



TRANSLATING RESEARCH
INTO ACTION CENTER

AMERICAN UNIVERSITY • WASHINGTON, DC



VELORIC CENTER *for*
ENTREPRENEURSHIP

AMERICAN UNIVERSITY • WASHINGTON, DC

ENTREPRENEURSHIP WORKSHOP SERIES: Turning Research into Societal & Economic Impact

Workshop II: Commercialization, Fundraising, and IP

November 18, 2025



**DC STARTUP
& TECH WEEK**



VELORIC CENTER *for*
ENTREPRENEURSHIP
AMERICAN UNIVERSITY • WASHINGTON, DC

OCTOBER 20-24, 2025



**5
DAYS**

7000+ ATTENDEES



300+ SPEAKERS

4 BUSINESS PITCH COMPETITIONS



150+ EVENTS ALL WEEK



6 VENUES ACROSS DC

100 SPONSORS & PARTNERS

75 EXHIBITORS

FREE TICKETS FOR 125 AU STUDENTS!
REGISTER WITH YOUR AU EMAIL ADDRESS
PROMO CODE: AUEagles25

IF YOU REGISTER:
ATTEND AT LEAST
HALF A DAY, POST
ON LINKEDIN AND
TAG THE VELORIC
CENTER!



bit.ly/dcstw25

Workshop Series

Entrepreneurial Mindset & The Lean Startup Method

Tuesday, September 16, 2025, from 12:45 pm – 2:00 pm



Building a Business Model

Tuesday, October 14, 2025, from 12:45 pm – 2:00 pm



Fundraising, Commercialization & IP

Tuesday, November 18, 2025, from 12:45 pm – 2:00 pm

- Investment and financing, pitches, networking
- Operating a business vs. licensing technology
- IP - trademarks and patents

Building a Business Model

Product-Market Fit (Value Proposition & Validation)

Market Size (Customer Potential – SCALE- TAM)

Traction - What have you done so far?

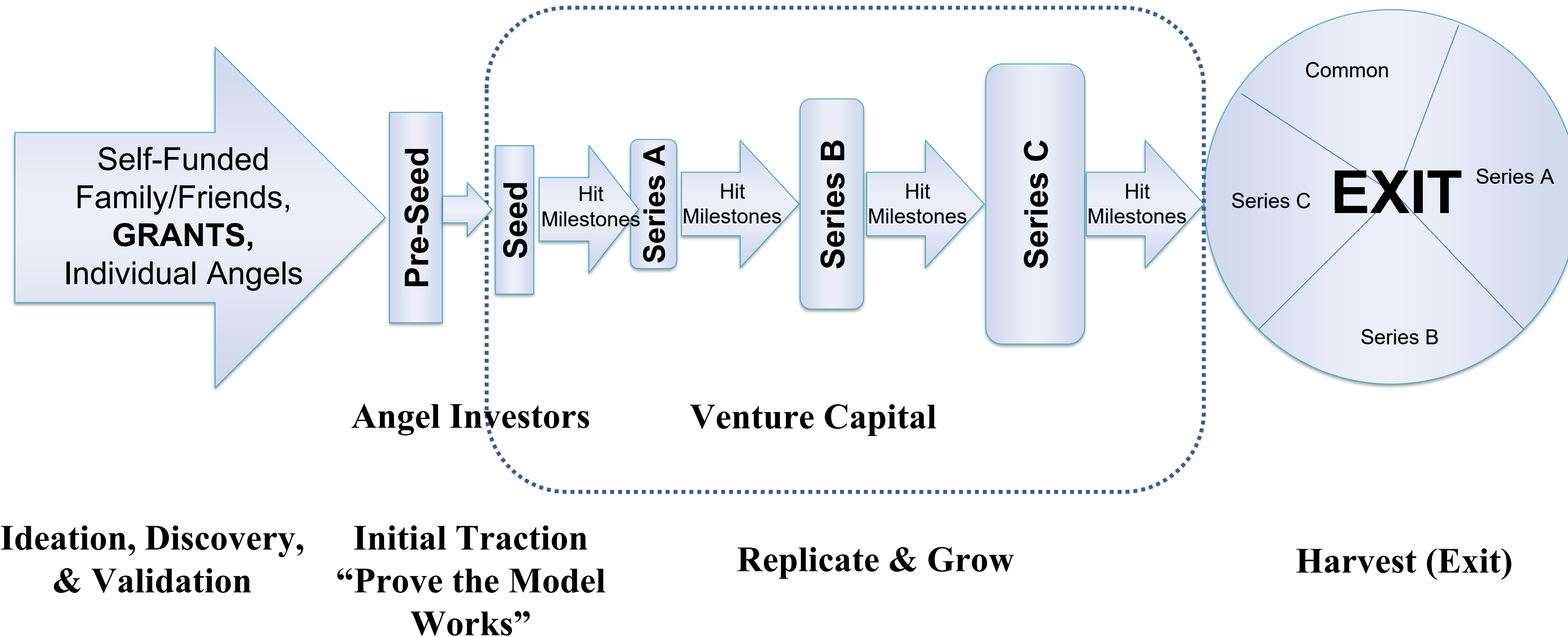
Go-to-Market Strategy (Marketing/Communication Campaigns)

