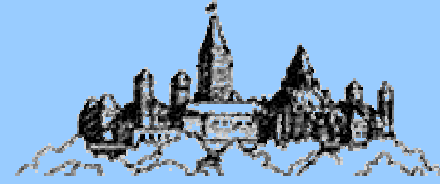




Celebrating 125 Years
of Engineering the Future

Ottawa Section

IEEE 125th EMBS Seminar Series



From Innovation to Commercialization - Lessons while bootstrapping a healthcare software company

Jay Lawrence

Founder and CEO, Infonium Inc.

Writing an excellent piece of software is only step one in creating a successful commercial product. In this talk Jay Lawrence, Founder and CEO of Infonium Inc., will share some of his experience gained from bootstrapping a software company that is focusing on the healthcare sector. In particular the company has made the not-uncommon but less than trivial transition from a contract development shop to a software producer. This interactive talk will hopefully shed some light on strategies to fund and grow a software business as well as potential pitfalls and unexpected challenges that the prospective entrepreneur will encounter.



INFONIUM

Jay Lawrence has spent two decades working with Information Technology. Before starting Infonium, he founded Teradocs, a company focused on IT contract development. He has served in technical and management roles for OpenText, BEST North America and IBM. Since his start in end-user training, his knowledge of both computing and the healthcare market has made him an ideal leader for Infonium. In June 2009, Jay was given an Ottawa Business Journal Forty under 40 Award in recognition of his business and community leadership.

More about Infonium and Jay Lawrence found at - <https://www.infonium.ca/about-infonium>

Sept 28, 2009

admission is free

18:00 – 19:30 pm

**Mackenzie Building 3356
Carleton University**

Light refreshment will be served



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