

Developing and Evaluating New Venture Concepts with Jumana Abu-Ghazaleh '92

Generate your own venture!

Do you have a business idea but not know where to start? During this interactive and innovative workshop, students will learn how to identify, refine and develop their startup ideas.

Jumana is the founder and CEO of betwixt.us, and the recipient of multiple marketing industry awards for her brand strategy work for the likes of American Express, Yahoo, Coca-Cola, Bank of America and Hilton Hotels. She earned an MBA from Harvard Business School and a degree in Literature and Philosophy from Claremont McKenna College.



**Friday,
November 4th
2:00pm-5:00pm**

**Hive @ Pomona 130 E.
Seventh Street North
Entrance**



RSVP here:

<https://goo.gl/forms/NtDsnFiC9H3daLiF2>