

# Webinar

PHOTONICS MEDIA

THE PULSE OF THE INDUSTRY



## FREE WEBINAR

### Commercializing Photonics Technology

Join us for a Webinar on Thu, Apr 28, 2016 1:00 PM - 2:00 PM EDT

This presentation focuses on photonics technology and outlines an approach to move advanced technology into successful commercial products. The elements of commercialization will be defined including: technology innovation; identification of market opportunities and potential; competitive environment related to both technology and companies; manufacturing encompassing discussion of source, quality, cost, cost reduction, and standards; barriers to entry; value proposition including product differentiation; strategy; entrepreneurial management and funding. The presentation will also discuss current and future hot areas for investor funding.

This presentation will help you identify market opportunities and develop a roadmap for successful commercialization. It will provide an outline for commercialization plans now required in many government contracts. It will help to define and justify funding levels and potential sources of funding. The presentation is intended for anyone who is involved with technology development as well as business development opportunities in the photonics area.

Presenter David Krohn is managing partner of Light Wave Venture LLC. (CITE-LLC is a subsidiary of Light Wave Venture). He has been in photonics development and commercialization for over 50 years. He has now assisted over 125 companies and organizations in developing photonic based opportunities. Krohn has a bachelor's degree from Rutgers University, a master's degree from Case Western Reserve University and a doctorate from Lehigh University, all in materials science. He authored the book *Commercialization Basics for the Photonics Industry*.

#### MARK YOUR CALENDAR

**Date:** Thu, Apr 28, 2016

**Time:** 1:00 PM - 2:00 PM EDT

**Space is limited.** Reserve your Webinar seat now at:

<https://attendee.gotowebinar.com/register/5201085097338753538>

After registering you will receive a confirmation email containing information about joining the Webinar.

#### SYSTEM REQUIREMENTS

PC-based attendees

Required: Windows® 8, 7, Vista, XP or 2003 Server

Mac®-based attendees

Required: Mac OS® X 10.6 or newer

Mobile attendees

Required: iPhone®, iPad®, Android™ phone or tablet, Windows 8 or Windows Phone 8

Visit Photonics Media to watch past webinars on demand to learn more about the latest developments in lasers, imaging, optics, biophotonics, machine vision, spectroscopy, microscopy, photovoltaics and more.

<http://photonics.com/Webinars.aspx>

## REGISTER NOW



Questions: [pr@photonics.com](mailto:pr@photonics.com)

Unsubscribe: <http://www.photonics.com/Newsletter/EmailUnsubscribe.aspx>

[Subscribe](#) | [Manage Subscriptions](#) | [Privacy Policy](#) | [Terms and Conditions of Use](#)