

The PSM Impact

Chris Fennig

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My Reasons



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My Reasons

- ▶ Startup "Runway"
- ▶ Accelerated Development
- ▶ Real-World Focus

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The PSM Graduate

- ▶ Uniquely Equipped
- ▶ Opportunistic
- ▶ Vision Driven



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First Big Idea: Nanosats



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Second Big Idea: RFID

- ▶ Hungry vs. Wet
- ▶ Mom vs. Dad



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Career Velocity

- ▶ 2002 – Entered PSM
- ▶ 2003 – Launched RFID Consultancy
- ▶ 2004 – Joined ODIN
- ▶ 2007 – Started ODIN Europe
- ▶ 2009 – Won “Outstanding Achievement”

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The Innovation



ODIN technologies | Trusted RFID Experts

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The Innovation



- ▶ Ultra Low Profile
- ▶ Deploy in Minutes
- ▶ Use for Months



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Improving the PSM

- ▶ Project Management 101
- ▶ Perfect cash mgmt skills, not the VC pitch
- ▶ Formalize student / commerce interface

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Don't hesitate

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