

Williamsburg Consultant Speaks at the College of  
William & Mary on Entrepreneurial Mistakes

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FOR IMMEDIATE RELEASE

February 29, 2008 – Williamsburg, Va. – John Avellanet, Cerulean’s Managing Director, was the speaker at the College of William & Mary’s Mason School of Business.

Mr. Avellanet spoke on expensive startup mistakes to avoid and provided attendees a nine-step, mistake-free plan for starting up a business to provide the greatest chance of turning a strong profit by the end of year one. He based his presentation on mistakes that he has made, plus those he has seen colleagues and clients struggle through.

The talk was hosted by both the William & Mary Entrepreneur’s Club and the Tribe Consulting Group.

Mr. Avellanet has made the slides from his presentation available online through his website at: <http://www.ceruleanllc.com/media/CERULEAN-WM-2008.pdf>.

A former graduate of the College of William & Mary, Mr. Avellanet is the co-founder of Cerulean Associates LLC, publisher of the monthly newsletter SMARTERCOMPLIANCE™, and a regular columnist for the international *Journal of Commercial Biotechnology*. He serves on the boards of a number of industry associations and journals.

Cerulean Associates LLC is a small, private consulting company that helps executives achieve cost-effective regulatory compliance, quality by design, intellectual property security, and faster time to market. On the web at [www.ceruleanllc.com](http://www.ceruleanllc.com).

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