

## **UNM-LA is offering a new class in entrepreneurship**

**By Mandy Marksteiner**

Have you ever wanted to start your own business? Got a great idea but need a little help getting started? Looking for all the hidden pitfalls and business secrets? UNM-LA is offering a class where students can learn the process of starting a successful company from someone who has both academic training in entrepreneurship and the experience of turning his garage-invented technology into a successful business.

“Everybody has an idea,” said Nicholas Seet, who will teach *Introduction to Entrepreneurship* at UNM-LA during the spring semester. “This class will be a roadmap to making it happen. I will give you the steps you need to take. There is nothing mysterious about it. You just have to follow your bliss and do it.”

The class begins February 22nd, and ends on May 3rd. The class is open to everyone and the schedule, every Friday from 12:00-4:00 p.m., may appeal to UNM-LA students, LANL employees, parents, retirees and professionals. Lectures will be videotaped, so students who may have to miss a session can still access the material.

Seet is a successful entrepreneur and founder of Auditude<sup>®</sup>, a venture backed online video advertising platform that was acquired by Adobe<sup>®</sup> in November 2011. In 2005 he won the Rice University Business Plan Competition for his business concept. Auditude<sup>®</sup> grew from a humble MP3 identification company to become the fourth largest video ad network in the world. Entrepreneurship let Nicholas leave his “day job” and eventually lead a company of 50 people earning a significant return for himself and his investors.

Seet enjoys sharing his knowledge and experience with anyone interested in pursuing entrepreneurship and encouraging people to follow their dreams. He is an experienced and dynamic speaker who has given talks at entrepreneur conferences at Rice University, Indiana University, UC Davis, and Harvey Mudd College. Students who enroll in the Intro to Entrepreneurship course will be introduced to the principles of entrepreneurship, gain hands-on practical skills, and learn from the experience of others. Seet plans to bring in various guest speakers and engage the class in goal-oriented exercises and small group discussions to supplement the reading assignments.

Dr. Cindy Rooney, Associate Dean at UNM-LA, said, “We are excited to have Nicholas Seet teach this course for us. He is uniquely qualified with his educational background, his own success as an entrepreneur, and his experience in speaking at various Entrepreneurship conferences.”

Seet graduated from Harvey Mudd College (Claremont, CA) with a Bachelor of Science in Engineering and a Bachelor of Arts in Economics. He received his MBA at the UCLA Anderson School of Management majoring in entrepreneurship and finance. His website is [www.NicholasSeet.com](http://www.NicholasSeet.com).

**To sign up for Introduction to Entrepreneurship, you may register on-line or in person at UNM-LA. Please call UNM-LA Student Services at 662-0332 for questions. Space is limited, so please register before class begins. If space is still available, students may sign up at the first class session.**