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Joint ICTP-TWAS Workshop on Entrepreneurship for Physicists and Engineers from Developing Countries | (smr 2335)

Wednesday 25 April 2012

Commercializing your innovation - Leonardo da Vinci Building Main Lecture Hall

(09:45-11:00)

Decision to form your own start-up, license or sell your technology? How does a single inventor/university team/small company make these decisions? Who is the customer? How viable is the technology and how receptive is the market?

time	title	presenter
09:45	Commercializing your innovation	ANTHONY BUNN