



## **Navigating through the Fog: Launching a Startup While Avoiding the Reefs**

May 11th | Elings 1601 | 3:30 pm-5:00 pm

The UCSB Office of Technology & Industry Alliances is pleased to present a panel discussion of how to prepare for a successful and smooth launch of a new startup company - from assuring legal issues are in order to attracting and maintaining early investment. Our panelists include:

### **Seth Levy, Managing Partner, Nixon Peabody - Los Angeles**



Seth Levy is an attorney, specializing in corporate law and intellectual property, who has represented many startup companies throughout Southern California. Mr. Levy will discuss the importance of forming a company correctly from the beginning, including the various legal issues and documents to consider to protect the founders and the company, navigate investor due diligence smoothly and efficiently, and minimize future disputes within the company.

### **Manny Stockman, Senior Associate, Osage Partners**

Manny Stockman is a Senior Associate at Osage Partners, a venture capital firm specializing in investing in university startup companies, to focus on the engineering, materials and software sector. He will be presenting the investor's perspective on what can be done at formation to facilitate investment, as well as common errors that have delayed or injured a company's ability to attract investment



### **Ron Chiarello, CEO, Alveo Technologies**



Ron Chiarello, currently CEO of the UCSB startup, Alveo Technologies, is a successful serial entrepreneur and UCSB alum. Ron will be sharing his experiences and lessons learned when launching startups, including insights into how to position a company for its first fundraising, locate the right investors, and manage the company's first investor relationships.

Presented By



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