



## Enterprise Chapter of Los Angeles Section

*Mission: To Aid Small Aerospace Businesses and Consultants to Network*

*with Others and Present Capability to Clients*

**List Your Company at <http://www.aiaaenterprise.org> It is free!**

**Chapter Meeting: Tuesday March 23 at 6:00 pm**

**Location: AIAA Western Office**

**999 N. Sepulveda Blvd. Suite 440, El Segundo, CA**

**Use Visitor Parking No Charge for Parking - After 7 PM Exit**

**Speaker: Rich Leamon, RYL Analytics and Consulting**

### **"Innovation & New Technology Development Creating Value"**

Innovation and new technology development is in itself quite challenging. When combined with commercialization, as for example in a start-up company, the principals confront another order of magnitude of significant decisions and milestones. Models for research and development through commercialization have been developed by governments and corporations; however, these models are based on risk reduction and do not emphasize how the entrepreneur can best create value. This presentation addresses value creation and how that value can be exploited, particularly in securing seed and early stage funding. Funding alternatives, for example SBIR and venture capital, are discussed and compared. Angel and venture funding availability is reviewed and the SBIR program current status presented.

**Rich Leamon** has 35 years of experience in perfecting technology and business strategy development for both government and commercial markets. He is a recognized expert in analytics, intellectual property, program management, and systems and functional engineering. Rich was most recently employed by Motorola where, as Fellow of the Technical Staff, he was responsible for developing and implementing a process for the creation and management of Intellectual Property and was the Motorola representative to selected university partnerships and consortia. Before joining Motorola, Rich was employed by Space Systems/Loral and Ford Aerospace where he held various space communications and sensor systems senior positions where his responsibilities included technology development, strategy & planning, systems engineering, program development, and program management. Rich started his career as a physicist for the DoD, and spent several years as a car product planner for Ford Motor. He has a B. S. Engineering Physics from the University of Kansas, an M.S. Aerospace Engineering from University of Maryland and an M. S. I. A. (MBA) from Purdue University. He is a member of several technical societies and has over a dozen technical publications.

#### **Dinner and Networking**

- 1. Presentation by Rich Leamon,**
- 2. Discussion Led by: Richard Denison - Co-Chair and Guido Frassinelli - Co-Chair**

**To attend RSVP by March 22, Contact:**

Susan Goldstein

AIAA Western Office

Southern California Section Liaison

800-683-AIAA (2422)

<mailto:westcoast@aiaa.org>

**Attendance fee is \$10 including food**