Computer Science Seminar Series on Entrepreneurship

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Pitfalls of First-Time Start-Up CEOs and How To Overcome Them

Brian Turchin

2:00 – 3:00 Tuesday, February 15th, 2011
Room 204, Adams Hall

ALL STUDENTS AND FACULTY ARE INVITED

Abstract Like Ponce de Leon's search in the New World for a fountain of youth, a first-time start-up CEO searches for that big business win. Yet like de Leon, he faces a series of unknown perils because like de Leon he doesn't know what he doesn't know. Will he encounter swamps that will suck up all his cash? Will there be a business shark who takes advantage of a cash-starved business to take control over a business. This presentation will provide foresight on the CEO's journey allowing him to learn about the pitfalls that await him and how to overcome them.

Short-bio Since 1998, when he founded Cape Horn Strategies, Inc., his management consultancy and research services firm, Brian Turchin, a 30+ year software industry veteran, has helped small software companies grow their businesses. He is a requested speaker both nationally and internationally. He has presented several online courses for SoftwareCEO's online Software University. He writes extensively on the subject of success in the software industry. He founded and runs two Software CEO Roundtables, one in Long Island and one in Manhattan. In these peer mentoring roundtables, he brings together monthly a group of non-competing software CEOs to discuss critical business issues in a confidential setting. He is on the board of advisors for several start-ups. And he is a judge for Software and Information Industry Association(SIIA), annual Codie Awards, which awards software as “best” in a particular software category such SaaS.