

# WEBINARS PHOTONICS MEDIA [photonics.com](http://photonics.com)

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## Technology Business Champions' Guide to Successful Commercialization

Thu, Apr 13, 2017 1:00P EDT

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### About This Webinar

This webinar is for scientists, engineers and others interested in developing and commercializing photonics and other technologies in businesses large and small.

You will learn about:

1. Successful commercialization and how to recognize it;
2. Potholes to avoid when mapping a commercialization strategy; and
3. Developing innovative technologies and guarding your intellectual property gold.

In this expanded 1.5-hour webinar, the instructor will bring these key topics to life with examples from his own successful career in technology commercialization, and leave plenty of time for your questions.

Instructor **David Krohn** has over 50 years of experience in the photonics industry. He is the Managing Partner of Light Wave Venture LLC, a company focused on developing photonic business opportunities over a broad range of markets. A trained scientist turned businessman, Krohn has assisted more than 127 companies and organizations, working with key management on product development, commercialization, funding and acquisitions. In prior experience, he served as Global New Business Director for Photonics at 3M Company. He has been associated with six start-ups as the CEO or in other key management positions, has written five books and more than 60 papers, and holds 27 photonics-related patents.

Drawing on his extensive experience in business development and commercialization, Krohn designed the Commercialization of Innovative Technology through Entrepreneurship (CITE) methodology to be applied to all forms of technology. His entire 12-course CITE lecture series is available from the [Photonics Media Store](#). Webinar attendees will receive a **coupon for \$20 off** the price of Krohn's entire 12-course series.



### Mark Your Calendar

**Date: Thu, Apr 13, 2017**

**Time: 1:00P EDT**

**Registration Fee: \$39.00**

Space is limited. Reserve your Webinar seat now at: <https://store.photonics.com/Product.aspx?SPID=15>

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

### SYSTEM REQUIREMENTS

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Required: Windows® 10, 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

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