

Demystifying Entrepreneurship

September 12-13, 2018

HAVE YOU BEEN DREAMING OF STARTING YOUR OWN COMPANY? NOW IS THE TIME!

Demystifying Entrepreneurship presented by the University of Colorado Leeds School of Business Deming Center for Entrepreneurship provides an introduction to entrepreneurship and is geared toward anyone launching their own business or improving their existing small business. Taught by Erick Mueller an award-winning professor and Director of the Cross Campus Entrepreneurship Program at the Leeds School of Business, this two-day short course seeks to impart a framework and toolset that helps entrepreneurs develop sought-after products and services, avoid pitfalls and succeed at entrepreneurship.

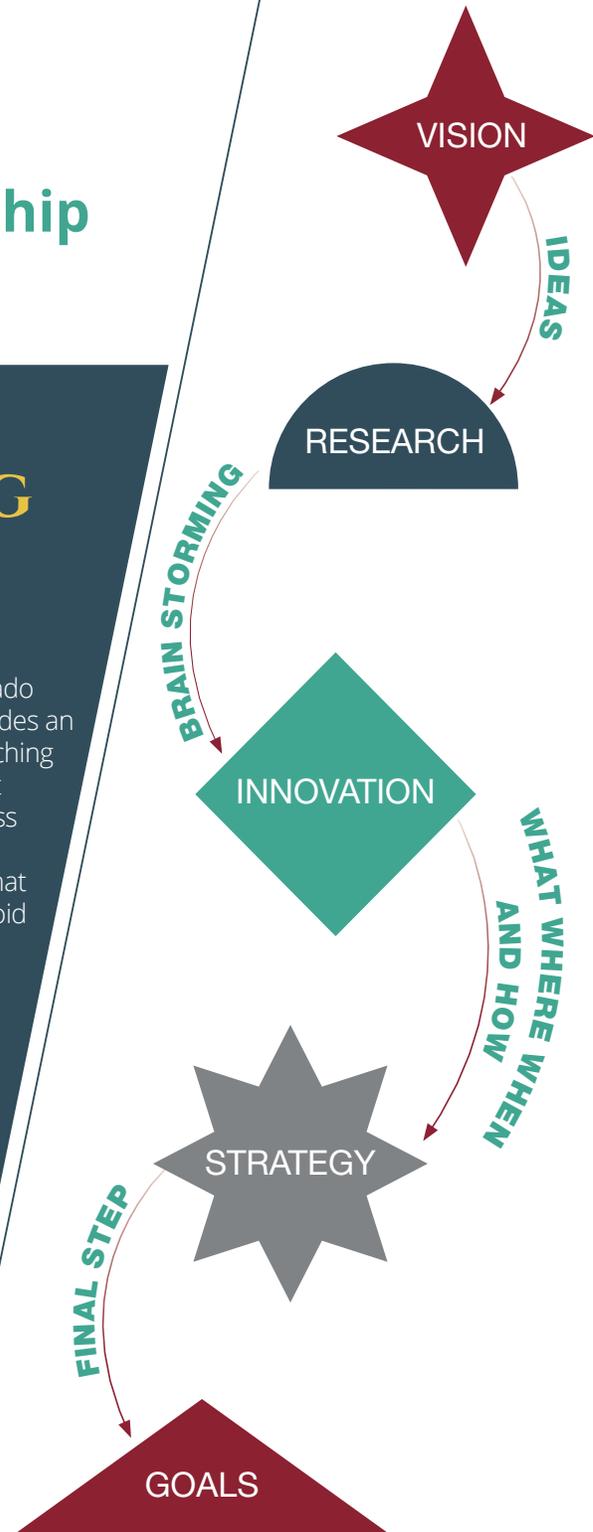
Learning Objectives:

- | Develop an understanding for what it takes to be an entrepreneur
- | Learn how to resource your journey
- | Understand the process to create a value proposition
- | Determine ways to be different and establish a competitive advantage
- | Understand how to get your first 10 customers
- | Grasp entrepreneurial economics and fundraising

And more...

Benefits:

- | Set yourself up to plant the seed, stir the creativity and hit the ground running
- | Grow your entrepreneurial toolkit
- | Leave with motivation toward supporting and cultivating the entrepreneurial bug



ENTREPRENEURSHIP

Overview

Dates	September 12-13, 2018 (9/12, Welcome Reception 6 – 8:30pm; 9/13, 8:00am – 3:30pm)
Location	Grandview Room 385 E. Lionshead Circle Vail, CO 81657
Tuition	\$199, Includes welcome reception, breakfast, lunch & snacks; all materials, supplies and ongoing communication.
Scholarships Available	Contact Lyndsey Brozyna at Lyndsey@vailcentre.org
Participants	Anyone interested in launching their own business or improve upon an existing business.
Certificate	University of Colorado Leeds School of Business Certificate of Completion

For more information, visit www.vailcentre.org or contact Lyndsey Brozyna Lyndsey@vailcentre.org

Professor Biography



Professor Erick Mueller

Erick Mueller has helped businesses grow throughout his career. He started his career with DOT First Aid & Safety where he was promoted from a student intern to Vice President. He helped the organization grow from \$2.2 million in annual sales to over \$5 million in two years. Fresh from this experience, he founded Vision Co., a corporate training and consulting organization. As CEO and President, he grew the business to over \$300,000 in annual revenue. Mueller then co-founded and was Vice President of Sales for Achieve.com, an interactive Web service. He created the new selling process and led its growth to over 10,000 customers.

Mueller also co-founded Real Measure and EyeThink Corp., computer-based instrumentation businesses. He successfully negotiated and sold EyeThink Corp. to a Fortune 50 company. Currently, Mueller is Chairman and co-founder of Funovation, which creates heart-pounding addictive attractions that require brain and brawn. He has led the company from an idea to over 180 locations throughout 21 countries. Funovation has been awarded a Top Colorado Company to Watch and a Top Boulder County Company.

In addition, Mueller is an award winning professor where he has been rated by students among the top MBA instructors. He leads a Global Seminar each summer, Entrepreneurship and Empowerment in South Africa, helping disadvantaged businesses in the Townships. Mueller also helps with the Veterans Entrepreneurship Program, helping disabled military veterans start businesses.

A few years ago, Mueller developed The Tour de Happiness, a documentary exploring happiness. He also traveled to New Zealand and Australia, which included an appointment as Entrepreneur in Residence at RMIT University in Melbourne, Australia. He graduated magna cum laude from Eastern Michigan University and holds an MBA magna cum laude from The University of Colorado Boulder.

“Entrepreneurship can create a better and more fulfilling life,” says Mueller. “Learning to think like an entrepreneur will provide a toolset that will help you no matter what you do in life.”