Think Like an Innovator, Act Like an Entrepreneur

Angelique Johnson

We often wonder why so many scientific innovations never make it beyond science fiction, and yet a plethora of seemingly useless products are brought to market every day (i.e. fidget fingers). Academic innovators are frequently hyper focused on scientific discovery and entrepreneurs on profit. However, commercialization lays at the intersection of profit and discovery. An overindulgence of either creates a valley of death between them. In this talk, Dr. Angelique Johnson will share her experiences overcoming commercial challenges with scientific innovation, while at the same time letting her commercial actions be driven by the customer discovery process. Johnson will cover best practices on pulling the two mindsets together and avoiding chasm-building mentalities that lead to the valley of death.

Bio

Dr. Angelique Johnson is CEO/founder of MEMStim LLC, and has raised nearly $2.5 million in non-dilutive funds to commercialize advanced nerve stimulators.
An expert in Lean Startup Methodology, she has educated students on building successful companies. With a doctorate in Electrical Engineering from the University of Michigan, she is an authority on innovation and entrepreneurship. Dr. Johnson has delivered a congressional briefing on Capitol Hill, served as a speaker for the eighth district of the Federal Reserve, and delivered several international talks. She has been featured on NBC Universal, National Public Radio, The Root news site, Louisville Insider, Business First, and other media outlets.