

COMOTION LABS PRESENTS
FUNDAMENTALS FOR STARTUPS
powered by

A weekly series featuring notable experts who share startup-related information, experience, and wisdom with our entrepreneurial community
FREE | ONLINE | GREAT INSIGHTS GUARANTEED

MARK YOUR CALENDARS FOR THIS VIRTUAL SERIES

We're back with a great fall lineup of speakers who will help you navigate the exciting, complex, and sometimes daunting journey that is being a startup. Mark your calendars and RSVP to these sessions today.

FALL LINEUP

- 10/2 | Bluetooth® Technology's Rapid Growth in Non-Consumer Devices
- 10/9 | Startup Valuation
- 10/16 | Creating an Inclusive Culture From Day One
- 10/23 | Sustainability in Hardware: How and Why
- 10/30 | Halloween Horror Stories
- 11/6 | From 2 to 100 People: Evolution of a Founding Team as Your Business Grows

BLUETOOTH® TECHNOLOGY'S RAPID GROWTH IN NON-CONSUMER DEVICES

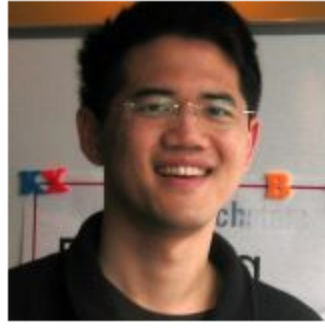
With [Jim Katsandres](#), Director of Developer Relations, [Bluetooth SIG](#)



Bluetooth is present on more IoT devices than any other communication technology. In this talk, Jim Katsandres from the Bluetooth SIG, the standards body for Bluetooth technology, will speak on the key Bluetooth low power technology advancements fueling its rapid adoption in non-consumer devices. This talk will cover enhanced range (greater than 1km), Angle of Arrival/Departure (AoA/AoD), and mesh networking highly challenging environments like industrial or manufacturing buildings. It will also cover the use of Bluetooth technology to help with the safe return-to-work by reducing the spread of Covid-19 using exposure notification, contact tracing, social distancing, and process monitoring.

10/2/20
12-1 pm
[Link to come after registration](#)

RSVP >



STARTUP VALUATION

With [Yi-jian Ngo](#), Managing Director, [Alliance of Angels](#)

Many entrepreneurs struggle with having the "valuation" discussion with investors. Given that many startups have no revenue, much less profits, well established quantitative methods simply do not work well. All too often, it feels to the entrepreneur that valuations are just being pulled out of thin air. Join Yi-jian Ngo from the Alliance of Angels for an interactive workshop on startup valuation. We will walk through some practical guidelines and three specific methods that entrepreneurs can use to guide their valuation negotiations.

10/9/20
12-1 pm
[Link to come after registration](#)

RSVP >

CREATING AN INCLUSIVE CULTURE FROM DAY ONE

With [Kim Vu](#), Global Head of Diversity, Equity & Inclusion, [Remitly](#)



10/16/20
12-1 pm
[Link to come after registration](#)

RSVP >

SUSTAINABILITY IN HARDWARE: HOW AND WHY

With [Mardis Bagley](#), Partner + Creative Director, [Nonfiction, LLC](#)



Mardis Bagley will discuss the hidden risks and rewards of sustainable hardware, packaging, and supply chain management. He will share personal experiences, case studies, and a few tools that will help your journey in determining if sustainability is right for your company.

10/23/20
12-1 pm
[Link to come after registration](#)

RSVP >

HALLOWEEN HORROR STORIES

Entrepreneurs will tell the scary stories of startup life and how they navigated the rough spots.



10/30/20
12-1 pm
[Link to come after registration](#)

RSVP >

FROM 2 TO 100 PEOPLE: EVOLUTION OF A FOUNDING TEAM AS YOUR BUSINESS GROWS

With [Liana Antanovich](#), Management Consultant, [COPERNICI](#)



People become business founders from all walks of life and career experiences. Two is already a team with a team lead. A founder's career journey submits to its own DNA, and companies have their own journey needs. There is a fluid dance between these two journeys. All too often, entrepreneurs bond with their product idea, and it is hard to keep perspective. Sometimes, they have mixed feelings about how their company journey unfolds and their role in it. Join Liana Antanovich from Copernici for a workshop on the evolution of a founding team. We will walk through some organizational principles and practical scenarios that entrepreneurs can use to guide their company journeys and their own careers.

11/6/20
12-1 pm
[Link to come after registration](#)

RSVP >

CATCH UP ON YOUR FUNDAMENTALS

From raising capital to scaling to exit strategies, these seasoned guest speakers deliver valuable content designed to help startups and entrepreneurs thrive. Lectures are typically 30-40 mins, followed by open Q&A.
We film each and every one. Click below to watch!

WATCH PREVIOUS EPISODES >

ABOUT COMOTION LABS

CoMotion Labs, part of CoMotion, provides a multi-industry incubation system. Whether you're a UW spinout or a startup not affiliated with the UW looking to incubate close to the University, **we have spaces for startups in:**

- LIFE SCIENCES, BIOTECH & HEALTH TECH
- EMERGING TECH, MEDICAL DEVICES, ROBOTICS & HARDWARE
- SOFTWARE, IT & FINTECH

We also offer wraparound services to support startup success including **training, mentoring, and networking**, across a variety of industries. CoMotion Labs removes barriers and increases connections to ensure our startups' optimal success in taking their innovations to impact.

LEARN MORE >

You are receiving this email because you have expressed interest in CoMotion, UW's collaborative innovation hub, or because you are associated with a UW department that often collaborates with us. You do not need to be affiliated with the UW or CoMotion to attend Fundamentals for Startups.