



The Jackson office of
BRADLEY ARANT BOULT CUMMINGS LLP
INVITES YOU TO ATTEND

Appetite *for* Intellect



ENTREPRENEUR ACCELERATOR PROGRAM WITH ROB ADAMS

About

Rob Adams, entrepreneur, venture capitalist and author of two books, *A Good Hard Kick in the Ass* and *If You Build it Will They Come?*, has personally developed a two-day program covering the following topics: (1) starting a venture-backed company (2) market validation and (3) how to validate whether a market opportunity can be profitably serviced. He will discuss unit economics, customer acquisition costs, developing a profitable product or service model and the most common failures when entering a validated market.

Event Details

Two full days of course instruction on

**Thursday, February 9th
& Friday, February 10th**

at

at Bradley Arant Boult Cummings LLP
the 3rd Floor
188 E. Capitol Street | Suite 400 | Jackson, MS 39201

RSVP

Please e-mail rsvp@babbc.com to pre-register as *seats are limited*. Contact Wendy Mullins with any questions at wmullins@babbc.com or (601) 592-9937.



TUITION \$195 per person for both days.

Please bring cash or check made out to Bradley Arant Boult Cummings LLP.



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