

## A Smooth Landing: Building A Successful Exit Into Your Business Trajectory

Date

**Mar 25, 2006**

Time

**8:30 am - 4:00 pm**

Location

**Hilton Fort Collins**425 West Prospect Road  
Fort Collins, CO  
80526  
United States

Map

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Hosted By

**The Flight School and The Business Catapult**The **Flight School** is a training organization of business experts and consultants in Northern Colorado.**The Business Catapult** is a Denver-based network of consultants and entrepreneurs that helps Colorado businesses reach new heights.*For more information, call Bob Thilmont at 970.310.3960 or Jonathan Shuster at 303.919.3082.*[View other events hosted by The Flight School and The Business Catapult](#)[Contact the Organizer](#)[Invite Friends and Colleagues](#)[Add to my Outlook Calendar](#)

Event Details:

This fourth and final in a series of **Flight School workshops** focuses on building a business that has lasting value and can be continued beyond the founder. This intense 1-day workshop is presented by the Northern Colorado High Tech Network's **Flight School** and [The Business Catapult](#), and is designed to help:

- Entrepreneurs that are in business, are starting a business, or are thinking about starting a business, and
- Existing companies that want to become more entrepreneurial or want to spin off a business.

**The workshop focuses on the following questions:**

1. Why should I think about exit strategy during the startup and growth phases of my business?
2. What determines the valuation of my business at any particular time, and how can I improve this valuation?
3. How should I decide between further investing in my business and selling out?
4. How should I structure my business so that it can continue in the case of accident to the founder or a key contributor?
5. How should I organize my business so that I can continue to own it while someone else runs it?
6. How do I bring a "partner" or co-owner into the business in a way that is fair, affordable, and creates the right incentives?
7. What mechanics and resources are available to help me build my business so I can leave it in style?
8. What are some examples of successful and failed exit strategies?
9. How do I decide among exit strategy alternatives?

**The workshop includes:**

- **A comparison of businesses** that have had successful and unsuccessful exits
- **A review of the tools and techniques** that can help the entrepreneur maximize success in exiting a business
- **Shared best practices and references** that have been developed by:
  - Bert Vermeulen;
  - Other successful consultants and entrepreneurs;
  - [The Business Catapult](#), a Denver-

- based network of consultants and entrepreneurs; and
- The [Entrepreneurial Standards Forum](#); an open non-profit Colorado-based organization that is developing standards for entrepreneurial processes
- **Case study** materials presented by a successful Colorado entrepreneur
- **Discussion** of the participants' specific situations and questions.

*Participants are encouraged to bring their own questions, problems, and success stories to share and work on with others.*

#### **Expected Outcomes:**

Participants will leave with a clear understanding of how to build a business that they can sell in its entirety, sell shares of to investors, or restructure in a way that allows the entrepreneur to step away from full-time involvement.

**EVENT:** Building a Successful Exit Into Your Business Trajectory

**INSTRUCTOR:** Bert Vermeulen and one entrepreneur to be announced.

**COST:** \$99 for registrations on or before March 19, 2006; \$119 starting March 20, 2006. \$49 for students of accredited academic institutions showing a valid student id at the door.

**REGISTRATION:** Register on-line below, or register at the door. **Note:** *registration will close after 30 participants have signed up, so sign up early!*

#### **ABOUT THE PRESENTER:**

Bert Vermeulen grew up in Boulder County; lived in Fort Collins while working for HP; managed, grew, and helped sell a manufacturing business in Longmont; and now is in the business of helping entrepreneurs. His experience includes:

- A strong background in engineering and business.
- Building a manufacturing business, selling it, and then buying and funding other similar businesses in Mexico, Ireland, and Hungary.
- Working with over 30 entrepreneurial companies since 2002. Some of these have since gone out of business, some have not gone anywhere, some have muddled through, and some have been

spectacularly successful.

- Co-leading an open, non-profit organization that is developing standards for entrepreneurial processes, the Entrepreneurial Standards Forum.

Quantity	Type	Price
<input type="text" value="0"/>	Regular	\$ 119.00
<input type="text" value="0"/>	Early Registration (on or before March 19, 2006)	\$ 99.00
<input type="text" value="0"/>	Student (with a valid student id from an accredited academic institution)	\$ 49.00

Currency: U.S. Dollars

Registration Powered by [Mollyguard Events](#)  
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