

The Good, the Bad and the Ugly: A True Story About How a Start Up Business Made It



Guest Speaker:

Michael Rosenfeld

Managing Partner
WebConnection

This presentation will outline the trials and tribulations of WebConnection, a Web Site Consulting Firm. This presentation may also help students identify if they are individually suited for entrepreneurship.

Michael Rosenfeld, while taking the course "Internet and Business" during his MBA studies, discovered there were tremendous opportunities to create quality content for the then untested medium. In 1995, Michael founded WebConnection to help businesses harness the potential of the Internet.

Since then, WebConnection has developed a client base that is international. Clients include PricewaterhouseCoopers, The British Broadcasting Company, Seagram's Coolers, Princeton University, The B & O Railroad Museum, and Russell Athletic.

Today, Michael keeps his hands on the electronic wheels of more than 300 client companies.

Experience:

- Co-Founder, Digital Bridge Initiative
- Founder, Multiple Media
- Advisor, Mosh Pit Business Plan Competition 2003 - Present
- President, Owings Mills Merchant Association

Education:

- B.A. Psychology, University of Maryland, College Park
- MBA, University of Baltimore

October 25, 2006

12 - 1 p.m. • University Center • Room 310

Contact Vivian Armor at armor@umbc.edu for more information or visit us at www.umbc.edu/entrepreneurship/speakers.

Speaker Series

The Entrepreneurship Speaker Series provides a monthly platform for successful entrepreneurs to candidly share their experiences and insights with UMBC students, faculty, staff, alumni and the Baltimore business community. The series highlights experiences, lessons learned and unique issues and challenges faced by entrepreneurs in the creation of a new enterprise.

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