



# International Venture Capital: Raising Funds From Overseas Investors Through EB-5, Venture Capital Private Equity, Joint Ventures and IP/Technology

Orlando, FL: Tuesday - Saturday, March 6-10, 2012 - 8:30am - 5:00pm  
In cooperation with University of Central Florida

Speakers: Steven Anapoell, Angel Brunner, Phil Cohen, Michael Gibson, Taher Kameli, John Li, Sarah O'Leary, Steven Polivy, Dave Souders, Mark Stevens, Yuzhou (Echo) Wu, Mike Xenick Other Speakers to Be Announced

**THE FINAL REGISTRATION DEADLINE: 11:59PM (ET), March 5, 2012**

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*Disclaimer: participation in this seminar does not create an attorney-client relationship with the speakers.*

## WORKSHOP OUTLINE-TENTATIVE

### DAY 1: Putting Together the Team

- Opening remarks: putting together the "Team", discussion of cost to prepare packages and cost of acquisition.
- Importance of business plan and structure of the offering
  - Understanding all the pieces and the process of setting up
  - A schedule outline to give an idea of how long it takes
  - The different variables around business types as it pertains to EB-5
  - Understanding job creation (direct, indirect, timelines, qualifying jobs, economist's role)
  - Understanding the long term: future projects and your reputation
  - Understanding the "Direct" option and why it matters, even if you don't intend to go that route
- Securities Attorney: Securities Issues

### LUNCH

- Tax Attorney: Tax Issues
- Corporate Attorney: Structure of deal, Limited Partnership, LLC, corporate structure
- Intellectual Property Attorney: IP issues, transfers of technology, joint ventures with foreign affiliates
- Raising Funds from Overseas Investors
  - Establishing the Pipeline of Funds
  - Connecting Investors to Your Projects

### DAY 2: Putting Together the Package

- Opening remarks: overview of the process of raising funds from overseas, discussion of EB-5 Exchange (Panel).
  - Investor's perspective: what do they look for
  - Identifying the pitfalls and common mistakes
- Securities Issues: broker dealer (solicitation, distribution, payment of fees)

### LUNCH

- Professional Liability/ Insurance, Best practices
- New Market, other Tax and Economic Incentives (Federal, State, Municipal), Loans and Guarantees (including Brownfield and Greenfield)
- Setting up accounts with foreign banks / Transfer of funds/ Escrow/ bank, OFAC Issues
- Offering and LPA Securities
- Marketing and Using Virtual Data Rooms

### DAY 3: Building a Brand / Marketing the Deal

- Panel:
  - Sources of funding
  - Countries overview
  - Segmentation of the market (large deals \$50MM+, large vs. small markets in U.S., i.e. NYC vs. rural areas)
  - Working with overseas agents
- Marketing and media overseas presentation
- Assembling the marketing package

### LUNCH

- Live Skype / Web conference calls with agents from overseas (China, India, Russia, Brazil, Mexico, Canada, Korea)
- Valuation and third party due diligence (Highest and Best use, MAI appraisals)

### DAY 4: Attracting Overseas Investors and Funding

- Marketing and Media
- Assembling the marketing package

### LUNCH

- Live Skype / Web conference calls with agents from overseas (China, India, Russia, Brazil, Mexico, Canada, Korea)

### DAY 5: Shooting Video and Media Agency Field Trips

Location visit to Film Studio/ Ad Agency for filming promotional video/ photo shoot for overseas distribution to agents and investors



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### About the Speakers:

**Steven Anapoell** focuses his practice on forming private equity, distressed debt, real estate, venture capital and special strategy funds, mergers and acquisitions, private and public securities offerings, debt and equity investments and financings, and structuring and negotiating complex corporate transactions. He has represented companies and investors in a variety of industries, including renewable energy, real estate, entertainment, telecommunications, sporting goods, software, senior life settlements and medical devices. In addition, he has experience in representing start-up and emerging growth companies and regularly advises clients on such issues as capital formation and financing strategies, general corporate governance and tax planning. Steve also advises clients interested in raising capital for, and establishing regional centers to administer, projects qualifying for investment under the EB-5 Entrepreneur Investment Visa Program.

**Angel Brunner** founder of the Pettles Group, co-founded EB5 America, LLC, and co-owns the DC Regional Center in Washington, DC. She has 15 years experience in finance, and urban development and renewal. Angelique is a member of the Urban Land Institute. Ms. Brunner works with companies to select a regional center to locate new business ventures. She also works with municipalities to establish successful regional center platforms for existing project pipelines.

