

# The Venture Mentoring Program Workshop

## – Introduction to Guerrilla Marketing –

### Description

The Venture Mentoring Program is an entrepreneurship curriculum developed by entrepreneurs for entrepreneurs. Taught by successful, serial entrepreneurs with deep experience in marketing, finance and start-up operations, the program is targeted at technology enthusiasts who want to develop the broad skill-set needed to start and grow a new venture.

This program is based on the instructors' direct experience from past and present ventures, with a focus on fundamental and practical aspects of starting, growing and exiting a technology company. To accelerate their learning, students are provided examples and tools that they can immediately apply to their own career or entrepreneurial venture.

Our workshop, "Introduction to Guerrilla Marketing," focuses on a core skill that every entrepreneur needs: the ability to communicate effectively. Participants will learn the following:

- ❖ Understanding the early-stage environment.
- ❖ Positioning your company (and yourself).
- ❖ Focusing your message.
- ❖ The value of marketing communications.



### Workshop Details

<i>Session</i>	<i>Topic</i>	<i>Content</i>	<i>Activity</i>	<i>Time</i>
<b>Introduction</b>	<b>Entrepreneurship Overview</b>	<b>Unique challenges of entrepreneurship</b>	<b>Lecture/discussion</b>	<b>1</b>
<b>Market Engagement</b>	<b>Communication</b>	<b>Key's to written and oral communications</b>	<b>Positioning statement template</b>	<b>1</b>
<b>Break</b>			<b>Create personal, product or company positioning statement</b>	<b>1.5</b>
<b>Class Examples</b>	<b>Personal Positioning Statement</b>	<b>Student positioning statements</b>	<b>In-class presentations</b>	<b>1</b>
<b>Start-up Examples</b>	<b>Company Positioning Statements</b>	<b>Nextreme example</b>	<b>Lecture/discussion</b>	<b>1</b>
				<b>5.5 hrs</b>

### Workshop Leader

Jesko von Windheim is a Professor of the Practice in Environmental Entrepreneurship at Duke University. Dr. von Windheim is a technology entrepreneur who is focused primarily on early-stage innovations in the physical sciences. He was a co-founder of Cronos Integrated Microsystems, a microelectromechanical systems company (acquired by JDS Uniphase); he was CEO and founder of Nextreme Thermal Solutions, fabricator of the "world's smallest refrigerator" (acquired by Laird Technologies); and he is currently CEO of Zenalux Biomedical ([www.zenalux.com](http://www.zenalux.com)) which uses light to monitor health outcomes and diagnose disease.

### Contact

Wendy Graber – [wendy.graber@duke.edu](mailto:wendy.graber@duke.edu)