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A Physicist in Business: Opportunities, Pitfalls, and Lifestyle.

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A traditional education in physics does not normally include business classes or dealing with opportunities to start a company, yet scientists often now start and run small companies. Physicists are mainly interested in technology. However, other factors quickly dominate chances for business success. These include finance, accounting, cash flow analysis, recruiting, interviewing, personnel issues, marketing, investments, retirement plans, patents and other not always so fun activities. Technical decisions are often strongly influenced by company finances and market-analysis. This talk discusses how to recognize opportunity, how to minimize chances for failure, and lifestyle changes one needs to be aware of before entrepreneurship involvement.