**Phil Cohen** is the founder and president of Strategic Element. Phil has a long history of developing businesses, business concepts and products, dating back to 1993. With a career that began in the manufacturing sector, and grew to include new developments in technology and a variety of start-ups, Phil has progressively built up experience in the area of new business development with a focus on transforming ideas in to viable business models. Phil has worked with large public companies such as Rogers Communications and Transcontinental Inc., as well as small and mid-sized start-ups and businesses. Beyond the development of business concepts, models and plans, Phil has taken a hands-on role in the launch of several businesses and business initiatives. In so doing he has faced firsthand the realities and challenges faced by new businesses. This firsthand experience has provided him with the insight and real-life exposure necessary to develop businesses concepts that work. The Strategic Element team has been hand-picked based on one thing: their love of business. A passion is not something that can be learned in school or forced with a bonus. Everyone on the Strategic Element team has been chosen because they resist the lure of being involved in creating and building businesses. Our people read business books in their spare time and dream about spreadsheets; itâ€™s just in their blood. This is how as a team, Strategic Element has come to gain a breadth of experience that spans several industries in different shapes and forms.

**Michael Gibson** is the Managing Director of USAdivisors and is a Registered Investment Advisor. His previous work experience was with Citicorp where he worked in the Capital Markets and Investment Banking divisions as a broker-dealer, securities, foreign exchange, derivatives, money market, credit & debt analyst and portfolio risk manager. His duties involved overseeing Citi's financial operations, structuring financial instruments and hedging bank and client risk and investments in emerging markets in Latin America, Africa and the Middle East. In 2007 he established USAdivisors.org as an organization to assist foreign nationals with their EB-5 investment decisions, has completed the Series 7 and 65 exams, is a member of the Financial Industry Regulatory Authority and holds a degree in Economics from Virginia Tech. Michael also sits on the IIUSA Board of Directors and is past Chair of the Best Practices Committee.

**Taher Kameli** is the Managing Director at Chicagoland Foreign Investment Group, LLC and Attorney at Kameli Law Group, LLC

**John Li** is the President/CEO of Systemtek Technologies, a top Chicago base internet marketing and IT consulting firm, also has its global offices in Shenzhen, Guangzhou and Changsha of China, specialize in web development, SEO and Internet marketing in both US and China. Systemtek is one of the preferred and approved service providers in China selected by Commerce Department of United States. John has more than 15 years of combined experience in business management, specializes in business strategy, sales and marketing, outsourcing, IT operations and project management in both China and United States. John is the owner of the largest China base EB-5 info website yiminchaoshi.com (or eb5supermarket.com). The website is a direct connection and gateway between the U.S. EB-5 project principals, investment opportunities, real estate developers, immigration attorneys, professional services and the Chinese investors in China and around the world. Also, John Li is the president of Do Business In China, which provides full marketing services to help American companies to enter into China market. Please see website [www.do-business-in-china.com](http://www.do-business-in-china.com) for more details. Take a look [blog.do-business-in-china.com](http://blog.do-business-in-china.com) for updated events.

### Sarah O'Leary

**Steven Polivy** is the chair of Akerman's Economic Development Practice and is the office managing shareholder of the New York office. His practice focuses on economic development, real estate finance, and transactional real estate matters. He has represented various charitable organizations and private schools in connection with various tax-exempt financings, including the New York headquarters of the American Cancer Society. His practice includes representation of financial institutions that act as lenders, underwriters, and placement agents, or that serve the function of letter of credit issuers, liquidity providers, or trustees, with respect to tax-exempt and taxable debt for real estate, industrial and economic development projects, and municipal financing generally. He has also represented various Fortune 500 companies and many closely held industrial companies with respect to their obtaining of economic development benefits from governmental agencies on a state and local level.



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**Dave Souders** is a Commercial Insurance Broker at Todd Associates, Inc., located in Beachwood Ohio. He provide risk management consulting and insurance brokerage services for middle market companies across the US. Mr, Souders primary focus is in E&O, D&O, privacy and product liability centric risks.

**Mark Stevens** is a bestselling author and a popular media commentator on a host of business matters including marketing, branding, management and sales. Mr. Stevens is known for delivering business insights with blunt truth and unconventional wisdom. Mark Stevens possesses an innovative and iconoclastic view of the business world, having served as a journalist and nationally syndicated columnist and having held management positions at several global corporations. He is an in-demand speaker at organizations from Siemens, Virgin Air, Nike and Oracle to the American Chamber of Commerce Executives. A frequent media commentator, Stevens lends his insights and opinions on a wide variety of topics on BBC Radio, Bloomberg Television, CNBC, CNN International, Daystar Television, Fox Business Channel, Fox News Channel, MSNBC, NBC/ Today, NPR and scores of radio programs, and has been interviewed by The Associated Press, Entrepreneur Magazine, Forbes Magazine, Inc. Magazine, M6 (French Television), The New York Post, The New York Times, Reuters, Time Magazine, USA Today, The Wall Street Journal and many others.

**Yuzhou (Echo) Wu** has always been a devoted learner and genuine listener. Having two masters degrees in business administration and risk management from two universities in US and UK has broadened her vision of internationalization in business and multicultural intergration. She is passionate about bringing her analytical skills, strong sense of responsibility of team player and positive personality to a diverse working environment.

**Mike Xenick** is the Managing Partner at LCG Capital Advisors.

Materials Details are Coming Soon!

Location: 12201 Research Parkway, 2nd floor large training room #211, Orlando, FL 32826

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**Workshop – FINAL REGISTRATION DEADLINE: 11:59PM (ET), March 5, 2012**

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