Founder(s) & Team

How We Make Money

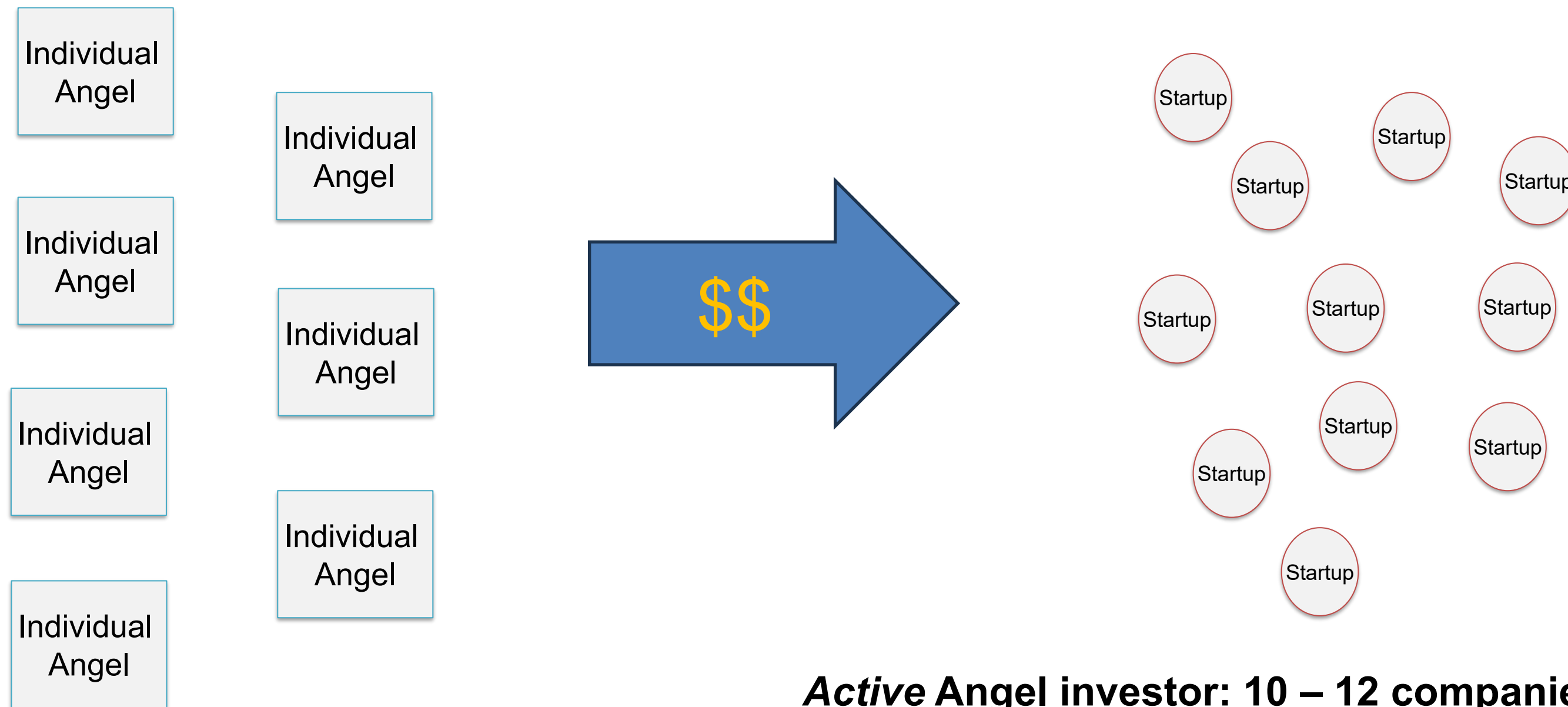
Financing a Startup Venture

Investment “Financing” Rounds



Angel Investor (or Angel Groups)

