



MEDIA ALERT  
June 1, 2011

Maureen Konopka  
585.276.3410  
maureen.konopka@rochester.edu

**FOR IMMEDIATE RELEASE**

## **TALK ON BUILDING TO BECOME INVESTOR READY**

*– Free Lecture for Inventors, Researchers, and Entrepreneurs –*

**WHAT:** Martin Babinec, founder and chairman of Upstate Venture Connect, will speak about how a researcher or first time entrepreneur can put the building blocks in place during the companies formative period of growth so they can be “investor ready” in his talk “Building To Qualify for Outside Investors” on Thursday, June 9 at 9 a.m. in the Class of ’62 Auditorium at the University of Rochester School of Medicine and Dentistry.

**Free and open to the public**, this event is part of the F.I.R.E. (For Inventors, Researchers, and Entrepreneurs) Lecture Series and is sponsored by the University’s Offices of Technology Transfer and the Center for Entrepreneurship. **Pre-registration required:** 585.784.8856 or david\_englert@urmc.rochester.edu.

**WHEN:** **Thursday, June 9, 2011 from 9 to 10 a.m.**

**WHERE:** **Class of ’62 Auditorium (G-9425 and 1-2495)**  
University of Rochester School of Medicine and Dentistry  
601 Elmwood Ave., Rochester, N.Y.  
Parking is available, for a slight fee, in the Kornberg Lot or in the parking ramp

###