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tial to be
sed, Isakov
plans on how
d bridge the gap
ween science and
entrepreneurship:

Identify how much profit your technology can potentially bring to a potential customer. If your solution in the foreseeable future does not lead to a profit equivalent to 10 times of your technology cost, it is not a viable solution.

Talk to potential customers to test your assumptions.

Learn how to sell your vision focus on conveying your idea in an easy to understand manner for potential customers, partners, future employees and investors.

Connect the dots of opportunity that don't yet exist into a scalable business. You will never know where it may lead you. 4.3.2.1.

goal