

TCOMM EVENT

September 27, 2012

HOLIDAY INN OAKLAND

\$25

WWW.DUQ.EDU/SBDC • 412.396.1633



SMALL BUSINESS DEVELOPMENT CENTER
600 FORBES AVENUE
PITTSBURGH, PA 15282
RETURN SERVICE REQUESTED



PRSR FIRST-CLASS
U.S. Postage
PAID
Permit No. 390
Pittsburgh, PA

THANKS TO OUR PARTNERS:

**Carnegie
Mellon
University**

**PITTSBURGH
BUSINESSTIMES**

URA
URBAN REDEVELOPMENT
AUTHORITY OF PITTSBURGH



**Pittsburgh
Technology
Council**



THE WEBB LAW FIRM
Patent | Trademark | Copyright Law

**Buchanan
Ingersoll
Rooney PC**
Attorneys & Government
Relations Professionals



ONLY \$25

2nd Annual TCOMM EVENT

For people and businesses creating and commercializing new technologies

Thursday, September 27, 2012

HOLIDAY INN PITTSBURGH AT UNIVERSITY CENTER (OAKLAND)

WWW.DUQ.EDU/SBDC • 412.396.1633



SBDC
PENNSYLVANIA
Small Business Development Center
Duquesne University
Helping businesses start, grow, and prosper.





TCOMM EVENT

Registration Information:

FULL-DAY REGISTRATION **ONLY \$25**
(includes continental breakfast,
luncheon and all event activities)

WALK-IN **\$50** will be
accommodated on a space
availability basis. Pre-registration
is strongly recommended.

WWW.DUQ.EDU/SBDC
412.396.1633

Location & Parking

Holiday Inn (Oakland area)
100 Lytton Avenue
Pittsburgh, PA 15213

Discounted parking is available
in the Holiday Inn parking lot or
UPMC garage.

Overnight Guests:

Holiday Inn (Oakland area)

A limited number of rooms have
been reserved for overnight guests.

412.682.6200 (mention TCOMM)

www.holidayinn.com/pit-univctr
use password "TCO"

www.duq.edu/sbdc
412.396.1633



Funding support and resources are provided by
the Commonwealth of Pennsylvania through the
Department of Community & Economic Development;
through a cooperative agreement with the U.S. Small
Business Administration; and in part through support
from Duquesne University. All services are extended
to the public on a non-discriminatory basis. Special
arrangements for persons with disabilities can be made
by calling 412.396.6233. All opinions, conclusions or
recommendations expressed are those of the author(s) and
do not necessarily reflect the views of the SBA.

THE **TCOMM EVENT** IS A FAST-PACED, INTERACTIVE CONFERENCE DESIGNED FOR SMALL
BUSINESSES AND INNOVATORS WHO WANT TO CREATE AND COMMERCIALIZE NEW TECHNOLOGIES.

SEPTEMBER 27 AGENDA

8:30-9 a.m. Registration

9:-9:45 a.m. Welcome and
Breakfast



Tom Kubilius



Mark DeSantis

Listen as
Tom Kubilius
of Bright
Innovation and
Mark DeSantis
of KWantera
discuss "Visions
Realized" and share secrets to success.



Moderator:
Larry Miller
Innovation Works

9:50-11:05 a.m. Breakout Session I

What Innovators Need to Know About Patent Protection and Changing Laws

Signed into law in September 2011,
the Leahy-Smith America Invents Act
represents the most significant change
to the U.S. patent system since 1952.
What are the benefits and drawbacks for
today's technology innovators? Learn how
the USPTO processes and procedures
have changed and what you need to
know about the patent application, the
review process and ongoing patent
protection requirements.

Leap the Pitfalls, Grasp the Gold: Lessons From Both Sides of the Fence

An incredibly good way to see your
business thrive is to avoid the things
that kill it off. With two startups and
eight years as a tech commercialization
consultant under his belt, Steve Overholt
knows what causes failure, mediocrity and
success. Receive practical tips to apply
today and stride a narrow path that's no
nonsense, no excuses and "nothing but
net." Revealed are hidden perils lurking
in IP, funding, product design, market
research, regulatory issues, marketing,
licensing, strategic alliances and even
your own personality.