Invest their own money



Active Angel investor: 10 – 12 companies
4% of their liquid assets

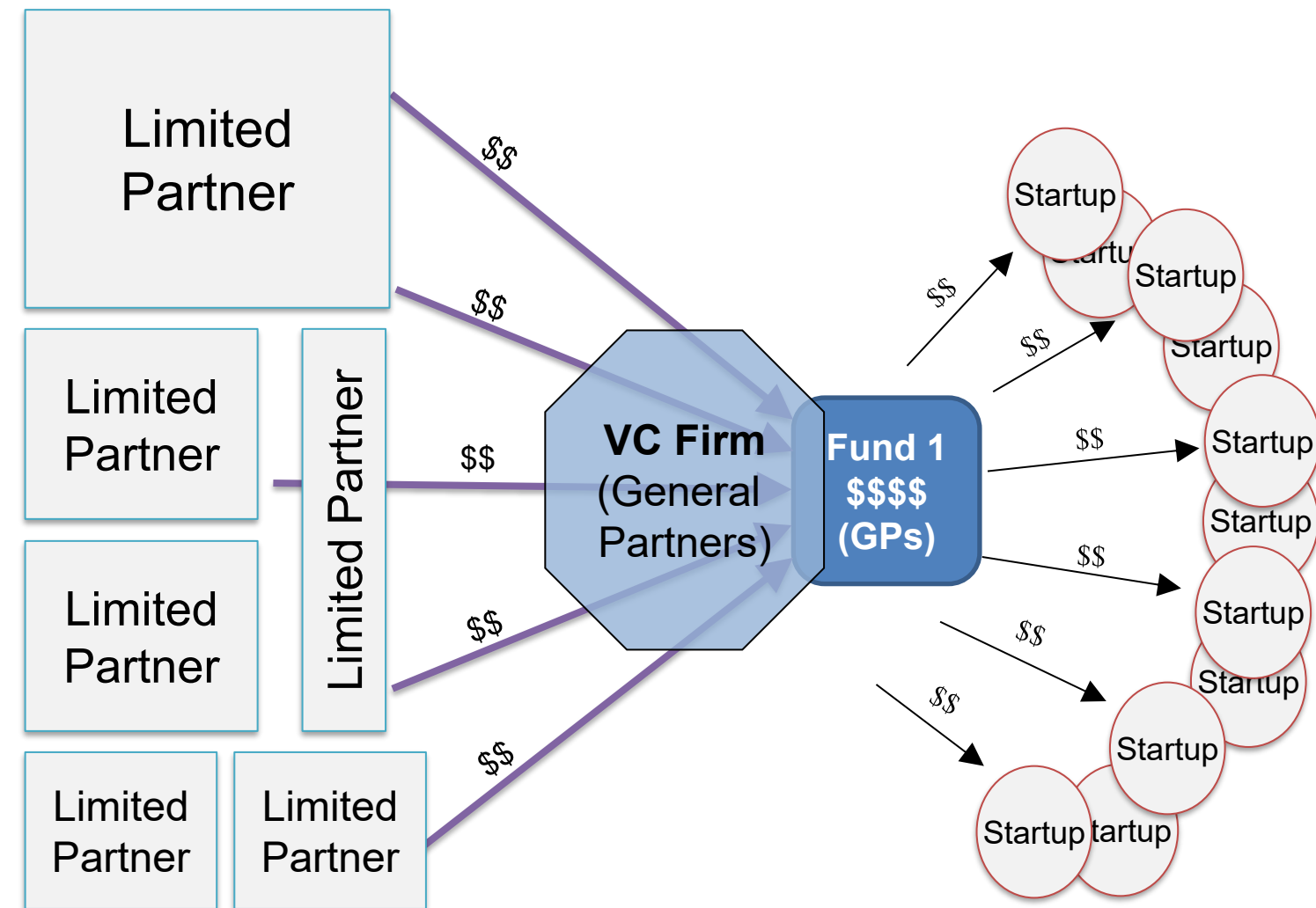
Find people who “get your industry”

