



“It’s a great combination of your peers, teaching and some real-life business people,” Warren said.

The business experts had some advice for Lichtman, a graduate of Lawrence High School who holds a culinary arts degree and Warmack, who worked for Verizon Information Services in Middleton as a software engineer for 20 years before company layoffs last year.

He had experience telling stories for the past decade and has performed voice-over work. When he ran out of stories he wanted to tell, he began writing his own material five years ago.

Under his home-based business plan, he hopes to net \$28,000 in the first year. He developed sales projections for his books and CDs, and plans to invest \$5,000 in the business.

Warmack could have used more eye contact when making his business pitch, said Corzine, who worried about how the storyteller might protect his intellectual property rights. Because of Warmack’s use of choreography and mime in his storytelling, Corzine suggested he make a DVD instead of an audio-only CD. Corzine questioned Warmack’s financials.

“Your growth rate at 48 percent a year seemed very aggressive to me,” he said.