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Nota di contenuto	1. Researchers and Entrepreneurship -- 2. Bridging Two Worlds -- 3. Nothing Ventured, Nothing Gained -- 4. Decisions, Decisions -- 5. An Invention Is not an Innovation -- 6. Opportunities Are Everywhere... and If There Aren't, Create Them! -- 7. Can You Manage as well as You research? -- 8. Strong Foundations -- 9. Aim for Perfection -- 10. Strategise like a 5* General -- 11. There Is More than One Way to Rome -- 12. Be Disruptive... But Don't Disrupt! -- 13. Think Ahead and Fit the Purpose -- 14. Is Your Financial Base Solid? -- 15. In... Agreements We Trust -- 16. Timing Is Critical -- 17. Risk Wisely -- 18. Protect Your Technology... But Not Too Much! -- 19. Viability, Not Just Feasibility -- 20. Skilling and Re-skilling -- 21. The Market Is Your Guide -- 22. Position, Position, Position -- 23. Commercialisation Readiness Index -- 24. Obstacles Are Just Challenges -- 25. There Is Always That Little Bit Extra You Can Offer -- 26. Consolidate First, Diversify Later -- 27. Diamonds From Ashes -- 28. Open a Window to the World -- 29. A Final Thought: Proactivity Breactivity Every Time.
Sommario/riassunto	Discover a transformative book that equips aspiring 'researcher entrepreneurs' with invaluable strategies to avoid common start-up

mistakes. Unveiling a fresh perspective, it emphasizes that technological researchers already possess critical entrepreneurial traits, merely needing the right approach to succeed. From preparing and setting up a tech start-up to illuminating best practices, this book sets you on the path to triumphant technological entrepreneurship. This essential guide tackles the paradox of start-up failures, even after a very promising start, providing insights into how to overcome internal and external problems and obstacles and secure a thriving future. Tailored for researchers aiming to commercialize their technology by setting up a start-up and for technology transfer strategists supporting academic commercialization, the book ensures clarity by avoiding jargon and employing real-life case studies and exercises. Decision-assisting activities such as a "Commercialization Readiness Index (CRI)" and a "Market-prioritization Decision Matrix" offer valuable tools to help a researcher become a successful entrepreneur. Whether you're a seasoned researcher or an aspiring entrepreneur, this book will empower you to harness your potential, turning visionary ideas into flourishing businesses. Embrace the entrepreneurial journey and embark on a transformational ride towards success in the dynamic world of technological entrepreneurship.
