

Presents

The Raymond V. Haysbert, Sr. Entrepreneurship Lecture Bootstrapping - The Key to Creative Entrepreneurship



Presenter:

Chris Jeffery

CEO, LocalUp Solutions

Education:

- Penn State University -
B.S. Finance

Work Experience:

- Partner/Director of Business Development, Ynot Advertising
- Entrepreneur-in-Residence, Penn State University
- Partner/Investor, Sandwich U
- Partner, Lionmenus.com

LocalUp Solutions was started out of a basement, with \$3,000, sheer determination and an unwavering belief in an idea. They weren't technologists, but they launched a technology company. They didn't have years of experience (or any experience for that matter) in a big organization or the industry they looked to disrupt, but they did it anyway.

In this day and age, we all see entrepreneurs actively seeking money in order to get up and running. However, there is another approach. Come listen to Chris Jeffery address the key to Bootstrapping and how this kind of start-up leads to creative entrepreneurship, which can lead to a niche in the industry you're looking to disrupt.

Founded in 2009, Baltimore based technology company, LocalUp Solutions, is on a mission to connect hungry consumers and local restaurants through its white label online ordering solution and restaurant discovery engine. Today, more than 30 local restaurant guides are powered by LocalUp. By developing new local sales and marketing strategies, and integrating new technologies to better connect local consumers with local restaurants, LocalUp continues to grow both horizontally into new markets and vertically in their existing markets.

September, 28, 2011

12 – 1:00p.m. • Commons Room 331

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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