



The Policy Studies Organization

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..... Pressing Issues Amid the Political Maelstrom

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Panel Speakers

Al Rubenstein, Professor Emeritus, *Northwestern University*
Walter Finkelstein, CEO of *B4S*

Topic

"Build for Success (B4S) - Designed to help technical start-ups and early stage companies bridge the 'Valley of Death'"

Our team of entrepreneurs, mentors, technical specialists and investors are excited to announce the rollout of B4S in 2012. It is the incubators' incubator, located in the Capital area - Maryland, Virginia, and D.C. It is designed to help technical start-ups and early stage tech companies to bridge the infamous "valley of death" gap between ideas and lab work and commercialization.

B4S will help entrepreneurs substantially exceed the current low success rate for technical companies. We provide them with: modest funding to get going and keep going for the first 2-3 years; mentoring and advising by experienced entrepreneurs, investors, and technical experts; and support services, including facilities, as needed.

In this paper we discuss some of the key barriers to success of such firms and key facilitators to help them bridge the valley of death to successful commercialization and adoption of their technological products and services.