



## University Startups and Spin-Offs: Guide for Entrepreneurs in Academia (Paperback)

By Manuel Stagars

Springer-Verlag Berlin and Heidelberg GmbH Co. KG, Germany, 2014. Paperback. Book Condition: New. 2014 ed.. 229 x 152 mm. Language: English . Brand New Book. University Startups and Spin-Offs teaches university students, researchers, and educators the most effective strategies and tactics for launching their own startups from academic platforms with the backing of school programs, public grants, incubators, seed accelerators, and private partnerships in all parts of the world. Serial entrepreneur Manuel Stagars advises students, faculty, and researchers how to test their ideas for marketability, how to develop commercial products out of research projects, and how to engage companies and investors with attractive value propositions. The author has seventeen years of experience as startup entrepreneur, founder of seven companies in the United States, Europe, and Japan, consultant to universities on commercializing their research programs, angel investor, and startup mentor. Stagars advice is field-tested, battle-hardened, and supported with a wealth of instructive first-hand examples from his international experience. The author advises academic entrepreneurs to take matters into their own hands instead of relying on the initiative and support of universities and governments. He shows students and researchers how to fit lean startup methods to their existing university ecosystems, leveraging their strengths...



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