



For Immediate Release  
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**Bay Area Entrepreneurs (BAE) Workshop Launches in Pleasanton  
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](http://www.baeworkshop.com)**

Notwithstanding the record unemployment gripping the Bay Area, a new effort is underway to catalyze the innovative entrepreneurialism here and improve start-ups' odds of obtaining funding. Today Pleasanton resident, Ralph Patterson, is announcing that [registration](#) is now open for the September, 2009, launch of **Bay Area Entrepreneurs (BAE) Workshop**, a program providing 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. Reinforcing this effort, the Pleasanton Chamber of Commerce and the City of Pleasanton are working with Patterson to host the BAE Workshop at the Chamber offices and to help establish BAE Workshop Pleasanton as a leading provider of much needed training for entrepreneurs seeking funding. BAE Workshop Pleasanton will begin Wednesday, September 9, at 777 Peters Avenue. A second location of BAE Workshop in Palo Alto will begin Thursday, September 10, at the law offices of Cooley Godward Kornish LLP, 3175 Hanover St. For more information go to [www.baeworkshop.com](http://www.baeworkshop.com).

According to Dr. Patterson, CEO of BAE Workshop, "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, and 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.

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.

According to Pamela Ott, Economic Development Director for the City of Pleasanton, “We see BAE Workshop as a complement to the City and Chamber’s efforts to nurture entrepreneurs and give them the know-how to sustain themselves. We want to help Valley startups create new business and stimulate our local economy. ”

Scott Raty, CEO of the Pleasanton Chamber of Commerce, emphasizes that Pleasanton is poised to become a destination for innovation and entrepreneurship. In the last fifteen years, it has been the home to 78 venture-backed companies that received a combined \$1.45 billion. In the last five quarters, five companies have been funded with \$77.5 million.

Raty points out, “As service and manufacturing industries leave the East Bay for cheaper pastures outside California, there is a critical need to develop and implement strategies to attract, retain and grow new economy companies in Pleasanton and the Tri-Valley in order to sustain our local economy and quality of life.”

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