

SEMINAR ANNOUNCEMENT - OCTOBER 7, 2014

HOW TO DEFINE AND PITCH YOUR BUSINESS IDEA

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
- Funding
- Courses
- Opportunities to connect
- Access to resources



For questions, email
lite@gmu.edu

SPEAKER: Skip West, MAXSA Innovations

DATE: Tuesday, October 7, 2014, from 1pm to 2pm

LOCATION: Engineering Building, Room 4801, Fairfax Campus

ABSTRACT

Going from a business idea to its actual implementation is always challenging. It requires proper skills, time, and effort, and taking the right steps at the right time is crucial. Clearly defining and effectively pitching a business idea are two of the initial and most critical steps in the process of creating a business. Mr. West, a successful and experienced entrepreneur, will guide attendees through the steps needed to correctly and clearly define a business idea and to successfully present it to customers, investors, and potential partners.

Students planning to participate to the 2015 Pitch IT Business Idea Competition are highly encouraged to attend this seminar.

SPEAKER INFORMATION

Skip West is the President of MAXSA Innovations LLC, a fast growing venture started in 2003. Mr. West also serves as an Adjunct Professor at George Mason University in the Volgenau School of Engineering and in the School of Business. He 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.