

COMMON MISTAKES & PITFALLS IN STARTING A BUSINESS



BOB MARSHALL '88
CO-FOUNDER AND CEO, WHISKER LABS

**FEBRUARY 22,
2023
12 - 1PM
UNIVERSITY CENTER
ROOM 310**

ABOUT THE WORKSHOP:

In this workshop, Bob will review the numerous businesses that he has helped start and grow. He will share mistakes and learnings along the way along with successes. His talk will cover multiple phases of any company, from start-up and early funding, to growth and expansion, to exit.

Bob is an experienced entrepreneur and his current company, Whisker Labs, is one of the fastest growing IoT companies in the world. Don't miss this opportunity to meet and learn from him!