

NEWS RELEASE

Wilfrid Laurier
University



Session will teach how to turn a high-tech idea into a business

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WATERLOO - Turning a high-tech idea into a successful business can challenge even the most talented scientist or inventor. Scientific training has not traditionally developed the entrepreneurial skills and knowledge required to successfully bring an innovative idea to market. One session during the 1998 Congress of the Canadian Association of Physicists (CAP) will address that gap.

John Lit, Chair of Laurier's Department of Physics and Computing, has gathered four scientific entrepreneurs to give advice and share their experiences. This public session on entrepreneurship will be held on **June 16** between **9:30 a.m.** and **noon** in the **Davis Centre** at the **University of Waterloo**.

"I believe this session will be of special interest to many people in Canada's Technology Triangle," said Lit. "Many CTT companies are prime examples of high technology entrepreneurship. I expect there are many more ideas out there that could benefit from the experiences of our speakers."

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Milton Chang, the chairman of New Focus Inc. who has helped develop several companies, will present a logical view of the process used to turn an idea into a business. He will describe his "Low-Risk Startup Model," which offers a way for people without business experience to ease into a business career.

Jozef Straus, president and chief executive officer of JDS Fitel Inc., will discuss the challenges of making the transition from scientific investigation to an entrepreneurial company prepared to compete in a rapidly moving industry.

Morrel Bachynski, president and chief executive officer of MPB Technologies, will compare high-technology entrepreneurship to R&D farming. He will focus on how to grow scientific or technological ideas into viable commercial businesses.

Vince Schiralli, president of Communitech, will use the Communitech experience to demonstrate the benefits of partnerships to small high-technology businesses.

The CAP Congress offers a one-day registration fee for \$190. Members of the public may register at the congress's registration table in the Davis Centre.