



# EVENT SCHEDULE

For More Info: <http://sdentrepreneurday.com>

## FRIDAY / SEPT 27th

6:00 PM to 9:30PM

Attendees MUST register at:  
[sdentrepreneurday.com/free-registration/](http://sdentrepreneurday.com/free-registration/)

### LOCATION:

10th Ave and J Street, 92101

FIDM, 3rd Floor, Comerica Bank/Diamond  
Tower Building

### Networking Happy Hour and Style Design Show

6:00PM to 7:00PM

All food and beverages inclusive (as available)  
included with ticket

### Guest Panelists

7:00PM to 8:00PM

The TasteMakers, Entrepreneurs with different  
tastes, interests, target customers and business  
sectors.

### E-wards

8:15PM to 9:30PM

Given out to outstanding San Diego based  
Entrepreneurs /Companies.

Guest presenters from Hiscox Small Business  
Insurance, Accion and more.

## SATURDAY / SEPT 28th

10:50 AM to 4:00PM

LOCATION: 715 J Street from 10th Avenue to 7th Avenue, 92101

Free registration, chance to win prizes, enter here: [sdentrepreneurday.com/free-registration/](http://sdentrepreneurday.com/free-registration/)

Free to attend, open to the public, and bring Pets! Exhibitions, Workshops and Main Stage Events

### Main Stage

10:50AM: Opening Ceremony & Ribbon Cutting

11:10AM: Fashion Style Art Show

11:45AM: Fashion Style Lounge Experience Sponsored by Fortune421

12:30PM: Entrepreneur Guest Speaker on the main stage, presenting Mark  
Bowles, Founder of ecoATM.

### Lounge & Learn Workshop Sponsored by GoDaddy

LOCATION: Cat Eye Club located at 377 1/2 J Street

12:00: The importance of Domain Name and Email Branding by GoDaddy

1:00PM: Social Media, PR on the Web by Digitaria

2:00PM: Introduction to Partnership/Co-Founder Contracts, Pre-Entity and  
Entity Formation and (Intellectual Property) by Embark Law

3:00PM: Your Brand Matters by Jeremiah Gardner | Handcrafted Brands™

### Farmer's Mercado Workshop

LOCATION: Outdoor Tented Area

12:00PM: Farmer's Market Vendor 101 (condensed workshop) by Catt White,  
co-founder of Public Market

1:00PM: Web Development by Zesty at [www.GoZesty.com](http://www.GoZesty.com)

2:00PM: Brand Promotions by Blue Sky Marketing

3:00PM: Case Study - Success Stories shared and questions answered by  
Homemade Harvey and Tea Gallerie

### Elevator Pitches (Main Stage)

1:30PM to 3:30PM

Ten Contestants (Enter to Audition Now)

3:30PM: Elevator Pitch Awards (Cash and Prizes)

\*\*Parking, Transportation, Food, Exhibiting Opportunities?

See Frequently Asked Questions at <http://sdentrepreneurday.com/faqs>

## PARTNERS:

