



For Immediate Release

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**Bay Area Entrepreneurs (BAE) Workshop Launches
For Entrepreneurs Seeking Financing**

Wednesday, September 9, 2009

**Pleasanton Chamber of Commerce Offices
Pleasanton**

Thursday, September 10, 2009

**Cooley Godward Kornish LLP
Palo Alto**

www.baeworkshop.com

Notwithstanding the record unemployment gripping the Bay Area, a new effort is underway to catalyze the innovative entrepreneurism here and improve start-ups' odds of obtaining funding. **Bay Area Entrepreneurs (BAE) Workshop** CEO, Dr. Ralph Patterson, is announcing that [registration](#) is now open for a program of entrepreneurial training unique in the Bay Area – a year-round series of eight, intensive, weekly sessions led by ex-entrepreneurs, seasoned start-up consultants, venture capitalists and angels. With community leaders and investors voicing their support, Patterson plans to establish BAE Workshop as a leading provider of much needed training for serious entrepreneurs. Located in both the East Bay and the Peninsula, it launches Wednesday, September 9, 2009, in Pleasanton at 777 Peters Avenue, and Thursday, September 10, in Palo Alto, at the law offices of Cooley Godward Kornish LLP, 3175 Hanover St. For more information and enrollment instructions, go to www.baeworkshop.com.

According to Patterson, "What's unique about this program is that the sessions are integrated thematically, each session building on the last; they are tailored to the individual entrepreneurs attending; and they move on start-up time – compressed into eight weeks."

The workshop covers the crucial elements of a successful search for capital – from an elevator pitch, to a go-to-market strategy, to a financial plan, ending with a polished pitch to a venture capitalist or

angel. The interactive program includes individualized feedback specific to each start-up and team coaching during face-to-face assignment evaluations.

Randy Hawks, venture capitalist at Claremont Creek Ventures in Oakland, points out that in high-tech companies, universities and national labs located in the Bay Area, many scientists and inventors are great technologists, but don't have the structural background to put a company together. "A resource like BAE Workshop provides coaching to help them navigate early-stage formation from seed up to VC funding. It can also introduce them to the entrepreneurial ecosystem – other entrepreneurs, lawyers, VCs, angels – in greater California."

Entrepreneurs face dismal odds in their search for funding. Despite the fact that 35%-40% of the venture capital in the US originates in the Bay Area, local venture capital firms fund only one out of a thousand executive summaries they receive.

Angel investor and patent attorney, Steve Swernofsky of Los Altos, says that although the economy is causing funders to become more cautious, deals are getting done. "The Bay Area remains hot. But we're looking for funding-ready start-ups. They need to be prepared and high quality when they walk through the door."

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