



Science Café Announcement

Free and open to public



GEORGIA SECTION

Friday, August 25, 2017

“Entrepreneurship Lighthouses and Landmines”

Speaker:

Prof. Robert M, Anservitz (Georgia Gwinnett College)

Location:

**Condesa Coffee
Old Fourth Ward
480 John Wesley Dobbs Ave
Ste 100, Atlanta, GA 30312**

Directions: [Click Here](#)

6:30 pm Meet and mingle

7:00 pm Talk

Parking: Parking is available along the street on John Wesley Dobbs, on Cain St. across the street or in the free Tribute Lofts parking deck.

RSVP by 5:00 pm on Monday, August 21, 2017 at

<https://goo.gl/bYqzo2>

Abstract

Robert (Bob) Anservitz's upcoming presentation, Entrepreneurship Lighthouses and Landmines, will especially focus on how “deciding to go entrepreneurial” relates to scientific discovery, applications, and considerations essential to starting one's own company.

His presentation will focus on three frequently overlooked yet essential stages in entrepreneurial careers for chemists...

1. The eureka stage: Becoming sensitized to identifying opportunities -- especially as these relate to deciding upon whether or not to become an entrepreneur.
2. The protection stage: technology transfer protection, testing potential alliances, researching demand and projecting burn rate and payout planning.
3. The marketing stage: finding the USPs (unique selling propositions), understanding the business side of science, and conducting competitive intelligence and optimizing marketing options.