

***Case Study – Flash Dance*
Austin Technology Incubator
Portugal Workshop
May 2010***

Background:

Flash Dance, a location-based social network that provides information regarding the whereabouts of friends, favorite eating establishments, and businesses in relation to the user, applied for membership to ATI's Information Technology Incubator. Flash Dance was founded in early 2008 when twitter and facebook were gaining popularity.

At the time the company applied, it was the talk of the town. They were being mentioned almost every week in top blogs and in local newspapers. The management team had connected with all of the 'who's who' of Austin in the technology entrepreneurship scene. Well known members of the community were vouching for the credibility of the company, the team, and the concept. These same people were strongly encouraging ATI to accept the company as a member.

The company was able to demonstrate a growth in the number of users since inception and had signed on several local establishments and businesses to participate in their service.

Questions:

1. What type of market related questions would you ask the founders of this company?
2. What experience/background would you expect the team to have to build this company?
3. What questions related to intellectual property would you ask?
4. How would you communicate with well respected members of the community during the evaluation phase of this company?
5. What expertise do you think ATI would need internally to successfully help this company:
 - a. Raise funds?
 - b. Build a viable plan?
 - c. Build out it's team and board of directors?