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We will start momentarily at 2pm ET



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Upcoming ACS Webinars™

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Thursday, April 28, 2011

Cheers! The Chemistry of Wine

Ariel Fenster, McGill University




Tuesday, May 3, 2011

Ten Commandments for Being a Successful Scientist


Darren Griffin, University of Kent

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Chemical Entrepreneurship Series 


Join us for Part 2!




Thursday, May 19, 2011
**Turning on the Light Bulb
 – Idea Generation and
 Idea Evaluation**
 Nick Conti, Quest Diagnostics and moderator Lynn Leger, GreenCenter Canada.

www.acswebinars.org/ChemicalEntrepreneurship


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ACS WEBINARS™ 
 April 21, 2011

Is Being an Innovator-Entrepreneur Your Cup of Tea?



Judith Giordan,
VentureWell



Dan Daly,
Alabama Innovation and Mentoring of
Entrepreneurs Center

Please submit questions via the Questions Panel in GoToWebinar

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IS BEING AN INNOVATOR- ENTREPRENEUR YOUR CUP OF TEA??

Judith Giordan

Chairman – VentureWell Boards
Senior Advisor – NCIIA
Serial Entrepreneur
Fortune 100 Exec.

www.venturewell.org

www.jgiordan.com

American Chemical Society Meeting
Entrepreneurship Webinar Series
April 21, 2011



EDUCATE OR BORN ... TO INNOVATE

Only 1 percent of more than 200 U.S. entrepreneurs surveyed cited higher education as a significant motivator toward starting their own venture, while 61 percent cited their "innate drive." Northeastern University Survey

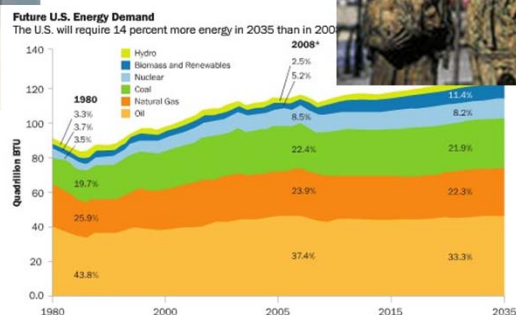
Entrepreneurs are born, but can they be taught? By Jim Hopkins, USA TODAY



Are Entrepreneurs Born or Made?
Two-thirds of entrepreneurs claim they were inspired by innate desire, not education or training, according to a new survey.
By Leslie Taylor | Inc. | Oct 24, 2006

THE PROBLEMS ARE COMPELLING...

And **scientists and engineers** are needed with solutions....



Business people CAN NOT do it alone!

THE DEBATE IS A WASTE OF TIME.....

It is the **WRONG QUESTION**....

The RIGHT question is whether you WANT TO LEARN... a NEW LANGUAGE....

- **LEARNING CHEMISTRY** was like learning a new language and it didn't happen like a Berlitz Class...



WILL YOU DO WHAT IT TAKES TO LEARN THE LANGUAGE ???

So what does it take to learn a language... and how does this apply to innovation and entrepreneurship?

1. Alignment...

Do you really CARE and WANT TO LEARN?

Do you know your goals and are they realistic?

2. Adherence...

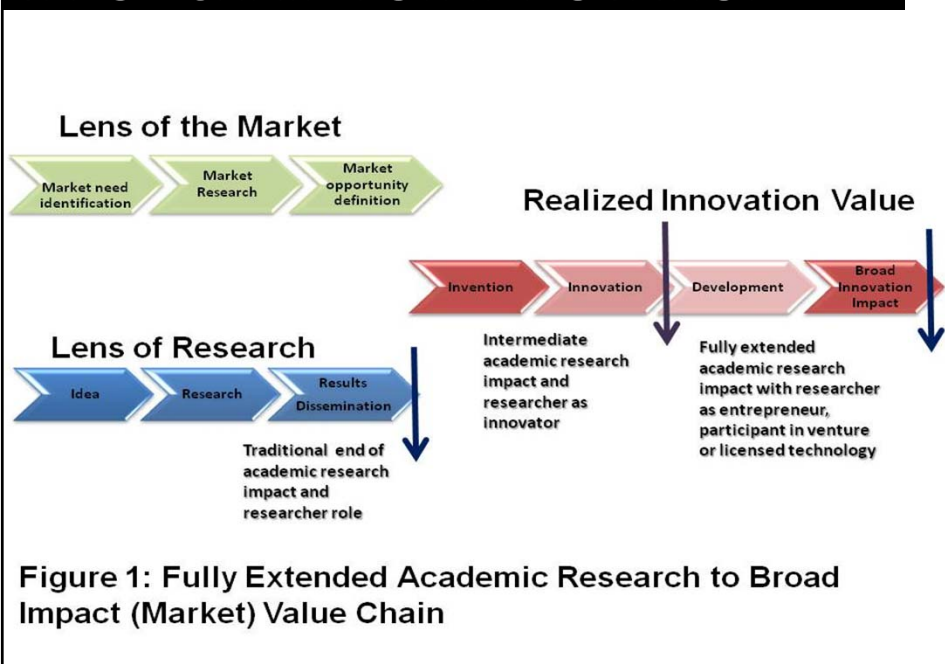
Are you REALLY INTERESTED and will you stick with it???