Shale Gas Supply Chain: Small Business Opportunities

The rapid expansion of the shale gas
industry has created an opportunity for
small businesses to supply goods and
services within the shale gas supply chain
and to develop new and innovative

technologies to meet industry needs. What
are these needs, and how can you take
advantage of them? An industry expert
will provide up-to-date information on how
your small business can potentially benefit
from this growth industry.

11:10 a.m.-12:25 p.m. Breakout Session II

Sources of Capital for Tech Entrepreneurs: Which Could Be Right for You?

Pittsburgh is blessed with a growing
cadre of resources for entrepreneurs.
Many offer sources of capital via equity,
debt and grant programs. Is one of them
right for you? Join Pittsburgh technology
investment community for a great panel
discussion to find out if one of these
programs is a fit for your business.

Sell It! Sales Strategies for the Technology Expert

You probably think you can hone your
selling skills when you finally have a
product on the market. But in reality,
you are selling from the moment you
conceive of your new idea. You have to
convince others to assist you in market
research, funding, prototyping, licensing,
partnering, beta testing and more. Learn
techniques used by top executives
to achieve success.

Challenges of Commercializing Clean Technology

Join us for a panel discussion
from entrepreneurs experienced in
commercializing their technologies.
What were the stages of development?
What challenges did they face bringing
their products to market? What financing
obstacles did they face, and how did
they solve them? What helped them
along the way? What advice do they
have for others?

12:25-2 p.m.
"What's On Your Mind?" Lunch

Get ready for a lunch like no other! You'll
be seated at a table hosted by an expert:
a successful technology entrepreneur, an
attorney, an SBIR expert or an investor. Talk
one-on-one with someone who has answers
to your toughest questions. Expand your
network while you lunch!

Featured Luncheon Address

"How to Tap Opportunities and Resources
through the Commonwealth
of Pennsylvania"

Presented by **Carolyn Boser Newhouse**, Deputy Secretary of
Innovation and Investment, PA Department of Community and
Economic Development

Moderator: Kelly Wylam,
Innovation Partnership



About the Speaker

With more than 20 years of private-sector
business experience, Carolyn Boser Newhouse
has founded multiple companies, including
SuperUser Technologies, an IT company that
provides wired and wireless communications;

Newhouse Family Limited Partnership, a partnership for commercial
real estate; and Newhouse Enterprise LLC, an entity for retail
business. Carolyn earned her undergraduate degree in Computer
Science from the University of Pittsburgh and is a graduate of the
Entrepreneur Leadership and Advanced Entrepreneur Leadership
programs at the University of Buffalo.

2:10-3:25 p.m. Breakout Session III

Clean Energy Trends: State of the Industry in PA and the U.S.

Get up-to-date growth forecasts and
market sizing for the major clean-energy
sectors (solar PV, wind and biofuels),
as well as a detailed analysis of solar
PV pricing, public market activity and
performance, venture capital investments
and emerging industry trends.

Crowdfunding and the SEC: Risks and Rewards for Technology Entrepreneurs

Peer-to-peer lending. Micro-lending.
Crowd-funding. Whatever you call
it, raising money online is a recent
and growing phenomenon. Since the
inception of this alternative financing
just a few years ago, billions of dollars
have been raised. But is this a viable
source of capital for your technology?
What are the SEC regulations and
requirements, and how are they
changing? Before turning to Kickstarter,
Prosper, IndieGoGo, Profinder or
others, join us to learn the ins, outs and
risks of crowd-funding.

Go Global: Taking Your Technology Abroad

A proven way to grow a technology
firm's revenues is to expand overseas
where U.S. expertise is highly valued.
Overseas markets show explosive
growth, and opportunities abound
for U.S. firms. But companies going
global should know which markets
have a demand for their product
and how to design their products to
meet international regulations, protect
their intellectual property and obtain
financing to accomplish the deal.