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A blind squirrel finds a nut: tales from at an entrepreneurial adventure

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When I received my PhD back in the dark days of 386 computers, fax machines, and a miserable economy it was commonly said that “a degree in Physics is a great foundation for wide variety of non-academic career paths,” but it was never entirely clear what those paths were. I still can’t say what those paths are but can describe at least one: starting, building and ultimately exiting a small entrepreneurial business. This talk will describe at least one entrepreneurial path, where a physics background has value, where it is a liability, and what other skills the physicist needs to acquire to succeed in business. I will give a personal view of what it looks like inside a startup, lessons learned, mistakes made, and copious advice of dubious utility and value.