

Revised Description of the EFGP Event at Villanova University on November 13, 2007
Submitted 10/23/07

BREAKING NEWS

Entrepreneurs, business professionals, and students and faculty from all Philadelphia area colleges are invited as the Center for Entrepreneurship at the Villanova School of Business hosts the November 13 meeting of the Entrepreneurs Forum. And we have breaking news to report about our topic and speaker. We're still going to be discussing *Entrepreneurship on the Web*, but instead of a panel discussion, we're going to have a Q&A session with a very special guest, Adam Nash, Senior Director of Product for LinkedIn.com (www.linkedin.com).

Business is all about relationships, and LinkedIn is changing the way entrepreneurs, business owners, professionals, even college students build and maintain relationships. Think of LinkedIn as Facebook.com, but for professionals. Recently cited by Time.com as one of the *Best 50 Websites**, LinkedIn has grown to over 15 million registered users from around the world in less than 5 years.

* http://www.time.com/time/specials/2007/article/0,28804,1633488_1633594_1633600,00.html

We're pleased to have Adam join us November 13 to share his insights about how to build a thriving, ground-breaking Internet company. Adam will respond to questions from our program moderator, Bill Madway, Professor of Marketing at the Villanova School of Business, and you, the audience. Among the topics Adam will address:

- How LinkedIn was initially conceived
- How LinkedIn is changing the way professionals and college students make connections and network
- How the products, services, and benefits offered by LinkedIn continue to evolve
- How LinkedIn built its impressive user base
- How the company currently capitalizes financially on its user base
- LinkedIn's plans for the future in terms of products, marketing, and revenue streams

So come prepared with your question and get ready to learn the secrets of building a successful Web-based business from a company that is truly revolutionizing business networking and relationship building. Visit the Entrepreneurs Forum's Website (<http://www.efgp.org/>) today to register.

Program Title:

“Building a Revolutionary Web-based Business: The LinkedIn.com Success Story”

Time & Place:

Tuesday, November 13, 2007

5:30 – 8:00 p.m.

Bartley Hall, Villanova School of Business

Lancaster & Ithan Avenues, Villanova, PA

- Networking in the Bartley Hall Atrium from 5:30 to 6:45
- Q&A Session in 1011 Bartley Hall from 6:45 to 8:00

Parking is available at no cost in the main University parking lot on Lancaster Avenue between Route 320 and Ithan Avenue. From there, it's a very short walk to Bartley Hall. Below is a link to a webpage with directions to the campus and a campus map:

http://www.villanova.edu/enroll/admission/visit/maps_directions.htm

Bartley Hall is Building No. 25 on the campus map available online.

About Our Special Guest:

Adam Nash is Senior Director of Product at LinkedIn, the California-based Web company that is revolutionizing the way professionals network. He is a seasoned technology executive and general manager with experience across engineering, product management, product strategy, and venture capital. He has previously worked at eBay, Atlas Venture (a VC firm), Apple Computer, and Hewlett-Packard. Adam has an MBA from Harvard University, and an MS and BS from Stanford University. For more insight into Adam's role at LinkedIn and his views on the direction of the company, see the online article from *Media Biz* linked below:

<http://mediabiz.blogs.cnnmoney.cnn.com/2007/09/27/say-cheese-linkedin-to-add-photos/>

And for an example of how one prominent public figure is using LinkedIn, check out this CNBC story about Barack Obama on *You Tube*:

<http://www.youtube.com/watch?v=Wx9jIX59mFs>

About Our Program Moderator:

Bill Madway is a professor of marketing and entrepreneurship at the Villanova School of Business and a member of the Entrepreneurs Forum board. He is a long-time support of the Forum and a co-founder of the *Philadelphia Top 100*. He has 20+ years of experience in marketing and entrepreneurial endeavors. For more information about the Center for Entrepreneurship, please visit, <http://www.villanova.edu/business/excellence/entrepreneur/>.