

# WISE 2011

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Encouraging Women Entrepreneurs:  
From Research to Product

# From Research to Product

- Rapid Application Development (RAD)
  - Iterative Development
  - Software Prototyping

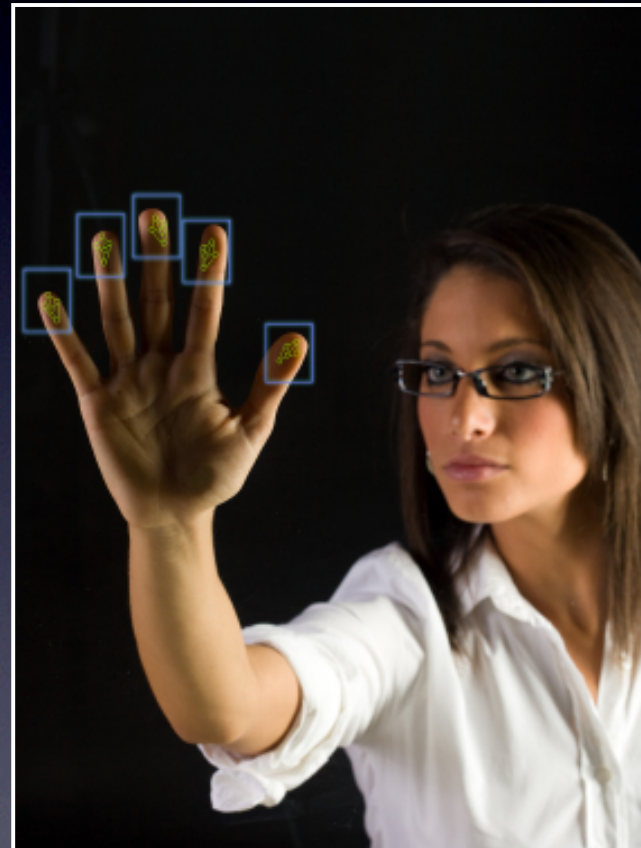


# Positioning your Research

- Solve problems people in industry are interested in, will be interested in, or should be interested in.
- Write papers with future developers and practical implementations in mind.
- Make build-able software that's available on a service like GitHub.
- Record talks on your research.
- Develop business savvy.

# Research to Prototype

- Amazon Web Services (AWS)
  - Elastic Compute Cloud (EC2)
  - Simple Storage Service (S3)
- Content Management System (CMS)
  - Drupal



# Prototype to Product

- **Government Grants**
  - Small Business Innovative Research Grants (SBIRs)
  - Small Business Technology Transfer Research Grants (STTRs)
- **Angel Investors**
  - AngelList, KickStarter, SecondMarket, YCombinator, TechStars, Women 2.0 Labs

# Encouraging Women Entrepreneurs

- Implement an inclusive management approach
- Receptive to input and guidance
- Committed to creating opportunities for other people
- Care about the people creating the products