



# The Engineer to Entrepreneur Roadmap to Success An Overview of Entrepreneurship

By Jerry Knotts

**Tues May 3<sup>rd</sup>**

6:30 pm Pizza, 7 pm Talk

## Location, Time and Registration

### California Lutheran University, Westlake Village Entrepreneurship Center

31416 Agoura Road, room #107B, Westlake Village, California 91361

Tues May 3, 2016, 6:30 pm Pizza, 7:00 pm talk

Registration at this site <http://startuproadmap.eventbrite.com>

\$5 for members, \$15 nonmembers, \$35 at the door

## Workshop description

The road to responding to our entrepreneurial inner calling starts with a well thought out preparation and the development of a roadmap marked with clear milestones. This workshop lays out the fundamentals of launching a successful startup and steps to prepare. In this presentation, Jerry Knotts, President/CEO of the California Coast Venture Forum and President of J.E. Knotts & Associates, will set the background and knowledge foundation that will be helpful to fully benefit from the 2016 IEEE Entrepreneurship speaker series.

## Biography

**Jerry Knotts** is the President/CEO of the California Coast Venture Forum and President of J.E. Knotts & Associates. He has more than 30 years successful experience in small, medium and large sized defense and aerospace low and hi-technology companies. He served as Vice-President/General Manager, Defense Electronics Div, California Microwave and Vice-President, American Nucleonics Corporation. He serves as a member of the Board of Counselors, California Lutheran University School of Business; a member of the SoCalBio Investor Conference Company/Company Screening Board; and a mentor for the LARTA Institute. Jerry has notable achievements in general business management, strategic planning, and business development. As a consultant. He serves on numerous Corporation Boards and provides strategic and financial planning services to small and medium sized companies. His academic background includes a BSEE (Electrical Engineering) from Penn State University; an MBA from Auburn; and graduate of the Defense Systems Management College (DSMC), Industrial College of the Armed Forces (ICAF), and Air War College. Jerry is a Senior Life Member of the IEEE and a registered Professional Engineer.