

**Best of Both Worlds - aligning academic and industry research
and in the process maybe even start your own company**

Tuesday, March 28, 2023

2:00 pm – 3:00 pm

Olin 202

Open to the Public

Reception in Olin 204

3:00 pm – 3:30 pm



Mr. Morris Panner
President of Intelerad Medical Systems

ABSTRACT: For those interested in commercializing technology, one of the enduring challenges is how to guide your research agenda so that it will advance your academic career and open up commercial options.

We will discuss a framework to guide your choices and to help navigate the commercial landscape. We will start with the way incremental research can complement existing products in the market, move to ways to differentiate between developing a product versus building a company and finally how to take the leap into company formation and different financing strategies.

BIO: Morris Panner is the President of Intelerad Medical Systems and sits on the External Advisory Board of the Imaging Data Commons of the National Cancer Institute (NCI) of the National Institutes of Health (NIH) as well as other public and private company boards.