Are you willing to practice, understand the pitfalls and improve???

3. Efficiency....

Does the LEARNING materials and format align with who YOU ARE (your skill level) YOUR best way of learning..

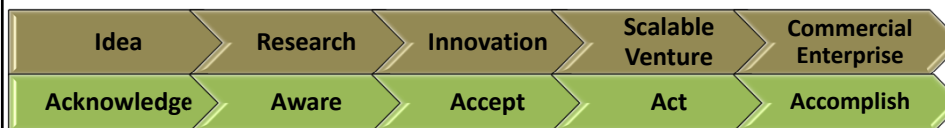
VALUE CHAIN FOR INNOVATION



BUT THAT'S NOT THE ONLY ONE...

- Providing a systematic, focused, cost-effective, scalable approach to venture development and innovator support.
- BOTH build value!

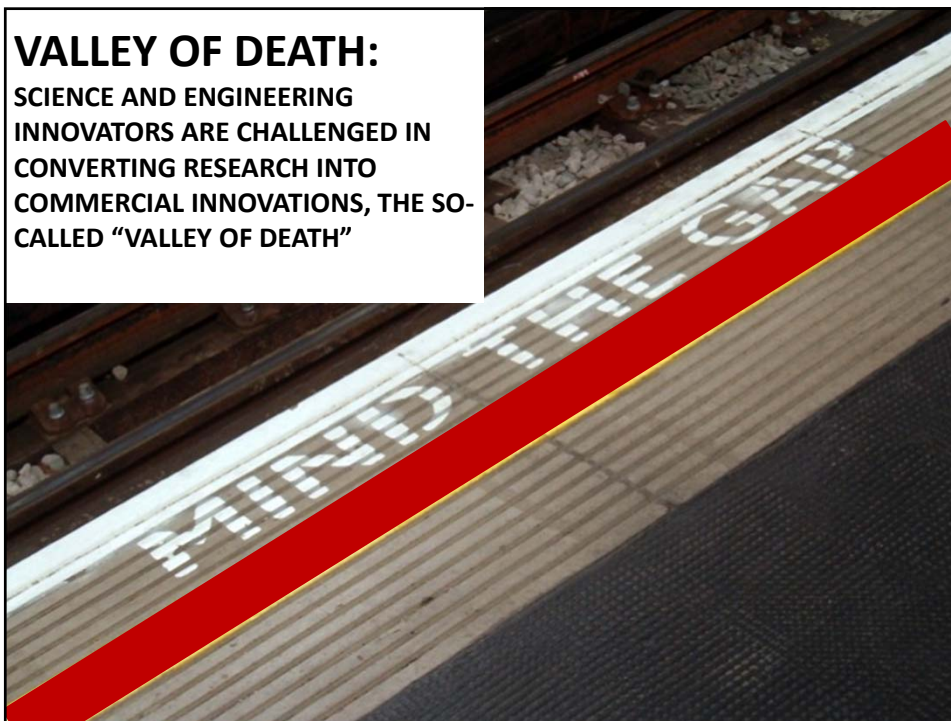
Innovation

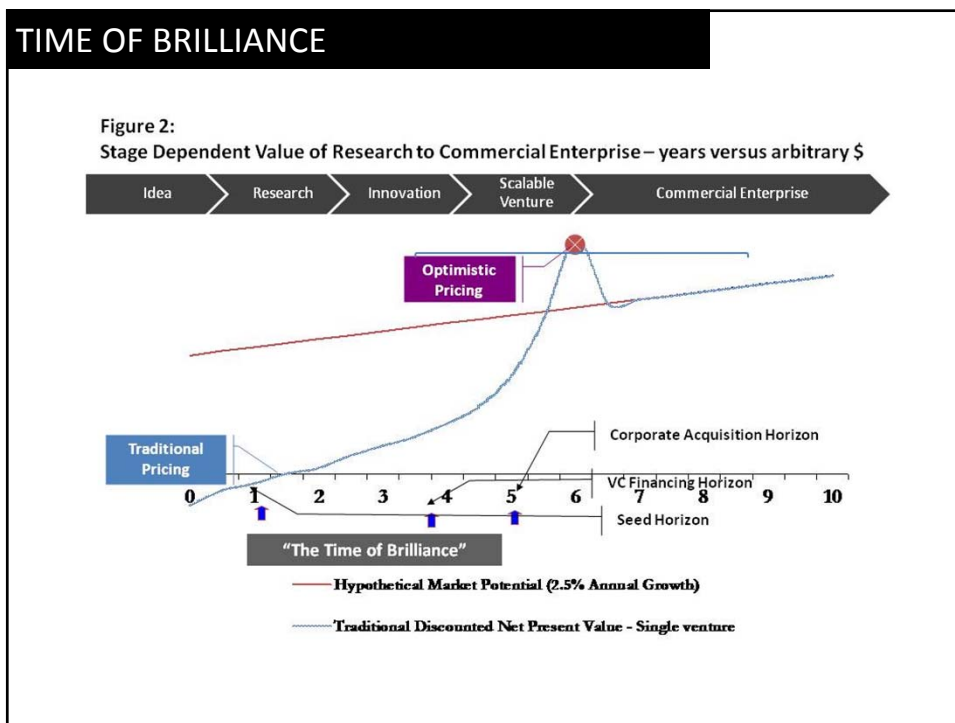


Innovators

VALLEY OF DEATH:

SCIENCE AND ENGINEERING INNOVATORS ARE CHALLENGED IN CONVERTING RESEARCH INTO COMMERCIAL INNOVATIONS, THE SO-CALLED "VALLEY OF DEATH"





ADHERENCE - CHALLENGE #1: SIGNAL TO NOISE

Innumerable undifferentiated “top of funnel” opportunities



CHALLENGE #2: LOST IN TRANSLATION

- Low success of translation to commercialization
- Need to “fail fast and iterate”



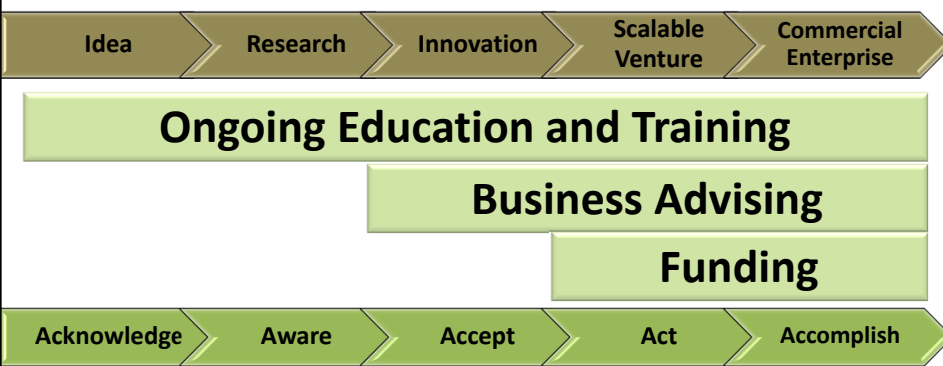
CHALLENGE #3: PROCESS, ADVICE, SUPPORT AND PRACTICE

An ecosystem that efficiently validates and structures seed stage deals exists only in Web 2.0, not for STEM ventures




EFFICIENCY - TO REAP REWARDS

- Respect the R2I2E PERSONAL CHANGE process
 - NO person builds a company alone
- Lens of the MARKET as important as Lens of RESEARCH
 - STEM ventures are not the same as Web 2.0 BUT build for “failing fast” based on business insights
- It is not a single event...NO one learned P Chem the first time round!



VENTUREWELL:
TRANSFORMING THE VALLEY OF DEATH TO A TIME OF REFINANCE





Mr. Joseph St...
Director
joseph...


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NORM – June 17 in Portland
SWRM – November in Austin, TX

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Q&A SESSION



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Join us for Part 2 of 7!



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