Venture Capital Funds

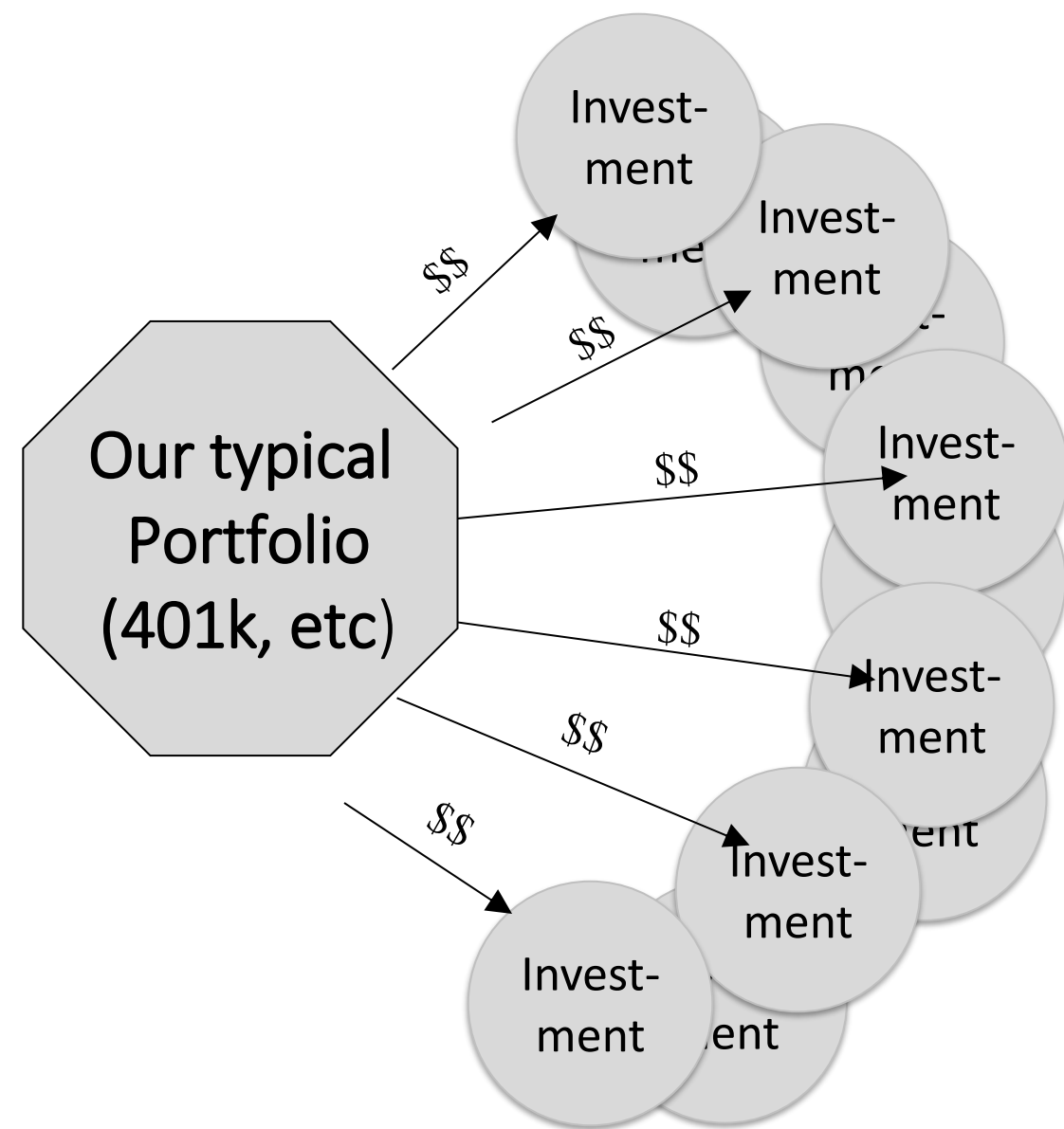
“OPM” – *Other People’s Money*

*Who makes up the
limited partners?*

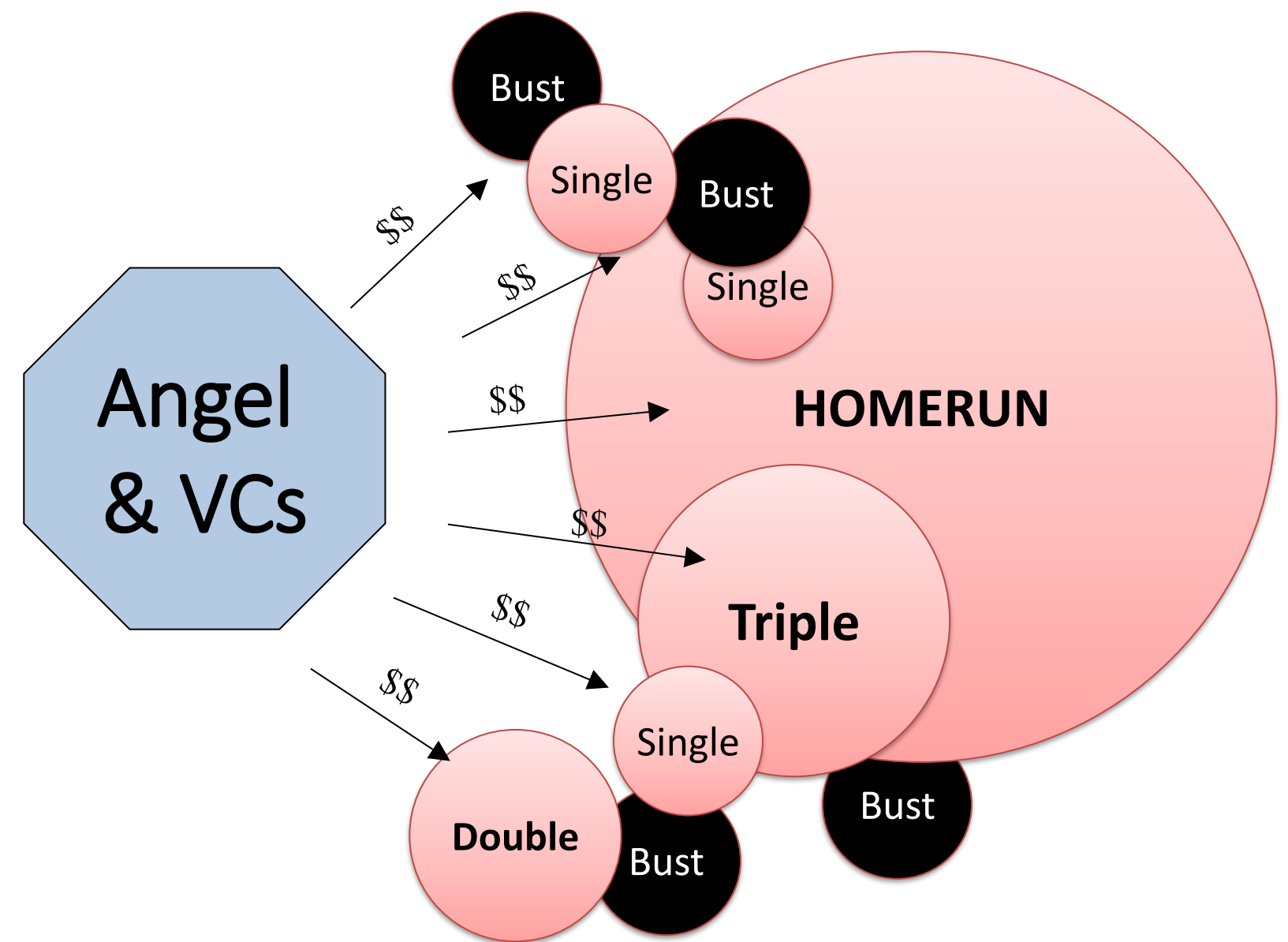
Fund Sizes: \$5M - \$2B



General Securities (cash, bonds, public stocks)



Angel & Venture Capital Portfolio ("Hits" Strategy)



So, What Does this all Mean?:

Risk to Reward (\$\$\$) Let's use a 10 year horizon

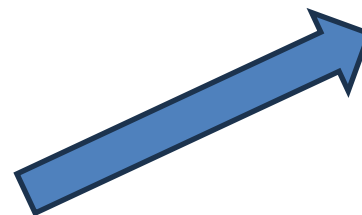
General Securities Portfolio:

7% annual return (IRR)
“Double my money in 10 years”
2x return on portfolio
Ex: Mutual Fund with 500 companies
“Sleep well at night.”
\$100,000 goes to \$200,000



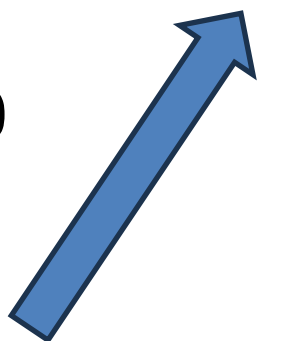
Venture Capital Investor:

13% annual return (IRR)
3.5x return on portfolio
“High risk: 12 - 15 investments”
\$100,000 goes to \$350,000



Angel Investor:

20% annual return (IRR)
6x return on portfolio
“Very high risk: 10 - 12 investment (bets?)”
\$100,000 goes \$600,000



Comes Back Full Circle: Building a Business Model

Product-Market Fit (Value Proposition)

Market Size (Customer Potential – SCALE POTENTIAL)

Traction - Validation

Go-to-Market Strategy (Marketing/Communication
Campaigns)

Founder(s) & Team

How We Make Money

***“Are you creating something that customers need (and will pay for),
with a big potential for growth,
and with an awesome team?”***

