



WNY WOMEN'S FOUNDATION  
**WOMEN'S LEADERSHIP SUMMIT**

**Friday, May 31, 2024**  
**University at Buffalo Alumni Arena**

*In Partnership With:*



*Presenting Sponsor:*



**HIGHMARK.**

# ENTREPRENEUR PATHWAY SESSIONS

ROOM 97 - ALUMNI ARENA CLASSROOMS

## SESSION ITINERARY

**Session One**

***Dare to Launch: The Ultimate Guide to Entrepreneurial Triumph***

**Session Two**

***Capital Chronicles: Navigating the Financial Maze for Small Businesses & Start Ups***

**Session Three**

***Launch Pad Expo: Find the Next Step in Your Entrepreneurial Journey!***

### Session Host



**Megan Baldi**

After moving to Buffalo in 2018 and stumbling into a role at a startup, Megan's passion lies in directly supporting startup founders and connecting the community to resources that they need. Today, she is a member of University at Buffalo's Startup Ventures team, acts as the Director of Operations for BootSector, and supports Upstate Capital Association's administrative needs - while taking every opportunity to meet and support members of the WNY Startup Community.

# SESSION ONE

## *DARE TO LAUNCH: THE ULTIMATE GUIDE TO ENTREPRENEURIAL TRIUMPH*

An electrifying exploration into the art of discerning the pulse of innovation! Uncover the secrets to determining the launch-worthiness of your next entrepreneurial endeavor as we take a deep dive into the dynamic interplay between problem space and solution space thinking. Whether you're a budding entrepreneur or a seasoned business maverick, prepare to ignite your entrepreneurial spirit and unleash the potential of your ideas!

Moderator



Celine Krzan

Celine specializes in the development and delivery of entrepreneurship courses as well as design and facilitation of entrepreneurial workshops for all learning levels. She has also served as a mentor and coach for startups and emerging entrepreneurs and led the UB Center for Entrepreneurial Leadership's M&T Bank Minority and Women Emerging Entrepreneur Program.

Richard Kim is the Director of Startup Ventures at the University at Buffalo. In this role, he manages the team responsible for pre-seed and seed investments that come from the Buffalo Innovation Seed Fund, commercialization grants from the Buffalo Accelerator Fund. Prior to joining the university in 2019, Richard spent nearly a decade running early-stage tech startups in Seoul, South Korea.

Speaker



Richard Kim

# Session Two

## *Capital Chronicles: Navigating the Financial Maze for Small Businesses & Start Ups*

We have an expert panel of financial trailblazers ready to guide you through the intricacies of financing your entrepreneurial vision. This session will equip you with the tools and tactics to conquer the financial landscape and propel your venture to new heights!

Moderator



Nickole Garrison

Partner, Chief Client Service Officer, Garrison Murphy Wealth Management

Panelist



Andrea Vossler

Partner  
Lippes Mathias LLP

Panelist



Crystal Morgan

Assistant Vice President  
Pursuit

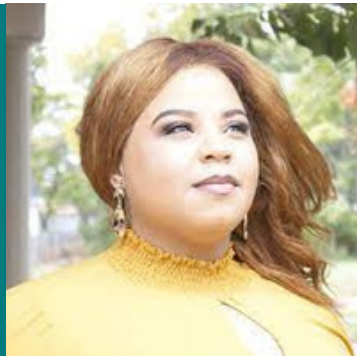
Panelist



Lauren Schellinger

Vice President and Regional Relationship Manager, Impressia Bank

Panelist



Crystal Wallace

Project Manager of the Founders Go Big Program at Launch NY

Panelist



Paul Hoffman

Lender Relations Specialist, U.S. Small Business Administration - Buffalo District

# Session Three

*Launch Pad Expo: Find Your Next Step in Your Entrepreneur Journey!*

**ROOM 88 & 90 - Alumni Arena Classrooms**

Make valuable connections, and obtain game-changing resources from different sectors of WNY tailored for startups and small businesses. Don't miss out on this epic opportunity to find the next step in launching your entrepreneurial dreams and take your venture to unprecedented heights!



## BNMC - IC SUCCESS



**Business & Entrepreneur Partnerships**