

CXO Leadership Forum: How to become a Talent Magnet

– Silicon Valley Association of Startup Entrepreneurs –

– Guest Speakers: Dan Grosh of Boyden global executive search, Others TBA –

PALO ALTO, May 11, 2011 – Investors always say that a successful startup is more about the people than it is about the idea. Great people can take a mediocre idea, and make it a success, while mediocre people can take a great idea and make it a failure. So finding the right co-founder, and early team members, might just be more important than your product, market, or investors.

So how do you go about becoming a talent magnet, attracting top notch people who actively want to join your startup? Our Guest Speakers will explore these questions, and more, to help you understand how to become a Top Investor Magnet.

- What do early team members get excited about – me, the idea, the money they are going to make, or what?
- So what do I & my startup need to look like to start attracting people?
- Do I need to go out & beat the bushes to scare up some prospects, or do I wait for them to come to me?
- How can I talk about my idea with people I don't know? Won't someone try to rip it off?
- I'm a business person, how will I know if the tech guys & gals I'm attracting know their stuff? (10 years with Java!)
- I'm a tech person, how will I know if the business people I'm attracting know their stuff? (Harvard MBA!)
- What equity should I be looking to offer to co-founders and early employees?
- They seem really keen to join, how long do I give it before making them an offer?

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This event is a collegial luncheon designed to foster discussion in a confidential format among founders, officers and managers (CEO, CFO, CTO, CMO) of startup technology companies. We request that participants be involved in the management of a technology company.

Advance registration only, limited to 25 registrants, no walk-ins admitted.
Pre-registration closes 11 AM the day of the event.

When: Wednesday, May 11, 2011
11:30–12:00 pm: Networking and Lunch
12:00–01:30 pm: Panel discussion and Q/A

Location: Sheppard Mullin Richter & Hampton LLP, 390 Lytton Avenue, Palo Alto, CA 94301

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Pre-Registered Rates (All Rates Include Lunch):

\$20 SVASE members

\$29 Affiliates who promote this event

\$49 Non-members

[Click Here to Register Now!](#)

This event is co-sponsored by Sheppard Mullin Richter & Hampton LLP, <http://www.sheppardmullin.com>.

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