LITE
Laboratory for IT Entrepreneurship
Transforming IT ideas into ventures

GEORGE MASON UNIVERSITY

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 - FEBRUARY 18

"What Outreach Mechanisms Does Your Business Need?"

SPEAKER: Alianna J. Maren, Ph.D., Founder of Mourning Dove Press

DATE: Tuesday, February 18, from 12 pm to 1 pm 🍕 Pizza will be served

LOCATION: Engineering Building, Room 4801, Fairfax Campus

ABSTRACT

Does your business need a published book to be successful? Learn the critical decision points guiding you and your business to a solid reputation and increased profits. Learn what kinds of tangible outputs are best suited to your needs – which may include a book, a blog series, webinars, online courses, or other outreach mechanisms. Identify the time and cost constraints – and rewards – for each. Determine strategies that will best serve you and your business for the next few years. The speaker has authored two very different books, reaching two very different audiences, published with entirely different methods, and using radically different forms of promotion and social outreach. Which of these would work best for you?

SPEAKER INFORMATION

Alianna J. Maren is the Founder and Chief Visionary for Mourning Dove Press, and a serial entrepreneur with four awarded patents in the artificial intelligence arena. She has been the Principal Investigator on 11 SBIR/STTR government contracts, totaling $4M. She has innovated courses on knowledge discovery, neural networks, and cloud computing, and has taught Capstone courses at Mason. Her recent work has focused on archetypes of human psychology and adult life journeys. Dr. Maren has a solid entrepreneurial background, and, in her talk, she will share insights that can help aspiring entrepreneurs to accelerate the development of their business ventures.