

**Northside 2017 “Doing Business in Spartanburg” Tradeshow**

**George Dean Johnson, Jr. College of Business and Economics**

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| **Time** | **Activity** | **Room** |
| **6:00-6:30** | **Entrepreneur/Mentor Dinner** | **GreenHouse L** |
| **6:30-6:45** | **Guest Arrivals and Dinner****Entrepreneurs pitch to mentors** | **GreenHouse L****GreenHouse R** |
| **6:45-7:00** | **Introductions****\*\*30 Seconds\*\*****Entrepreneurs: Name, Venture, Summary of Product/Service****Business Representatives: Name, Company, What you should talk to me about** | **GreenHouse R** |
| **7:00-8:00** | **Trade Show and Networking** | **GreenHouse R** |
| **8:00-8:15** | **Guests Dismissed, Break** |  |
| **8:15-8:45** | **Debrief with Mentor*** **2-3 Action items coming out of trade show**
* **Finalized Customer Interviews**
 | **GreenHouse R** |
| **8:45-9:00** | **Wrap-Up, Set-Up for Next Session (February 21)*** **Turn in your Bio TONIGHT!**
* **Read Chapters 1 & 2 of “The Accounting Game”**
* **Start Financials—define your product/service costs**
* **Complete Customer Interviews**
* **Identify 5 focus group participants**
 | **GreenHouse R** |

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