MIT ENTERPRISE FORUM®

OF COLORADO

INVITATION TO THE BOARDROOM

SPINOFFS: CHARTING A COURSE OF SUCCESS

Panelists	Terry Johnson *PrairieTek Corporation*
	Jack McDonnell *McData Corporation*
	Juan Rodriguez *Exabyte Corporation*
Moderator	Duane Pearsall *Columbine Venture Fund*
Date	Wednesday, May 16, 1990
Time	5:15 to 8 pm Light buffet dinner at 5:15 Program begins at 6:00.
Place	DENVER ATHLETIC CLUB, Main Ballroom, 1325 Glenarm Place, Denver, Colorado. DAC indoor parking for $1.50.
Cost	$25 in advance or $30 at the door. Make checks payable to "MIT Enterprise Forum of Colorado" or phone 757-7303 to pay by Visa or Mastercard.

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SPINOFFS: CHARTING A COURSE OF SUCCESS. Three of Colorado's premier entrepreneurs will describe how they navigated the first year's challenges and successfully built some of the state's most successful high-technology companies. The MIT Enterprise Forum's 1989-90 program series will conclude with an opportunity to hear Terry Johnson (Miniscribe, Conner Peripherals, PrairieTek), Jack McDonnell (McData) and Juan Rodriguez (Exabyte) tell their stories about the critical first 12 months' work in building successful technology-based companies in a competitive and ever-changing environment.

Each of the panelists brings a unique vision to the challenges facing all entrepreneurs starting out on a new venture. With moderator Duane Pearsall of Columbine Venture Fund, they will describe the things they did right--and the things they did wrong--while facing these issues:

Developing the Vision

- Where did the idea come from? — *LIKE INVEATORS – YOU WOKE AT JAM, ETC*
- Validating the idea. — *CK'D WITH Brother-in-law*
- Convincing others to buy in.
- Identifying necessary resources/alliances.

Finding the Right People

- What skills and experience are needed most?
- How to find the right people.
- Convincing the team to enlist.
- Shaping the founder's role.

Raising Money

- Finding the initial capital.
- Identifying and selecting alternatives.
- Preparing for an equity investor.
- Alternatives--Strategic alliances.

Terry Johnson is founder and chairman of PrairieTek Corporation. He also founded Miniscribe and CoData Memory Corporation (predecessor to Conner Peripherals) after seventeen years of experience at StorageTek, Memorex and IBM.

Jack McDonnell is co-founder, chairman, CEO and president of McData Corporation. He co-founded McData in 1982 after leaving StorageTek. His prior experience had been with RCA Service Corporation and Computer Communications, Inc.

Juan Rodriguez is co-founder and chairman of Exabyte Corporation, which was started in 1985. He co-founded StorageTek in 1969 and had previous experience at IBM.

THE FORUM   Each Forum begins with a presentation of the business plan by the company under review. Expert panelists, who have reviewed the business plan in advance, make comments and ask targeted questions about the company's markets, organization, financing, technology and other key business issues. Afterwards, the audience participates in the questioning and review process. The presenting company concludes the Forum with closing comments and observations on the review experience.