

SEMINAR ANNOUNCEMENT - FEBRUARY 24, 2015

HOW TO MARKET 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: Jeff Fissel, KZO Innovations

DATE: Tuesday, February 24, 2015, from 1pm to 2pm

LOCATION: Engineering Building, Room 4801, Fairfax Campus

ABSTRACT

Having a solid business idea is a good start, but, in order to be successful, entrepreneurs must be able to effectively market their new products or services. In a world where people are constantly bombarded with new ideas, inventions, and a myriad of new products and services, this skill is critical to stand out from the crowd and convince people to buy into you and from you. Mr. Fissel will provide an overview of the most effective strategies and practices to successfully market your business and achieve long-term success.

SPEAKER INFORMATION

Jeff Fissel co-founded KZO Innovations, Inc. in 2007 and serves as its Vice President of Solutions. Mr. Fissel plays a key role in select strategic accounts and corporate development activities at KZO Innovations. He helped the team take their video content management software to market and build the customer base to include companies like PNC bank, Audi/VW, Michelin, and Comcast. He is an expert with interactive streaming media technologies and was a member of the development team for the KZO technology. KZO Innovations successfully raised venture capital and was sold to a 1.4 Billion dollar private equity fund in 2013. Prior to KZO Innovations, he founded KZO Webcasting and over five years produced hundreds of global webcasts ranging from events in the White House to film festivals in Hollywood. Mr. Fissel has a B.S. in Information Technology with a concentration in Information Security and Network Administration from George Mason University.