

SEMINAR ANNOUNCEMENT - DECEMBER 2, 2014

FROM IDEAS TO VENTURES

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: Suresh Shenoy, IMC, Inc.

DATE: Tuesday, December 2, 2014, from 1pm to 2pm

LOCATION: Engineering Building, Room 4801, Fairfax Campus

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. Shenoy will provide an overview of the key steps 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, evaluating the feasibility of your idea, assessing market forces, and the importance of developing an effective business plan.

SPEAKER INFORMATION

Mr. Shenoy served as Chairman of the National Capital Region chapter of the American Red Cross and on the boards of Kevric Company, IMC Global Services, Fairfax County Information Technology Advisory Committee, Capital IIT Alumni Association and Fairfax County Chamber of Commerce. Prior to joining IMC, Mr. Shenoy was a partner at Maridyne International, an international marketing company and joint venture with Marubeni Corporation of Japan. After selling Maridyne, Mr. Shenoy owned and operated Northeast Investment Castings. Currently, he is an adjunct faculty in the School of Engineering at George Mason University. Mr. Shenoy holds a Bachelor's degree in Engineering from the Indian Institute of Technology and an MBA from the University of Connecticut.