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Abstract for an Invited Paper
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Top 10 Steps to Business Success

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What does it really take to build a successful technology based company? This fast paced and interactive discussion will highlite potential missteps as well as actions that increase the likelihood of success. Topics under consideration will include: how to begin, creating an organizational structure, creating a plan, selecting a name, financing, allocating resources as efficiently as possible, building a team, protecting intangible assets, strategic alliances, obtaining revenue and transitioning from startup to growth. The primary goal of this presentation is to help you identify value-creating practices as well as wasteful practices, while providing the general nuts and bolts required to move forward.