

## Business Plans and Success Stories

Capital & Financial Club  
May 17, 2003, 7:00-10:00pm  
MIT E25/117

This event focused on how to write successful business plans of emerging companies for raising VC funds. We were extremely fortunate to have invited for experts to form a panel moderated by Rick Cram:

- ▶ Larry Cheng, Battery Venture
- ▶ Carrie McIndoe, Strategic Capital Resources,
- ▶ Bill Ren, mValent
- ▶ Rich Sneider, LaunchTechnology

mValent raised \$5 million in December last year. They did not have a product. They did not have any revenue. They did not have any customers. And they did not have a star-team of serial entrepreneurs. They did have a solid business plan. How did they pull it off in such a tough venture capital environment? Bill Ren shared his first-hand experiences with us.