

OVERCOMING FEAR, FINDING SUCCESS, AND BUILDING A MORE WOMEN-FRIENDLY STARTUP COMMUNITY

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Chem E '81
ISBM
De Novo Ground
Practical Elegance

A bit about you (all)

- Origins
- Experiences
- Dreams

A bit about me

- 1981 Chem E (8 women out of ~60)
- 1981 LORD Corporation R&D (Erie PA)
- 1987 PhD Polymer Science and Engineering (Akron OH)
- 1987 LORD in Cary NC.....
- 1990 First LORD website
- 1992 MagnetoRheological Fluid => MagneRide 1998
- 2005 Electronic Materials
- 2010 Global Corporate Marketing/Communications
- 2013 De Novo Ground
- 2019 ISBM
- Today – 11 Businesses, several investments/minority positions

First Question – interested?



Was it ever this?



MATT PASANT PHOTOGRAPHY

Today's Buzzwords

Invention

Innovation

Entrepreneurism

Start-ups

Incubators

How are these related?

What really matters?

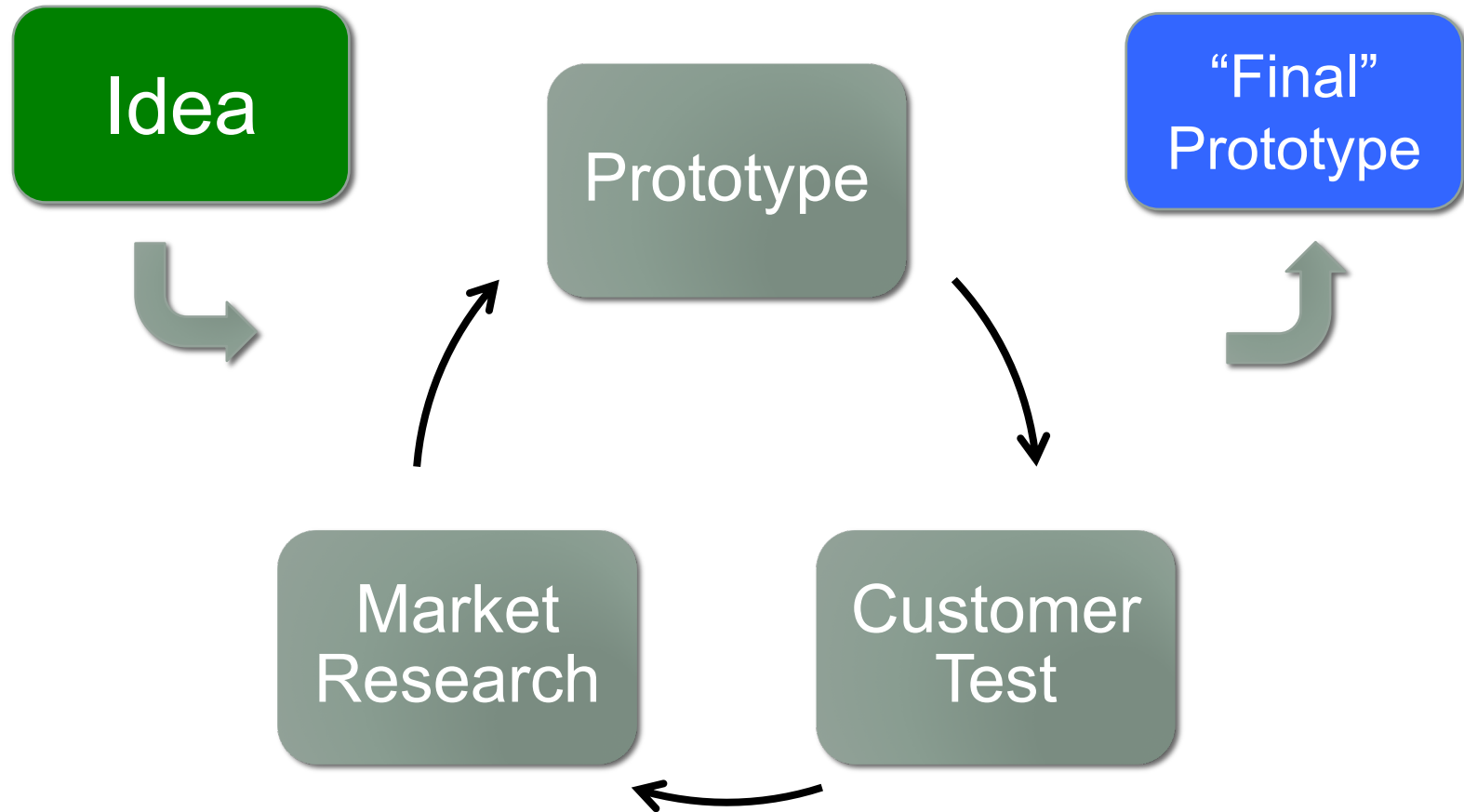
Invention – IP – Patents

Innovation – truly new

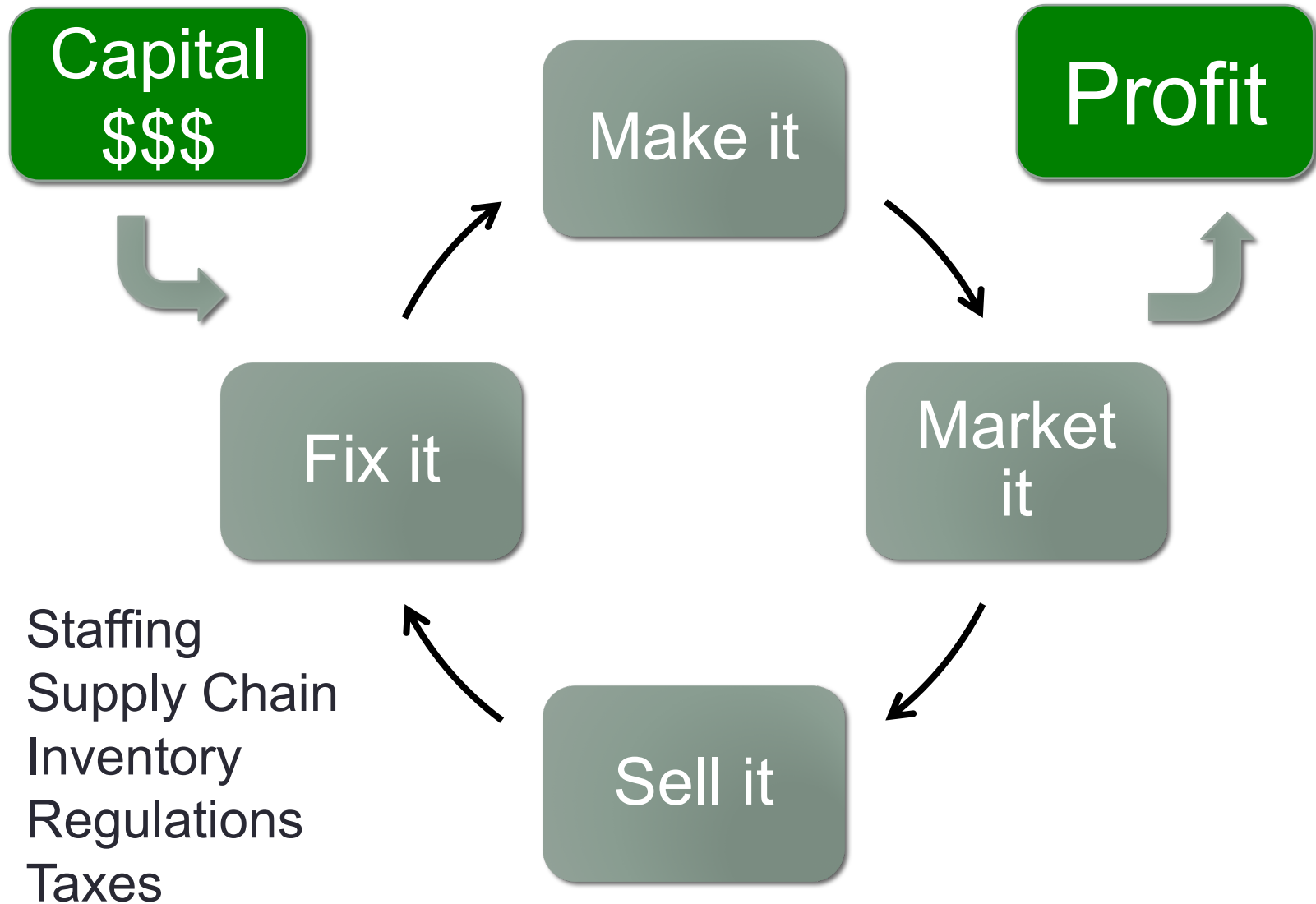


Profit and
Cash Flow

What really happens



Then the real work...



