



**** 58 Teams Register ****

*Registration is officially closed for the 2007 competition
with 58 teams committed to the challenge*

Economic Fuel February Highlights

February Events

Venture Capital Forum

Date: Wednesday, February 7th

Time: 6:30 – 8:00pm

Location: The Kate Buchanan Room, HSU

David Cremin will be featured as the keynote speaker. David is a founder and Managing Director of DFJ Frontier. David will be talking about how to pitch a venture capitalist and what kinds of features make attractive businesses, especially venture-backable ones. This is a unique opportunity to receive advice from a financing professional! The evening will conclude with a question and answer session. You can view information about David Cremin and DFJ Frontier at <http://dfjfrontier.com/david.html>

Take advantage of this rare opportunity to hear a venture capitalist speak in Humboldt County. Find out from an expert what kinds of features will make your business attractive to potential investors.

Advisor Plan Check

Date: Wednesday, February 28th

Time: 6:30 – 8:00pm

Location: The Kate Buchanan Room, HSU

Economic Fuel advisors will be available to meet with teams and review progress on any of the required major components of their business plans. Make the most of this opportunity by bringing work you've completed on these portions and be prepared with specific questions.

Remember, if you would like an advisor to review any aspect of your plan in a private setting, make an appointment NOW! Our advisors are all working professionals, and their time is valuable. Make sure to be prepared and show up on time for appointments.

Entrepreneurial Tuesdays

College of the Redwoods and Humboldt State University are joining forces to provide a unique opportunity for Economic Fuel competitors. This Spring, BUS 69 and BA 480 will form one class that will guide competitors through the Challenge, showing them how to write a successful business plan and make a winning presentation.

Competitors and community members who are not enrolled in the class are encouraged to sit in on lectures. Class meets on Tuesday nights from 6:00 – 9:00pm. Please click on the links from our timeline of events at <http://www.economicfuel.org/timeline.html> for information on class discussion topics. Please remember that only enrolled students can turn in coursework for feedback.

Class has been moved permanently to Natural Resources Building, Room 101 - HSU

SBDC Offers to Review Business Plans

The North Coast SBDC has agreed to support the Economic Fuel Competition by reviewing, and returning with comments, any completed business plan submitted to them by February 23, 2007. Reviewed plans will be returned by March 12, 2007 to allow teams to incorporate changes and polish their plans before the competition due date. All services provided by the North Coast SBDC are free and confidential. Call 445-9720 for more information.

Additional Resources

Professors Chris Gaines and Nancy Vizenor, who are co-teaching the Economic Fuel Small Business Entrepreneurship Class, share a list of their favorite business resources!

Nancy's Favorite Books

- *The Art of the Start (Kawasaki)
- *E-myth revisited (Gerber)
- *First, Break All the Rules (Buckingham & Coffman)
- *You Need to be a Little Crazy: The Truth about Starting and Growing Your Business (Moltz)
- *Purple Cow (Godin)
- *301 Do-It-Yourself Marketing Ideas: From America's Most Innovative Small Companies (Decker)
- *The Entrepreneurial Mindset (McGrath & MacMillan)

Chris' Favorite Books

- *The Brand Gap: How to Bridge the Distance Between Business Strategy and Design (Marty Neumeier)
- *Zag: The Number One Strategy of High-Performance Brands (Paperback) (Marty Neumeier)
- *Beyond Disruption: Changing the rules in the marketplace (Jean-Marie Dru)
- *The Anatomy of Buzz (Emanuel Rosen)
- *The World is Flat (Thomas Friedman)
- *The Fifth Discipline (Peter Senge)
- *The Art of War (Sun Tzu)

Reserve These Dates on Your Calendar

Wednesday, March 7th – Entrepreneur's Forum

Monday, March 26th – Business Plans Due

Tuesday, March 27th – Elevator Pitch Practice

Wednesday, March 28th – Judged Elevator Pitch Presentations

Visit the Economic Fuel Website for more information about the competition!

www.economicfuel.org

If you would like to be removed from this email list, please send a note to theteam@economicfuel.org

