

Tech*Talks – Engineering & Business: From Idea – to minimum viable – and across the traction gap...

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Abstract:

The steps from idea to minimum viable product to moving across the traction gap to scale, require very different focus. Startups and entrepreneurs must successfully reach a series of increasing value inflection points along the Traction Gap. As startups reach each successive point, they substantially increase in value because they have demonstrated a certain amount of market acceptance and risk reduction. What is a minimal viable product and how to build one for your start-up? Timing, team, ideas, business model, and funding are the components but how to align, integrate and synergize these components is key for success. Clarity in place, context and execution of each aspect lights the path to success. This is the topic of the February 4th IEEE Tech*Talks Thought Leader, Mr. Bill Bartels' session.

Thought Leader:

Bill Bartels, President of GreenSource Inc. works with motivated partners to find and foster a vision of community growth and development. Bill's work has engaged both private and public agencies and companies. Bill's work focuses on collaboration and facilitation in economic development, music, creative process, municipal and regional government, politics, land use planning, public policy and social work. He has spent the last 30 years practicing this craft in Ventura County. From agriculture to municipal management, transportation, water, sewer, infrastructure, surface mining, Bill works at a personal, company, multi-generational, and system wide level.

Bill is also the current managing partner of the Bartels Family Partnership, a fourth-generation family farming partnership established in 1898 and currently partnered with Underwood Ranches in the production of diversified row crop. This diversified family farming operation is based in sustainable practice, organic process, healthy soil, and collaborative systems. He consults with and for a diverse portfolio of partners and clients ranging from farm system and regulation to, community services and organizational development.

Date and Time

Tue, Feb 4, 2020
6:30 PM – 8:00 PM PST

Location

Hub101
31416 Agoura Road
Room 107 (classroom off internal courtyard)
Westlake Village, CA 91361