



Creativity & Ideation

Workshop for Future Technology Entrepreneurs

Unique interactive opportunity to explore the creative and ideation process ahead of starting a technology company. Discussion to include:

- **Idea vs. Opportunity**
- **Keys and Approaches to Creativity**
- **Pattern Recognition**
- **Creativity Tools**
- **Mental Blocks**

The program will also include an overview of the technologies available for licensing and the resources available to UF technology entrepreneurs through the Office of Technology Licensing.

Instructors: **William Rossi**, Associate Director, Center for Entrepreneurship and Innovation

Jamie Kraft, Managing Director, Center for Entrepreneurship and Innovation

Open to anyone interested in exploring starting a technology-based company

September 2, 2010 5:30-8:30 p.m.

Room 232 Bryan Hall

Please RSVP by email: Jamie.Kraft@warrington.ufl.edu

UF Center for Entrepreneurship
& Innovation
Warrington College
of Business Administration
UNIVERSITY of FLORIDA

UF College of Engineering
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Technology Licensing
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