



# PIPELINE

ENTREPRENEURIAL WORKSHOP



**Rob Adams**  
Austin, Texas

Entrepreneur,  
Venture Capitalist  
and author of  
*A Good Hard Kick in the Ass*  
and  
*If You Build It Will They Come?*

*"I've been building and investing in start-ups for over 20 years, and the PIPELINE and support networks are invaluable in helping companies succeed."*

## Market Validation Workshop with Rob Adams

**Monday, February 8, 2010**

**Hosted by Enterprise Center of Johnson County  
and Mid America Angels.**

PIPELINE advisor and entrepreneurial expert and author, Rob Adams, shows you how to make sure you hit your target market before you spend a lot of money. He shows you the fast, systematic and proven approach of performing Market Validation in advance of making a large product investment.

*"Market Validation as a topic is one of the highlights of the PIPELINE fellowship program - and Rob is a master. This workshop is for anyone who wants to be better at hitting the mark with your product or service. His advice is spot on and has changed the way our fellows do business."*

**Joni Cobb**

President & CEO — PIPELINE

**Cost:** \$75.00 (includes lunch and Adams Book)

**Time:** 9:30am to 1:00pm

**Location:** Enterprise Center of Johnson County  
8527 Bluejacket St.  
Lenexa, KS 66214



**TO REGISTER  
Please Contact:**  
info@ktecpipeline.com  
or call 913.307.0004

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