



Program Overview

Program Description

A 12-week, experiential program to incubate ideas and engage prospective customers in preparation for the launch of a new business concept. GalXc concludes with a pitch competition led by a panel of guest judges where teams compete for funding to support their venture.

Instructor

Dresden Goldberg: dresden.goldberg@utdallas.edu

Dresden Goldberg is the Assistant Director of the Institute for Innovation and Entrepreneurship (the Institute) at the University of Texas at Dallas. Dresden develops programming to support the Institute's mission to "enable the next generation's new ventures."

She is leading the Institute's women's entrepreneurship initiatives and was the conference director for the inaugural Women's Summit that took place last October. She also manages several key events and values being a part of an organization that identifies innovation and entrepreneurship as key initiatives in its strategic plan. She contributes in a meaningful way by bringing industry experts, students, staff, and faculty together through exceptional programs.

Dresden is an MBA graduate of the University of South Florida and moved to Dallas five years ago with her husband and twin daughters.

Important Dates

Applications Due Date:	1/23/2019
Program Begins:	1/30/2019
Program Ends:	4/24/2019
Time and Day:	Wednesday's from 5 – 7 pm
Location:	Blackstone LaunchPad (PS3 next to IHOP)

GalXc Mentor Hours: Individual Appointments, one-on-one 30-minute sessions with experienced entrepreneurs

February 7, February 8, February 28, March 1, April 4, April 5, April 25, April 26

Class Format

Guest lecture, Q&A, assignments for getting started

GalXc Sessions & Schedule

GalXc Session 1: 1/30/2019

Getting Started, GalXc Culture and Risk Taking

Discuss the early stages of venture development and how to get started with your idea

Guest Speaker: Alyce Alston, CEO, The Dallas Entrepreneur Center

GalXc & CometX Joint Session 2: 2/6/2019

Customer Discovery & MVP

Discuss and evaluate tips and strategies for connecting with customers, gaining insights, and launching a successful minimum viable product. Intro to the Institute and Blackstone.

Guest Speakers: Shaz Amin, Bryan DeLuca

About Shaz: Shaz started Blue Track Media, a mobile performance and programmatic ad-buying platform, right out of high school. In 2014, Blue Track Media was acquired by Karlani Capital, where Shaz currently serves as Managing Partner. He considers himself an entrepreneur first, investor second and loves building and scaling.

About Bryan: Bryan is an entrepreneur as the co-founder and former CEO of Foot Cardigan, and now serves as the VP of marketing and consumer engagement for merchandising leader, Bioworld.

GalXc Mentor Hours: 2/7/2019 and 2/8/2019

Individual Appointments - sign up will be emailed in advance

Nikki Doenig 2/7 3-4 PM; Mary Clinton 2/8 1-3 PM; Tiffany Ricks 2/8 2-4 PM

GalXc & CometX Joint Session 3: 2/13/2019

Business Model Canvas

Used by millions of people to describe, design, challenge, and pivot your business model.

Other: Work on BMC in class

Guest Speaker: Steve Guengerich

About Steve: Steve is the Executive Director for the Institute for Innovation and Entrepreneurship, where he leads an organization focused on launching innovative new ventures, both as startups and within existing businesses. Steve is also a principal with the new ventures studio Powershift Group, Managing Director of BroadBrush Ventures, and a clinical associate professor at UT Dallas. He is an original, founding shareholder of BSG Corporation, a private IT solutions & software company, acquired by what is now McKesson Corporation.

GalXc & CometX Joint Session 4: 2/20/2019

Pitch like a Pro

Learn about pitch strategies and discuss the various elements of completing a winning pitch deck. Hear pitches from experienced entrepreneurs who will then join an “Ask me anything” panel to answer your questions.

Guest Speakers: Laura Baldwin, Courtney Caldwell (ShearShare), Brian Hoang (Immosis), Veena Reddy (NeuroRehabVR)

About Laura: Laura currently serves as the president of Waco Bend Asset Management Ltd. where she is responsible for managing her family’s investment portfolio. She is also a managing director with Golden Seeds, a national angel investment group that invests in women-owned and led companies.

GalXc & CometX Joint Session 5: 2/27/2019

Fundraising, Investment, & KPI’s

Learn about early stage investment deal structures including the key differences between SAFE’s, Convertible Notes, and Series A financings. Discuss insights and realities for successful fundraising strategies and building managing a venture capital culture.

Guest Speaker: Bryan Chambers

About Bryan: Bryan is a business development and investment professional experienced in portfolio management and venture capital transactions. Bryan serves as Capital Factory’s Vice President of Accelerator and Investment Fund. Bryan established the Blackstone Launchpad and Seed Fund at UT Dallas where he actively advises students, entrepreneurs, and early-stage ventures and serves as a member of the entrepreneurship faculty. Bryan is a founding team member at Fixd Repair, an insurance technology and home services business, where he led the business corporate development strategy.

GalXc Mentor Hours: 2/28/2019 and 3/1/2019

Individual Appointments - sign up will be emailed in advance

Veena Reddy 2/28 2-4 PM; Anjie Vichayanonda 2/28 2-4 PM; 3/1 TBD

GalXc & CometX Joint Session 6: 3/6/2019

Navigating the Legal Landscape

Hear from one of the top legal venture firms about the various types of company structures, founder agreements, and critical IP management strategies. Discover additional on campus resources available to students such as the venture development center.

