

BARD CENTER FOR ENTREPRENEURSHIP
BUSINESS SEMINAR SERIES
VIRTUAL ENTREPRENEURSHIP

Virtual Entrepreneurship. What does online gaming have to do with starting or growing a business? Ms. Wise will introduce you to the concept of virtual worlds, and take the class on a trip to her home in Second Life. Ms. Wise founded a “virtually live” music venue called the House of Flames. As a registered trade name under ByteSight, her multimedia company, she has hosted the first 24-hour live music event in Second Life and has partnered on projects with HBO, NBC and SONY/BMG. The House of Flames has migrated to real life where she live broadcasts events such as concerts, corporate speakers and events, and just about anything where the Internet is “the next best thing to being there.”

This seminar will stir the imagination of what can be possible with business models, using the live environment as the “classroom,” and is an introduction to Ms. Wise’s new online summer Entrepreneurship class at the Bard Center: “**Virtual World Entrepreneurship**.” While not intended to create professional online entrepreneurs, it prepares participants for immersion in a virtual environment, enabling entrepreneurs to understand virtual market research and produce and execute a virtual business model that can become a template for future projects.

When: Wednesday, November 4TH, 2009 from 5:30-6:30 PM
Where: Bard Center for Entrepreneurship
Fee: No charge

Who Should Attend: People looking to start a business or test business models using the latest technologies.

RSVP: To Beth Polizzotto at bard.center@ucdenver.edu or (303) 620-4050 by November 2nd.



Deborah Wise

<http://houseofflames.wordpress.com> & www.debwise.com

Ms. Wise is the Assistant Director of Online Learning for the Global Energy Management Program at the University of Colorado Denver, School of Business. She is a PhD student in Educational Leadership and Innovation at the University of Colorado Denver, researching the interplay of real and virtual identities. Ms. Wise is a seasoned entrepreneur, the Managing Director of ByteSight, Inc., Multimedia Consultants, and a regular speaker in the virtual world of Second Life. She is the founder and CEO of House of Flames Media, which hosts simulcast events between real and virtual spaces. She is the founder of Virtual World Research, a research group exploring issues of identity and culture in virtual spaces. She holds an MS in Global Enterprise Management from the University of Denver and a BA in Counseling. She is a member of the Association for Computing Machinery, the Association of Internet Researchers, and the Resource Center for Cyberculture Studies.