

## Feedback from Richard Caro's talks

### MANCEF COMS

“Richard Caro is a marvelous speaker. Not only does he have a superb and up to date command of the subject matter, his visuals are lively and engaging. And he is that rare bird of a public speaker — easy and interesting to listen to. I always look forward to what he has to say.” *Carol S. Steele, Ph.D., Vice President, MANCEF (Micro/Nanotechnology Commercialization Education Foundation).*

### ASTECS (Silicon Valley)

“Just wanted to thank you for a wonderful presentation on Saturday. We have received very positive feedback from the attendees.” *David Smith, Founder, ASTECS (Association of Technology Entrepreneurs), and author of Zero-to-IPO.*

### IBM Corp.

“I really appreciated your presentation and it is great to have the article as it reinforces what I was learning from your talk. In fact your presentation was probably the most interesting for me in all the session. As a researcher I see the science and the hype all the time but a clearer discussion of what really is playing out in these boom and bust cycles was fascinating. There are a lot of good lessons there. I hope we can keep in touch.” *Christopher B. Murray, Manager, Nanoscale Materials and Devices, IBM Corp, T. J. Watson Research Ctr.*

### Silicon Valley IT Startup

It was a great learning experience attending your seminar. The contents, thoughts and the delivery were just great. It's especially useful to me, --- I'm just embarking on an effort to do my own startup. *Kevin Wang, CEO, Bridgio Corp.*

### CINA (Chinese Information & Networking Association)

Thank you so much for the wonderful presentation to CINA members. It was a big turn out. A lot of them told me they wish they had attended this seminar years earlier. *Vicki Young, President, CINA.*

### St. Vincents Institute

“Thanks for your excellent presentation Richard. It gave our audience of scientists and the local technology community an insider's view of current trends in US tech markets — and particularly some of the opportunities we in Australia could be grasping. We have had highly positive feedback from those who attended.” *Prof. Thomas W. Kay, Director, St. Vincent's Research Institute.*

**Richard Caro speaks regularly, around the world, on topics relating to innovation, and the transformation of ideas into profitable businesses.**

## Turning science into profitable businesses

Since 2003, Richard has spoken to audiences in the USA, Canada, and Mexico; in Germany, United Kingdom, and Denmark; and in Australia. He has been a faculty member on lecture tours of Australia and Mexico — speaking on *innovation*, and on *turning technology into profits*.

### Richard's ideas are designed to:

- help entrepreneurs, and managers of emerging growth businesses, avoid the mistakes of their predecessors and improve their odds of success; and
- help policy makers develop policy interventions to improve the innovation capability of specific regional economies.

### Topic examples

- Learn from history: 10 common (avoidable) reasons startups fail.
- Rules for increasing the return on entrepreneurial sweat equity.
- Applied entrepreneurship: getting from technology to profits.
- Value milestones: ensuring hard work turns into increased value.
- Balanced execution: saves time and money.
- Systematic commercialization of an invention.
- Tools for creating businesses in markets that don't yet exist.
- Lessons for science entrepreneurs from the photonics bubble.
- Opportunities at the intersection of nanoscience and life science.

### To learn more

On our website you can see:

- articles, and videos of talks, that show in greater detail how we approach problems:  
[www.tangiblefuture.com/articles\\_talks.html](http://www.tangiblefuture.com/articles_talks.html)
- live recordings of Richard's talks:  
[www.tangiblefuture.com/speaking.html](http://www.tangiblefuture.com/speaking.html)

### EuroNanoForum

“In a world of business complexity and confusion Richard Caro's talk was a breath of fresh air to a captivated audience at the EuroNanoForum. He delivered the best session presentation with a clear vision and methodology for ensuring start up businesses have covered the commercial “value add” route to product launch. His message used a unique combination of clarity, enthusiasm, experience and practical help for those starting a new technology based business, covering many details usually overlooked, but essential in successful businesses.” *Brian More, Chairman, Institute of Nanotechnology.*

### Anza Technology Network

“The content of Richard's talk was stimulating and thought provoking, and was very relevant to the audience of potential entrepreneurs and others interested in innovation. His presentation style was engaging and we received very favorable audience feedback. We look forward to having Richard talk at future ANZA Technology Network events.” *David Cannington, CEO, Anza Technology Network*

### Healthy Opportunities from Small Things

“Just a quick note to thank you for your presentation to the Vic. Government “Healthy Opportunities” Conference on Thursday, and for your participation in the following Panel session. I think I speak for most in saying your presentation was one of the highlights of the Conference: you communicated the commercial and marketing challenges and imperatives succinctly and well.” *Dr. Peter Binks, CEO, Nanotechnology Victoria*

### BCC, Inc.

“Richard Caro gave an engaging talk that provoked an audience of technology-focused companies to re-evaluate their approach to business.” *Mindy N. Rittner, Ph.D., Director, Nanotechnology Research and Co-Chair, Nanomaterials 2004 Conference: Business Communications Co. (BCC), Inc.*

### Premier Bionics, Limited

“Richard's presentation really hit the target. Not only did it give us useful insight to the investor's mindset ... but it also helped us better understand how value can be added to technology by carefully managing technical and commercial activities. It was an entertaining and engaging presentation which captured the audience's attention.” *Martin Soust, CEO, Premier Bionics Limited.*

### Biography: Richard G. Caro

Dr. Richard G. Caro is founder and CEO of **TangibleFuture, Inc.** — a consultancy which helps managers and entrepreneurs transform ideas into growing, profitable businesses; and helps established companies accelerate growth. Recent engagements have been in fields such as life sciences, communications, cleantech, homeland security, and various applications of small-tech & photonics.



Prior roles include Managing Director at **RHK**, a provider of advisory services to the communications industry; CEO

(founder) of **Vital Insite**, a venture-backed, medical device start-up, developing noninvasive monitoring products; Engineering Program Manager at **Coherent**, one of the world's largest laser manufacturers; and CTO (employee #5) of **Summit Technology**, a pioneer in the laser refractive surgery (LASIK) business. Before entering industry, he was a member of the research staff at **Stanford University**.

Richard has been responsible for the development of a number of successful products and has 23 issued patents. In addition to his work with TangibleFuture, Inc., he is an occasional angel investor, and has a keen interest in the education of science and technology entrepreneurs. Richard received a B.Sc. (Hons) degree from **Melbourne University**, Australia (1977), and a D.Phil. in experimental physics from **Oxford University** (1982) — where he was a **Rhodes Scholar**.

### Contact

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