Guest Speaker: Bob Wright

About Bob: Bob is an attorney, enterprise strategist, community activist, and teacher. Bob began his legal career at Jenkens & Gilchrist, P.C., where he specialized in leveraged buyouts, M&A, and bank regulatory law. In 2000, Bob began a run as General Counsel for three software companies – two public and one private – directing their worldwide legal affairs and, ultimately, their sale. Bob also organized, built, ran, and sold three computer game companies. In addition to practicing law, Bob is a Senior Lecturer in Entrepreneurship and Social Entrepreneurship at UT Dallas.

GalXc & CometX Joint Session 7: 3/13/2019

Building a Successful Team

Hear from a successful entrepreneur about strategies for building and managing a successful team of people.

Guest Speakers: Shaz Amin, Merrilee Kick (BuzzBallz)

About Merrilee: Merrilee is the CEO/Founder of BuzzBallz/Southern Champion, the only woman-owned Distillery/Winery in the United States, located in Carrollton, Texas. Her products are sold in 44 states and 7 countries. The company is family operated and home to 100 employees in the Dallas area. She is a winner of the EY Entrepreneur of the Year Southwest 2018, EY's Winning Women Award 2016; Winner of the Enterprising Women's Award 2017, and Winner of the 2013 Distinguished Alumni Award from Texas Woman's University.

SPRING BREAK: 3/18/2019

No Class

GalXc & CometX Joint Session 8: 3/27/2019

Go to Market & Product Launch

Learn from a successful entrepreneur about navigating a successful go to market strategy and tips for an effective product launch

Guest Speakers: Shaz Amin, Danyel Surrency Jones (Powerhandz)

About Danyel: Danyel is the founder of POWERHANDZ Inc, a global designer of innovative products that focus on performance, injury recovery, and injury prevention in the athletic training and rehabilitation markets. Her company's products have been sold to consumers in 80 countries and have been featured by major media outlets like CNBC, Bloomberg Business, and Sports Illustrated.

GalXc Session 9: 4/3/2019

Pitch Practice

Open session for program participants to practice their pitch on stage and receive feedback from fellow participants.

GalXc Mentor Hours: 4/4/2019 and 4/5/2019

Individual Appointments - sign up will be emailed in advance

4/4 TBD; Michelle Bogan 4/5 TBD

GalXc & CometX Joint Session 10: 4/10/2019

Pitch Competition

Program participants who qualify will pitch to a panel of entrepreneurs for a cash prize. Students only: First place: \$2,000; Second place: \$1,000; Third place: \$500; Best Undergrad: \$500; GalXc Participants including students, staff, and alumni may compete for the Innovate(her) Award: \$1,000 **Judges: TBD**

GalXc Session 11: 4/17/2019

Leadership Part One

Identify your personality type and strengths and how they influence your leadership style, develop strategies for dilemmas facing women in leadership and best practices for handling the “double bind.” Practice using recommended strategies for handling conflict with a gender dimension, including micro-aggression.

Guest Speakers: Dr. Courtney Baker, Dr. Alise Cortez

About Alise: Alise is a Speaker, Consultant, Author, Radio Show / Podcast Host, Purpose/Engagement Catalyst, and Organizational Logotherapist based in Dallas, Texas. Having developed her expertise within the Human Capital / Organizational Excellence industry over the last 20 years, today she is focused on helping companies, leaders, and individuals across the globe to more meaningfully and purposely connect with their work to achieve greater fulfillment and well-being, more impactful results, and harmonic work-life integration. She is a sought-after speaker, consults with organizations, and conducts programs to increase employee engagement, performance, and leadership effectiveness.

About Courtney: Courtney is an award-winning entrepreneur, host of the podcast Conquering the Glass Ceiling with Dr. Courtney, researcher, author, TEDx speaker, and a nationally recognized authority on women’s leadership. She has been featured on FOX News, Forbes, iHeart Radio, and Huffington Post, among other publications. As a leadership expert, mentor and business coach to female entrepreneurs and mother of three, she is passionate about inspiring and empowering women to lead with greatness.

GalXc Session 12: 4/24/2019

Leadership Part Two

Creating an executive presence, developing and practicing negotiation skills, giving and receiving feedback, strategies to achieve Work-Life Balance as an entrepreneur, networking skills.

Guest Speaker: Michelle Bogan

About Michelle: Michelle has been a leader in advancing women while driving business results and strategic growth. She founded EQUITY FOR WOMEN to help companies achieve measurable and self-sustaining gains in gender parity. Prior to founding EQUITY FOR WOMEN, Michelle worked in retail, consulting and tech at Accenture, Kurt Salmon, Macy’s Inc., The Walt Disney Company and tech startups, and consulted with Fortune 500 companies around the world. She held several senior leadership positions and was promoted to be the youngest Partner at her firm at the time. Michelle later became the only female Managing Director on her company’s North America leadership team and led the majority of the North America business.

GalXc Mentor Hours: 4/25/2019 and 4/26/2019

Individual Appointments - sign up will be emailed in advance

Nikki Doenig 4/25 3-4 PM; 4/26 TBD

GalXc Participant & Mentor Happy Hour: 4/26/2019

*Class topics, speakers, mentors subject to change