



# Su Negocio™

## *Assisting Latino Business Owners*

### Agenda

**Silicon Valley Capital Club, August 3, 2016**

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|-----------------|--|
| 7:00 am—8:00 am | Breakfast & Networking   |
| 8:00 am—8:45 am | Roundtable Panel Discussion, featuring:<br><i>Remy Arteaga, Executive Director, LBAN at Stanford University</i><br><i>Ruben Hernandez, General Partner, Devlabs Ventures S.A.</i><br><i>Lou Miramontes, Former Partner, KPMG</i> |
| 9:00 am—9:30 am | Breakout Session #1 (Start-up & Growth tracks)   |
| 9:45am—10:15am  | Breakout Session #2 (Start-up & Growth tracks)   |
| 10:30 am        | Adjourn  |



## Roundtable speaker bios

**Remy Arteaga** is currently the Executive Director of the Latino Business Action Network (LBAN). LBAN is a world-class entrepreneurship non-profit firm that collaborates with Stanford University on Latino entrepreneurship research and executive education programs for Latino business owners. Remy has a rich history in entrepreneurship with more than 20 years' experience in commercializing technologies. Most of his career has focused on the early stage startup process where he founded and managed more than five startups. As an entrepreneur, Remy raised millions of dollars in seed funding from angel investors, developed and negotiated investment agreements, built and managed startup teams, defined and negotiated licensing deals, and negotiated a multi-million dollar acquisition. Remy credits his early career at General Motors, where he helped create an internal new product development and innovation think tank, with giving him the tools to launch his first startup. Remy received a B.S. in electrical engineering from the University of Rochester and an MBA from RPI.

**Ruben Hernandez** is the co-founder and rainmaker of Devlabs, an accelerator and micro VC fund that has worked with hundreds of technology startups across the Americas. Devlabs provides access to markets and capital to entrepreneurs who are building tech startups that are solving big problems in education, agriculture, health, and finance. Ruben has been a longstanding global entrepreneur who has worked with thousands of entrepreneurs to enhance their go-to-market strategies globally, increase their product market fit, and develop clear value propositions for their customers and investors. Prior to Devlabs, Ruben worked for Accenture overseeing transformation projects with companies in United Kingdom, Mexico, Spain, Ireland, and USA. Ruben has a BS in Environmental Engineering from Columbia University.

**Lou Miramontes** is a financial executive and audit committee financial expert. He was a senior partner at KPMG until he retired in 2014 after a 38 year career. Lou served in many leadership roles at KPMG including Managing Partner of the San Francisco office, Senior Partner for the Latin American Region, and a member of the Global Executive Team. While at KPMG, Lou provided services to C-level executives and Boards of Directors of public and private companies, addressing client needs regarding governance, operations, financial reporting matters, and compliance with Sarbanes-Oxley regulations. Lou is a Director and the Audit Committee Chair for OPORTUN Financial Corporation and Brown and Caldwell, Inc. and provides consulting services to Real Estate companies in the Bay Area. He is a Trustee with the California State University, East Bay Educational Foundation and the Latino Community Foundation of San Francisco. Lou holds a B.S. in Business Administration from California State University, East Bay.

## Breakout session descriptions

### Start-up Track

*Session #1: Creating Your Financial Projections:* Having a financial plan will not only help guide business development decisions and monitor results, but it will also help you match your business concept with personal income goals. In this session, you'll learn the importance of financial planning, how to build your financial model, and how to understand financial statements, including an income statement, cash flow statement, and balance sheet.

*Session #2: Identifying Funding Sources & Next Steps:* In this session, you will learn about accounting and bookkeeping systems, sources of capital, the six C's of credit, and banking relations. You will also understand the rigor behind financial statement analysis to determine the most effective ways to access capital to grow your business.

### Growth Track

*Session #1: Protecting Your Business From the Unexpected:* Think about how an unplanned for event could impact the success of your business and the income it generates for your family and employees. Learn how having plans in place, such as a buy-sell agreement and key person insurance, can help protect your family and your business from life's many uncertainties.

*Session #2: The Importance of Knowing What Your Business Is Worth:* When you know what your business is worth, you have a more realistic perspective from which to plan for the future direction of the business, as well as the future income needs of you and your family. This session will highlight how knowing the value of your business can help you develop strategies for effective business succession, retirement and estate planning.