition, Mr. Birk oversaw the New Mexico and Utah in-state Private Equity investment programs, which represent a \$425 million capital pool dedicated to regionally focused venture funds. In that capacity Mr. Birk has become familiar with the key markets and venture funds active in the Southwest and Rocky Mountain regions. Mr. Birk currently serves on several Boards and advisory committees. He earned a BS in Economics from Carleton College and an MBA from The Kellogg School at Northwestern University, where he graduated first in his class.

What is Innovators' Forum?

Entrepreneurs are the critical force behind innovation and new wealth creation in tech-based economies. Our mission is to provide innovators with a networking opportunity and fresh insights into the world of start-ups, spin-offs and the management of small, technology businesses.

Who should attend?

Entrepreneurs, innovators and all interested persons. The Forum is held during the lunch hour and all attendees are encouraged to bring their lunch. Drinks and cookies will be provided. For more information about Innovators' Forum, or to be added to the mailing list, please call Doruk Aytulu at 667-5315 or email doruk@lanl.gov

Innovators' Forum is sponsored by the Los Alamos National Laboratory (LANL) Technology Transfer Division, Technology Ventures Corporation (TVC) and the Los Alamos Commerce and Development Corporation (LACDC).