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