



From Academia to entrepreneur: Lessons from the real world

Eugene Khor

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From Academia to Entrepreneur: Lessons from the Real World provides practical advice on entrepreneurship, interspersed with insights the author gained from starting up his own business and in associations with other ventures. These same insights can be applied to bringing a technology concept from academia to an enterprise.

A few of the questions *From Academia to Entrepreneur: Lessons from the Real World* answers:

- How do I pragmatically appraise business opportunities?
 - What traits should I look for in an enterprise?
 - What can and should I do with my concept while in academia, before entering such an endeavor?
 - How do I overcome risk aversion?
 - And most importantly, why should I be the one to build this business?
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- Provides insights into using academic research as a potential business, meeting the challenges and opportunities in today's academic research environment
 - Offers practical ideas on entrepreneurship
 - Describes how to take a company to financial profit and maintain it
 - Emphasizes the pragmatic details to work through, equipping you with the correct set of tools to build your business

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