



ABOUT LITE

The mission of the Laboratory for IT Entrepreneurship (LITE) is to promote entrepreneurship in Information Technology across the Mason community and guide IT ventures from idea to launch.

WHAT WE OFFER

- Seminars & Workshops
- Advising
- Competitions
- Courses
- Opportunities to connect
- Access to resources



SEMINAR ANNOUNCEMENT - OCTOBER 18

"How to transform an idea into a successful business"

SPEAKER: Skip West, President, MAXSA Innovations LLC

DATE: Friday, October 18, from 11 am to 12 pm

LOCATION: Engineering Building, Room 4801

ABSTRACT

Starting a new venture is an exciting and challenging experience at the same time. Aspiring entrepreneurs will need thorough planning, discipline, and a keen ability to adapt to a constantly changing environment. Mr. West will provide an overview of the key elements needed to successfully plan, launch, and run a new venture. Some of these key elements include developing an understanding of the industry and the competitive environment, assessing market forces, and the importance of developing an effective business plan.

SPEAKER INFORMATION

Skip West is the President of MAXSA Innovations LLC, a fast growing venture started in 2003. Skip also serves as an adjunct professor at George Mason University in both the Engineering School and the Business School. Skip is on the board of the National Science and Technology Education Partnership, is a member of the Government Affairs Committee on the Automotive Aftermarket Industry, and serves as the chair of the Automotive and Small Business Board for the Consumer Electronics Association.