

Abstract Submitted  
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**Lessons Learned in Student Venture Creation** EDWARD CANER,  
Case Western Reserve University — The Physics Entrepreneurship Master’s Program (PEP) at Case Western Reserve University is now in its 15th year of operation. PEP is a 27 credit-hour Master of Science in Physics, Entrepreneurship Track. The curriculum can be tailored to the needs of each student. Coursework consists of graduate-level classes in science, business, intellectual property law, and innovation. A master’s thesis is required that is based on a real-world project in innovation or entrepreneurship within an existing company or startup (possibly the student’s). PEP faculty help students connect with mentors, advisors, partners, funding sources and job opportunities. In this talk I will chronicle several pitfalls that we have encountered with our ”real world” student projects and start-up businesses, several of which met their complete demise despite showing great promise for success. I will discuss how we have learned to avoid most of these pitfalls by taking surprisingly simple actions.

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