



## ABOUT BUSINESS MENTORING PROGRAM

**THE EXPERIENCE OF THE MIT PROFESSORS IS AN ESSENTIAL STEP FOR BOTH YOUR CAREER AND YOUR BUSINESS**

**BMP** is an intensive business mentoring program dedicated to accomplished entrepreneurs, executive managers or to management teams which are part of Romanian companies or companies from neighboring countries. The program is developed following the initiative of the Post-Privatization Foundation with the support of Entrepreneurship Ventures Inc. (USA).

**BMP** is the only program for entrepreneurial education and business in Romania supported by MIT professors. Through Business Mentoring Program, business people will benefit from the experience of top mentors from the MIT Center for Entrepreneurship. Kenneth Morse, Laura Morse and Bill Aulet have helped entrepreneurs and business leaders from all over the world reach their highest level of training and development.

Our program is already tested, acknowledged, and has proven its efficiency in Romania as well as in many other countries such as Great Britain, Scotland, Italy, Spain, Denmark, Canada, Australia, etc. Business Mentoring Program has helped many people worldwide reach an essential level of development for their companies, helping them undergo all stages that lead to the building of a sustainable and successful business.

Our mentoring program, designed to meet the level of exigence and preparation of an MBA, is structured in 5 intensive course sessions delivered throughout a period of 5 months.

**BMP** aims to create a representative class of professional entrepreneurs and managers, who are able to act efficiently under the current economic conditions in Romania, but also in the global economic environment. Business Mentoring Program will help experienced entrepreneurs and managers improve their skills in order to lead their companies towards excellence.



## A DYNAMIC CURRICULUM BUILT AROUND YOU

BMP curriculum reflects the issues and conditions of the moment, and features special sessions that focus on today's economic landscape. For five intensive course sessions, of 2 days each, that expand over a half a year period, you will learn how to create sustainable growth and competitive advantages for your company on a global scale, overcome borders and enable sales on a global level, create value in an organisation, through operational excellence, achieve that competitive edge on the market, create and manage a fast-developing team, understand the financing processes – all within the context of today's global economy.

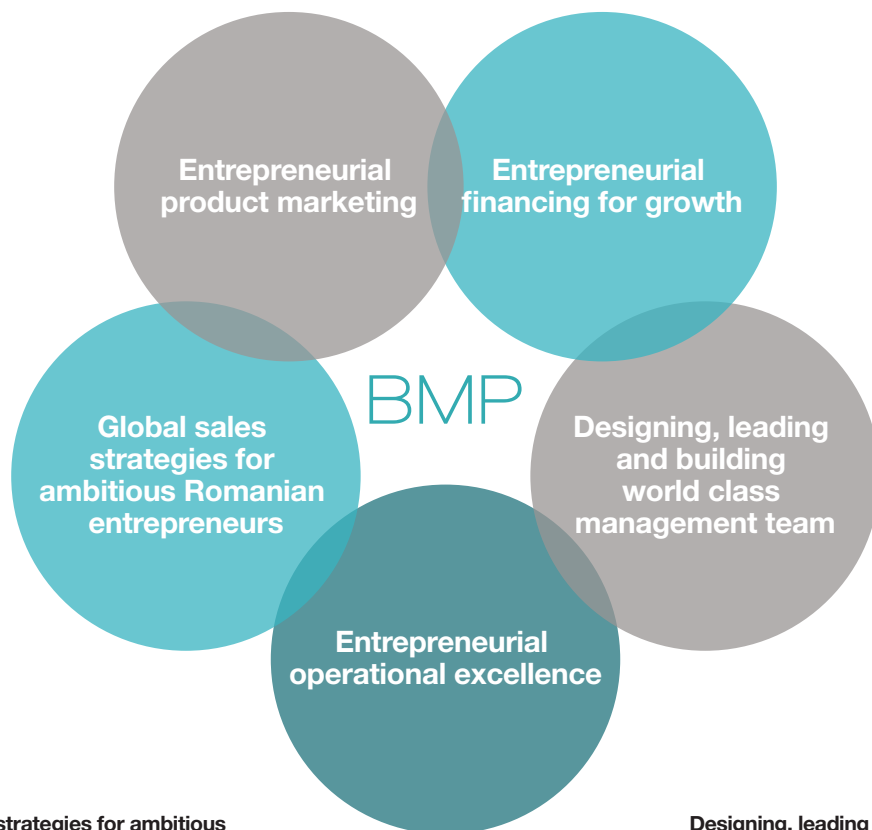


### Entrepreneurial product marketing

- How to identify the critical success factors in entrepreneurial product marketing
- How to optimize success and gain competitive advantage through business models
- How to change the rules of the game to produce new profitable market (“Blue Ocean Strategy” Marketing)
- How to clearly define your target group of consumers
- How to build the foundation for a significantly enhanced marketing plan

### Entrepreneurial financing for growth

- How to better understand the importance of the financing process and responsibility for its execution
- How to get yourself into the right mindset to raise money
- How to find sources of funding
- How to estimate the timing and size of a potential financing
- How to write a business plan that generate success and raise money
- How to better understand what international investors look for



### Global sales strategies for ambitious Romanian entrepreneurs

- How to improve the effectiveness of sales force, sales management processes, and the overall speed of decision making
- How to overcome borders and enable sales on the global level
- How to calculate economic benefits, ROI, and value proposition
- How to create a sales and customer focused culture in your company
- How to manage a global sales organization: critical accounts, compensation, Q-to-Q performance
- How to write business plans that raise money
- How to recruit, motivate and build a world class sales team

