

# Learn the Language of Money

(Successful Commercialization Relies Upon the Strength of Your Business Plan)

Just about every inventor I meet is looking for an investor. However, what is the point of meeting an investor if you are not talking in their language? An investor wants to know 3 things and in this order. **How much is it going to make ME?** (What is my Return on Investment?) **How much is it going to cost me?** (How much money do you need, what is the exit strategy (or for how long) and what other involvement might be required) Then... **What is it?** (What makes this investment a better alternative to another investment? Please note that is Investment not Invention)

**Scott Gordon**, Co-founder and President of **CorProminence, LLC**, a corporate communications, investor and public relations firm, with offices in New York and Florida, speaks the language of money like the native he is.

After achieving multiple dean's list honors at NYU, he spent 14 years on Wall Street culminating in a title almost 2 lines long and managing over \$600 Million in funds. Then in just 3 years with CAMO Software, he was instrumental in driving the losing business unit into a multi-million dollar brand leader.

Scott has worked with such notable clients as Iconic Brands and their Danny DeVito Limoncello and Bella Prosecco, Universal Pictures' The Godfather Vodka and Tony, "The Goose" Siragussa's Yo Flavored Vodka Alcoholic Beverage portfolio franchise, Access Pharmaceuticals, Pressure BioSciences and TG Optima in delivering exceptional strategic writing and integrated communications, campaign development and commercialization program execution to bear tremendous reach and value. Check out [www.corprominence.com](http://www.corprominence.com)

So What Can He Do For YOU? You can already tell **Mr. Gordon** is an overachiever and just by looking at the points below you can see what he plans for his presentation is no exception to that rule.

- Fundamentals of Successful Business Planning
- Innovation is only the beginning
- Where you start depends upon what you need
- Business structure guides your purpose and your message
- DIY vs. Licensing - Critical Differences in crafting your message
- Angels come in many forms but the Devil is in the details
- Raising Money vs. Raising Interest
- Fundamentals of every business plan
- Do Not Use a Cookie Cutter to Cut a 7 layer Cake
- Marketing Research vs. Market Research
- Financial Modeling 101 - Valuation in the language of investors
- Financial modeling for the Sole Proprietor
- So Many Metrics, so little time
- The sizzle is what sells the steak
- Differentiation is the differentiator
- Critical Mistakes (scenes from the cutting room floor)

This Crash Course in the Language of Money will be hosted by the Inventors Society of South Florida (a non-profit educational organization) at 1:00 pm on Saturday 1/8/11 at LIGI Tool & Engineering, Inc. (3220 SW 15<sup>th</sup> Street Deerfield Beach, FL 33442). If you find yourself tongue tied when you meet the investor of your dreams, all we can say is, Scott was there to hand you the tools to make that dream come true! **Where Were YOU?**

For more details and directions please go to our website [www.inventorsociety.net](http://www.inventorsociety.net) or contact Leo Mazur 561-676-5677 [mazurelectric@earthlink.net](mailto:mazurelectric@earthlink.net) or Joanna Zaremba 954-486-2426 [joannapoland@comcast.net](mailto:joannapoland@comcast.net)