And your biggest challenge?

Money

+

TIME

+

PEOPLE

What do we need in People?

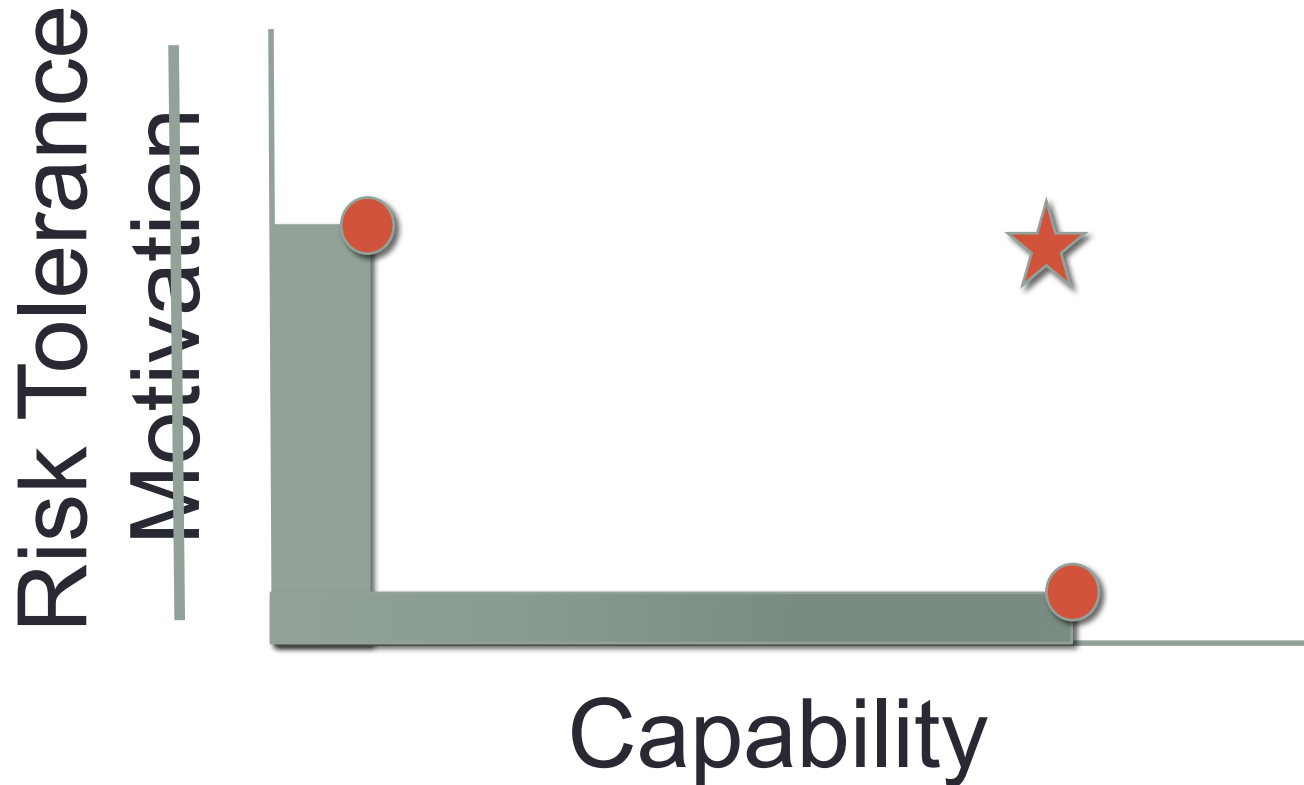
- Idea Generators
- Prototyping
- Market Research
- Testing
- Customer interactions
- Investor interactions - Pitches
- Manufacturing
- Purchasing
- Marketing
- Financial Acumen
- Legal Acumen

Average Start-up
has 3 People

Question 2 – Jack or Team Builder



Look inside Yourself



Lynn's Theory on Risk Tolerance

Question 3 – Start or Join



Joining?

Do Due Diligence

- People
- Cash flow
- Plan flexibility
- Multiple markets
- Your personal needs

Question 4 – interested?



Overwhelmed?

