

StartUp to ScaleUp

September 12 & 14, 2018

BUILD AND GROW YOUR BUSINESS!!!

StartUp to ScaleUp focuses on 2nd stage small businesses and organizations, specifically those looking or needing to shift out of their startup phase and into “what’s next”.

Participants will leave with an understanding of how to build and grow their concepts. The program takes learned outcomes from the University of Colorado’s Demystifying Entrepreneurship course (recommended prerequisite) and shifts from developing a successful startup toward organizational growth and advancement.

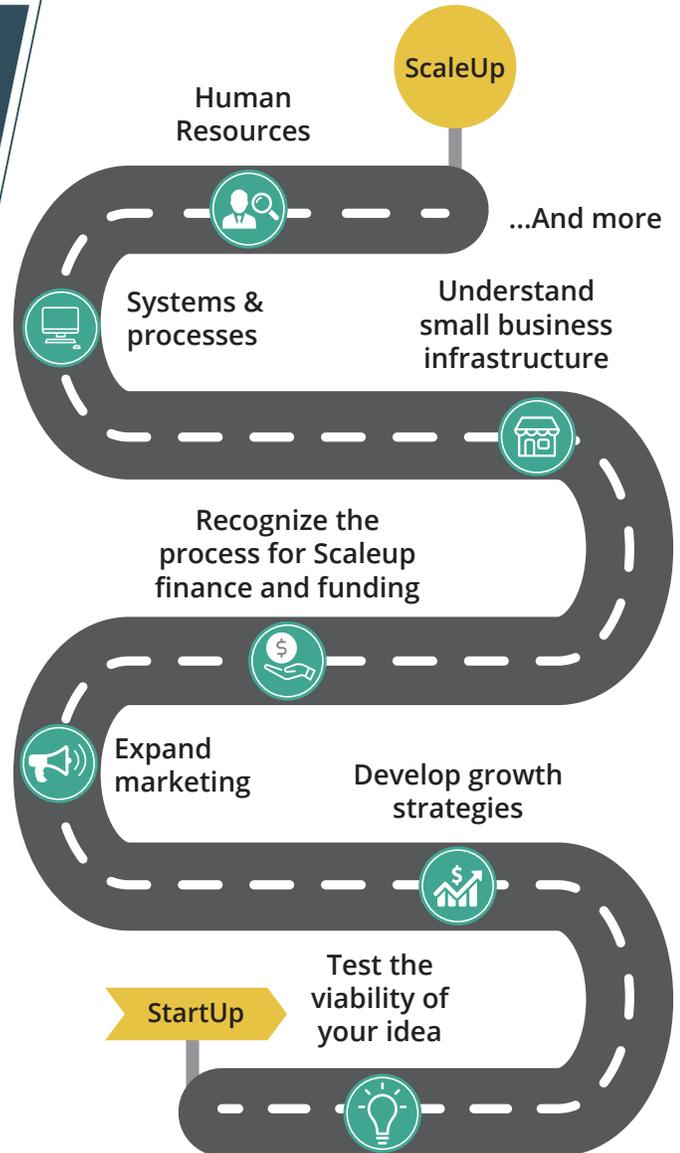
Learning Objectives:

- | Test the viability, readiness and evaluation process of your idea
- | Develop growth and marketing strategies to further your concept
- | Recognize the process for scaleup finance and funding
- | Establish an understanding for a necessary small business infrastructure including: Human Resources, Systems & Processes, Automation and In-house/ Contract Evaluation

Benefits:

- | Receive tips and tricks for scaling up and stumbling less
- | Understand how to advance your concept to the ‘next level’
- | Learn how to think, feel, and act like a true “ScaleUp Superstar”

ENTREPRENEURSHIP



Overview

Dates	September 12 & 14, 2018 (9/12, Welcome Reception 6 – 8:30pm; 9/14, 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 building and growing their existing small 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

Adjunct Professor and Director of the Cross Campus Entrepreneurship Program at the Leeds School of Business at the University of Colorado Boulder

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.