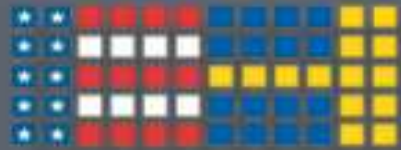




Swedish-American Entrepreneurial Days

San Diego April 7-9, 2008

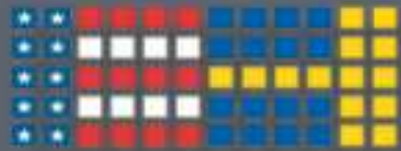


Swedish-American
Entrepreneurial Days
San Diego, April 7-9 2008



“Global Innovation, Entrepreneurship & Investments”

“Connecting Swedish Know How
with
the American Market & Resources”



Swedish-American
Entrepreneurial Days
San Diego, April 7-9 2008



Sunday, April 6

- Sightseeing
- Golf Tournament
- SACC Board Meetings (3 – 5 pm)
- Booth Setup (4 – 6 pm)
- VIP Reception at SDSU (7 – 9 pm)
- Happy Hour in the Exhibit (7 – 9 pm)



Swedish-American
Entrepreneurial Days
San Diego, April 7-9 2008



Monday, April 7

- 8:00 Registration and Exhibit Open
- 9:00 Grand Opening of the Entrepreneurial Days. Welcome by SACC, Adv. Board Chairman & Ambassadors
- 9:45 Key note Speakers (two)
- 11:00-2:00 Business Matchmaking & Interactive Exhibits (incl. lunch)
- 2:00 Parallel Panels:
 - “Going to Market, When to Acquire, Partner, or License”
 - “Keeping CA & Sweden Competitive, Challenges/Opportunities”
- 3:00-5:00 Business Matchmaking & Interactive Exhibits
- 7:00 Banquet Dinner



Swedish-American
Entrepreneurial Days
San Diego, April 7-9 2008



Tuesday, April 8

8:00 Registration

8:00–5:00 Interactive Exhibit

8:00–5:00 General Business Matchmaking

8:00-9:45 Pitchfest 1: CleanTech/Defense (5 presentations per industry)

11:00–11:45 Pitchfest 2: Life Science/Entertainment (5 presentations per industry)

12:00-1:00 Lunch in the Interactive Exhibit

1:00-2:00 Workshop: “How to sell to the U.S. market”

2:00-3:45 Pitchfest 3: Telecom

6:00-9:00 Pitchfest Awards Reception (7-9)



Swedish-American
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Wednesday, April 9

9:00 – 5:00 Industry Specific Programs

- Telecom
- Life Sciences
- Clean Tech
- Media & Entertainment
- Defense/Contractors



Swedish-American
Entrepreneurial Days
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The Edays '08 'Pitchfest'

Tuesday April 8th 2008

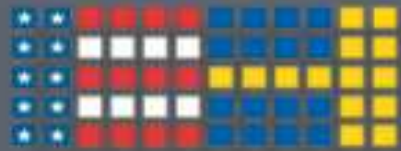


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What is Pitchfest?

- Business Plan Competition
- 5 companies pre-selected in each cluster
- Panel of 8-10 Judges
- 10 min. presentation/10 min. Q&A
- Panel/Audience vote for best presentation
- Cash Prize??



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How will it work?

- Each cluster sets criteria for applicants
- Finds 8-10 qualified judges (i.e. VC's executives, service provider/sponsors etc.)
- Connect-Springboard resources available
- Help raise cash prize
- Tabulate votes judges/audience
- Announce winner
- Provide feedback



**Swedish-American
Entrepreneurial Days**
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Welcome!

