

Financial Management Seminar for High Technology & Life Sciences Businesses

Staying Alive: From Survival to Growth to Prosperity

A Short Course in Financial Management for Entrepreneurial Firms

This one-day financial management seminar will cover the use of financial statements to help manage the key steps in entrepreneurial firms: raising funds, managing cash, reaching break even, and achieving profitability. It will cover key differences between investors and lenders and what financial factors are critical to each. The impact of leverage, the split between debt and equity, is discussed. Key concepts are illustrated by examples that show the use and importance of each financial statement.

The seminar will be led by Peter Flynn, who holds the Poole Chair in Management for Engineers at the University of Alberta, and who teaches finance for non-financial managers in a variety of settings. Peter ran two technology based firms (where he learned the critical role of financial statements) and consulted to other high tech firms during his 25 years in industry.



In response to industry demand, this seminar is being offered as part of the "Innovation Series" of seminars that facilitates increased commercialization and reception to new technology by Alberta firms. **Space is limited so register soon!**

Seminar Dates: *March 16th, 2004 – Edmonton (Shaw Conference Centre)*

March 25th, 2004 – Calgary (Alberta Research Council)

Seminar Time: *8:30 a.m. to 4:00 p.m. (Registration starts at 8:15 a.m.)*

Cost: *\$75 (Includes GST, Continental Breakfast and Lunch)*

EDMONTON SEMINAR:

DATE: March 16th, 2004

TIME: Registration starts at 8:15 a.m.. Seminar will take place from 8:30 a.m. – 4:00 p.m.

PLACE: Shaw Conference Centre, Salon 5, 9797 – Jasper Ave., Edmonton

COST: \$75 (Includes GST, Continental Breakfast and Lunch)

REGISTRATION:

To register please fax this form to (780) 917-7668 (Fax) or contact Carrie Stenstrom at (780) 917-7666 (Phone) or innovationcentre@ede.org before **March 12th, 2004**.

Name: _____

Company: _____

Phone: _____

Email: _____

Website: _____

Payment by: _____ Visa _____ MC _____ Cheque (Please make cheques payable to:
Edmonton Capital Region Innovation Centre, 9797 - Jasper Ave., Edmonton, AB, T5J 1N9)

Credit Card Holder: _____

Credit Card #: _____

Expiry Date: _____ Signature: _____

For more information in Edmonton contact: Lisa Batey, INNSCI (780) 427-6611

CALGARY SEMINAR:

DATE: March 25th, 2004

TIME: Registration starts at 8:15 a.m.. Seminar will take place from 8:30 a.m. – 4:00 p.m.

PLACE: Alberta Research Council, Assembly Room, 3608-33 St. NW, Calgary

COST: \$75 (Includes GST, Continental Breakfast and Lunch)

REGISTRATION:

To register please fax this form to (403) 282-1238 (Fax) or contact Allan Wageler at (403) 284-6423 (Phone) or awageler@calgarytechnologies.com before **March 19th, 2004**.

Name: _____

Company: _____

Phone: _____

Email: _____

Website: _____

Payment by: _____ Visa _____ Cheque (Please make cheques payable to:
Calgary Technologies Inc., 3553 – 31 Street NW, Calgary, AB, T2L 2K7)

Credit Card Holder: _____

Credit Card #: _____

Expiry Date: _____ Signature: _____

For more information in Calgary contact: Charles Reichert, INFOPORT, (403) 284-6400