### Entrepreneurial operational excellence

- How to create value in an organisation, through operational excellence
- How to achieve a competitive edge on the market
- How to create a more globally competitive company
- How to improve your operations
- How to intelligently raise money for your venture
- How to create a positive environment where innovation flourishes

### Designing, leading and building world class management team

- How to improve your recruitment and leadership skills
- How to create a high performance team
- How to build a world-class entrepreneurial team
- How to build a venture: understanding the diversity of teams
- How to develop and implement an efficient leadership style
- How to create and manage a fast-developing team

## MEET THE PROGRAM MENTORS



### **Kenneth P. Morse**

- Serial Entrepreneur
- Visiting Professor, ESADE Business School
- Chair in Entrepreneurship, Innovation and Competitiveness, Delft University of Technology
- Founding Managing Director, MIT Entrepreneurship Center
- Chairman & CEO, Entrepreneurship Ventures Inc.
- National Advisory Council on Innovation & Entrepreneurship (USA)
- MassChallenge, Board of Advisors
- Member, Telefónica Disruptive Council
- Member, Citi SFS Advisory Board
- Commercialization Advisor, Dynasil Corporation
- Commercialisation Advisor, Scottish Enterprise
- New Zealand GNS Science External Expert Panel
- MIT Enterprise Forum Global Board
- Member, Barcelona HiT: The Hothouse of Innovation & Technology
- Board of Advisors of several ambitious startups
- Bachelor of Science, MIT; MBA, Harvard Business School

Ken has been a high performance leader in global high-tech sales and sales management for over 35 years.



### **Laura B. Morse**

- Managing Director, Entrepreneurship Ventures Inc., Boston, MA, USA
- 2009 Co-instructor with Prof. Diane Burton at MIT Sloan School: “Designing & Leading the Entrepreneurial Organization”
- Former Human Capital Partner, Atlas Venture, London, Paris, Munich, and Boston
- Former Senior executive with S.W.I.F.T. sc, Belgium
- Prior twenty years as a Partner with Leading Global Executive Search Consultancies, Russell Reynolds Associates and Heidrick & Struggles in Chicago, Boston, and Brussels
- B.A. and graduate work, University of Iowa, Elected to Mortar Board

Laura has vast experience in strategic human capital issues including recruitment, organizational development and total reward and compensation systems.



### **Bill K. Aulet**

- Managing Director, MIT Entrepreneurship Center
- Senior lecturer, MIT Sloan School of Management
- President, MIT Clean Energy Prize
- Master’s Degree in Science Management, MIT
- University Degree in Engineering, Harvard University

Bill is a successful leader in business, with over 25 years experience in all fields related to high-tech operations, product marketing and finance strategies, both for startups and public companies.



## WHAT YOU RECEIVE

- The chance to participate in the only intensive mentoring business and entrepreneurship development program in Romania that is supported by professors from the MIT Center for Entrepreneurship.
- The opportunity to be a part of a representative class of professional entrepreneurs and managers, who are able to act efficiently in a competitive market.
- The opportunity to learn how to increase your market share, how to expand to international markets, how to attract funding.
- Five intensive course sessions delivered throughout a 5-month period.
- Access to lectures and case studies on various fast-growing companies.
- Taking part in discussions with a high level of interactivity and case-focused exercises with real-time feedback.
- The opportunity to practice elevator pitches on potential clients, business partners or investors, with real-time feedback.
- The opportunity to make and cement long-term strategic relationships with leaders in the entrepreneurial and business community, both attendants, as well as members from the elevator pitch jury. They are specialised on the focus of the seminar; they are business angels, venture capitalists, successful entrepreneurs and responsables for decision making.



## WHO IS RIGHT FOR THE PROGRAM

If you are ready to step up to the next level of your business and career, we are ready to help you. BMP will provide you with a powerful learning experience. If you want to be part of a representative class of professional entrepreneurs and managers, who are able to act efficiently in a competitive market, BMP is the right place. If you are willing to invest in your education and if you would like to learn from the experience of MIT professors, then you should **apply** for the program.

### YOU ARE AN IDEAL CANDIDATE FOR BMP IF

#### YOU ARE:

An experienced entrepreneur  
General or executive manager  
Company manager

#### YOU HAVE:

Experience in business development  
Ambitious goals  
High potential

#### YOUR COMPANY OR THE COMPANY YOU REPRESENT HAS:

At least 2 years of experience on the market  
High rate of growth

## ADMISSIONS

### **Application Process**

Please visit [www.businessmentoring.ro](http://www.businessmentoring.ro) for complete admission requirements and to apply online. Applications are requested until January 6, 2012. Number of places in the program is limited.

### **Program Fee**

The program fee covers tuition, course materials including case studies and mentors presentations, networking books, lunches and coffee breaks.

## DATES AND FEES

### **January 16-17, 2012**

Entrepreneurial product marketing, Bucharest

### **February 13-14, 2012**

Global sales strategies for ambitious romanian entrepreneurs, Bucharest

### **March 26-27, 2012**

Entrepreneurial operational excellence, Bucharest

### **April 23-24, 2012**

Designing, leading and building world class management team, Bucharest

### **May 7-8, 2012**

Entrepreneurial financing for growth, Bucharest

### **Program Fee: € 2,400\***

\* **Note:** You can either apply for the full program (all 5 sessions) or you can be selective and choose those sessions that suit your area of interest.

## FOR MORE INFORMATION, PLEASE CONTACT:

### **Post-Privatization Foundation**

46-48 Calea Plevnei, District 1, Bucharest

**Phone:** +4031 1000 719, +40756 775 738

**Fax:** +4031 1000 720

**Email:** [marketing@postprivatizare.ro](mailto:marketing@postprivatizare.ro)