



SL #18: Start-Up Council

August 25, 2007

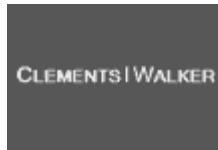
Standard Podcast [53:49m]: [Hide Player](#) | [Play in Popup](#) | [Download](#)

Welcome to SL #18! In this show, we are joined by Genna Keller (of Trelvelino-Keller Communications Group), who is also the co-founder of the Start-Up Council, a group in Atlanta that seeks to provide free mentoring and peer review for entrepreneurs. Genna was accompanied by Pat Huddleston, CEO of Investors Watchdog, one of the companies that has benefited through participation in the Start-Up Council.

As an added bonus Mike continues to earn a top spot in the rotation as he brings the heat again, this time by tossing business plan consultants under the bus. We round this show out with some of your emails, Capital Connections updates, & more!

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Shownotes:

Who comprises Start-Up Council, and how does it work? What services do they provide? Is it free? Can they help you find capital? What's their track record? Why are they doing this? Who really killed Kennedy? And so much more!

Enjoy! To play it, use the tools at the top of this post - you can play it via the embedded Flash player by pressing the big play button at the top, or download it to play on your computer or MP3 player.

Links referenced within this episode:

- [Start-Up Council](#)
- [Investors Watchdog](#)
- [Trevelino-Keller Communications Group](#)
- [Adams Capital](#)
- [Chrysalis Ventures](#)
- [Angus Mcrae Insurance Brokerage Services](#)
- [Clements-Walker Intellectual Property Attorneys](#)
- [ATDC \(Advanced Technology Development Center\)](#)
- [PeachPodStudios](#)
- [Slingshot Product Development Group](#)
- [Technology Association of Georgia](#)
- [Southern Capitol Ventures](#)
- [Web.com](#)

Podsafe music used within this episode:

- *Sundial* by Bill Derome
- *Tru Gangster* by Nice Peter
- *All the Money in the World* by Hutch

Tune in and find out!

Our format is a little out of the norm as far as podcasts go. We treat our efforts as a true "show" rather than a super-concise (limited) vehicle for delivery of information. Therefore, the podcasts can run a bit long (actually, it is largely driven by the guests and their responses.) While we try to have very substantive discussions, we also try to have a lot of fun along the way (and that tends to elongate the programming a wee bit.) Our theory is that if we are having fun during the show, hopefully, you will be having a little fun listening as well.

Here is the breakdown for the show, in case you want to hop around.

Intro	00:00 to 01:44
Smalltalk and introductions:	01:44 to 07:24
Under the Bus	07:24 to 11:56
Mailbag:	11:56 to 16:19

Capital Connections Update:	16:19 to 22:05
Commercial/Comedy Break:	22:05 to 24:36
Main Discussion Topic	24:36 to 49:30
Commercial/Comedy Break:	49:30 to 50:08
Analysis/Wrap-up:	50:08 to 53:49

A special thanks to Genna Keller and Pat Huddleston for coming in and hanging out with us!

We welcome your continued feedback as well! If you have an interest in appearing on the show, becoming a show sponsor (hint, hint), have some suggestions for topics, have feedback, or would just like to email us and tell us to “shove off”, we invite you to [contact us](#).

And don't forget - the StartupLounge.com [message forums](#) are up and running. If you need help with any aspect of your venture, we welcome you to jump in and get the help you need!

Enjoy!