

Welcome to the Wayne Brown Institute

Welcome to the Wayne Brown Institute and VentureCapital.org

The Wayne Brown Institute (WBI) is the nation's oldest and most successful non-profit 501(c)(3) venture accelerator in assisting entrepreneurs from every social economic standing in their quest for capital. To date, over 700 groundbreaking high tech companies have presented in a WBI event. The institute provides venture capital resources for startup companies and entrepreneurs who are raising money through private equity, vcs and angel investors.

For many years, WBI has been a premier resource for both entrepreneurs seeking funding and for investors who want to help promising young companies achieve their potential.



The Institute's educational mission is to prepare entrepreneurs for the difficult task of commercialization, then raising capital for their business, mentor their presentation skills, and introduce them to investors who can make it all happen.

WBI is concerned only with helping entrepreneurs raise capital for their businesses. WBI is not a general business consultant or a finder.

WBI has conducted:

- Over 45 venture capital conferences in eight cities throughout the United States, including the investor acclaimed Investors Choice® conferences held annually in Hawaii, Utah and, Alabama.
- Over 80 seminars, programs and conferences focused on entrepreneurship throughout the world.
- Co-developed and commercialized some of the most sophisticated analytical tools in use for new venture development.

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History

WBI has held landmark conferences throughout the world that have introduced the whole idea of technology commercialization. Our Board of Trustees have included a Governor, the head of NASA, President of the University of Utah, Secretary of Education, founder of Teledyne and Dell computers and publisher of the Deseret News.

WBI was founded by the late Dr. Wayne Brown, who held positions in mechanical engineering and had served as Dean of the College of Engineering at the University of Utah. In addition to his academic postings, he was a founder of Kenway Engineering (HK Systems), TerraTek, NPI (Agridyne Technologies), the Utah Innovation Center (the world's first venture accelerator/incubator) and Utah Ventures (now UV Partners, Utah's first and largest venture fund).

By virtue of his academic, government, and business background, Dr. Brown was a leading authority in technological innovation and entrepreneurship. Many of the world's science and research parks, innovation centers and incubators have their roots with Dr. Brown.

In addition to his many accomplishments, he affected the role of government in innovation and entrepreneurship, as the architect with Roland Tibbitts, of the national Small Business Innovation Research (SBIR) program. Later as head of the State's Science Council, he spearheaded legislation to create the Utah Technology Finance Corporation (UTFC) and Utah's Centers of Excellence program. He successfully negotiated with the U.S. government to obtain military land for the establishment of the University of Utah's Research Park.

His knowledge, experience, and passion live on in the Wayne Brown Institute through its staff, investor led board and countless supporters.



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Bradley B. Bertoch



Bradley B. Bertoch, for the last 28 years, has served as President and CEO of the Wayne Brown Institute - a nationally recognized non-profit, entrepreneurship program. Brad is a leader in equity backed business development and entrepreneurship.

Under his direction, companies participating in the Wayne Brown Institute programs have raised near \$5.5 billion in private equity, which contributed to over 35,000 high tech jobs throughout the United States in the past 28 years. Brad is a member of Salt Lake City and Park City Angel groups, founder of WBI Angels and was a venture partner with Hamilton Bio-Ventures Fund II - A \$100 million venture fund focused on early stage of life science investments.

He is currently a fellow of the Foundation for Enterprise Development, co-founder and current board member of the Mountain West Capital Network and serves on the boards of Utah's Business Resource Centers, Salt Lake County, Mountainlands Revolving Loan Funds and Utah Legislature's Optimization Commission.

Brad is an honors graduate from the University of Utah and holds an MBA from Northwestern University's Kellogg School of Management 1975.

Brad is available for interviews and guest speaking.

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Community Outreach

In reality, an investor may provide funding to 1 in 1,000 entrepreneurs. That's why the Wayne Brown Institute looks to grow opportunities that help entrepreneurs rise to the top, get noticed and get funded.

WBI Virtual Mentoring Program

The WBI Virtual Mentoring Program is specifically designed to help venture capital-seeking entrepreneurs, communicate their deal effectively to investors. Raising money from venture capitalists and angel investors requires great communication skills, both written and spoken. This program is essential for entrepreneurs who are setting out to raise venture capital for their businesses and startups.



WBI Deal Flow Events

VentureCapital.Org (WBI) Deal flow and educational events are a prime spot to not only learn what it really takes to get venture capital funding but to meet and develop relationships with investors and venture professionals alike who can help make it all happen through the local network. Venture Capital Events include, How to Raise Money, 21st Century Entrepreneur, Deal Forum, Investor's Choice, and Annual Angel Update

The WBI Internship Program

At WBI, we pride ourselves at finding and grooming excellent talent and leadership. There are a variety of internship positions and we want each intern to leave here with a connection to a possible job opportunity.

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Events

Investor's Choice®

Our Investors Choice® Conference delivers the quality deal flow that investors are looking for. In the last three years, participating companies at the Investor's Choice® have raised more than \$300 million, have raised over \$5 billion since 1983 and have created more than 100,000 jobs. Of the presenting companies, 70% generated over \$300 million in capital and created over 10,000 jobs in the last three years. This event provides unique opportunities for high-growth companies to participate in the angel/venture capital process.

The Deal Forum

The Deal Forum provides access to and advice from venture professionals that entrepreneurs need to accelerate the growth of their early-stage company. This is a great way for entrepreneurs to learn the basics of building a fundraising presentation and network with entrepreneurs and angels.

How to Raise Money

This free, monthly, two hour seminar, features venture professionals giving the best advice and up-to-date information on what entrepreneurs need to successfully raise money. Each seminar discusses current trends, the basics of the fundraising process, finding the right investor and how to raise capital from the perspective of a seasoned entrepreneur and an investor.

21st Century Entrepreneur

The two hour workshops features venture professionals in an anything goes Q&A session. Upon completion of a workshop, the participant will have reviewed critical skills needed for success, illuminated their own "blind spots" in venturing and better preparing themselves for investor interviews.

Annual Angel Investor Update

This is the premiere Angel investing event. A reprise of last years successful Zions Bank/Wayne Brown Institute Angel Summit.

Alumni Event (Alumni, Sponsors, Investors, Mentors)

A network of key people from alumni companies, investors, mentors and sponsors that review the year.

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Services

The Entrepreneur Profiler

WBI's success comes from helping entrepreneurs succeed by teaching what they don't know, rather than letting them find out for themselves one painful lesson at a time.



The Entrepreneurial Profiler was developed by distinguished professor of entrepreneurship, Dr. Ronald K. Mitchell, CPA, Ph.D. and is winner of the Heizer Award for this research.

The Assessment helps an entrepreneur by:

- Determining expertise
- Pointing towards areas of opportunity, based on their specific profile
- Saving their time and money by revealing blind spots

The Entrepreneurial Profiler is not a personality test. This is a measurement of ones entrepreneurial skill set occupied with proven advice on how one can improve their skill set and become a better entrepreneur.

To take The Entrepreneur Profiler, go to:

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Thank you for your interest in the Wayne Brown Institute and
VentureCapital.org. Please feel free to contact us.

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