

The ENTRIpreneurs Club: Your AAO-HNS Gateway to Innovation



Arlen Meyers, MD, MBA
Jim Blakely

Over the past several months, we've introduced readers of this column to basic concepts of bioscience technology commercialization. We've shown core concepts of bioentrepreneurship, mentioned some dos and don'ts, and reviewed the basic steps in planning to commercialize a life science discovery or invention. The four key steps we mentioned are idea generation, opportunity assessment, feasibility analysis, and writing a commercialization of business plan.

But getting an idea to the marketplace requires more than planning. It requires action. In fact, a recent review indicates that a key factor in successful innovation teams is a willingness to do a reasonable risk analysis, get a product to market quickly, and learn from the feedback. Too many potential entrepreneurs overplan and are too timid about making the leap. They limit their thinking to narrow comfort zones, and fail to act in a timely way.

In an effort to help Academy members with not only planning, but also with funding and executing their plan, ENT

Resources, Inc. (ENTRI), the for-profit arm of the AAO-HNS, under the leadership of Tom Harlow, Jim Blakely, and a steering committee of your peers, has formed the ENTRIpreneurs Club. Over the summer, the steering committee has met to plan the strategic direction of the club. We are pleased to announce that we will be having our inaugural meeting at 6 am Tuesday morning, September 23rd, at the Sheraton Hotel in Chicago as part of the annual AAO-HNSF meeting in Chicago. During that one-hour breakfast session, a panel of otolaryngologists with proven track records of bringing products to market will review their experiences and answer questions.

The ENTRIpreneurs Club is designed to provide education, networking, and services to physician members who are interested in developing and marketing a discovery or invention. Membership is free to dues-paying members of the AAO-HNS and we plan to offer courses, seminars, mentoring, networking events, and other benefits from carefully selected service providers, industry sponsors, and investors who have an interest in bioscience intellectual property. By joining the ENTRIpreneurs Club, you will benefit from the experiences of your peers, get access to potential funding sources and investors, get connected to service providers at discounted rates, and learn more about bioentrepreneurship pitfalls and pathways to success. Accredited investors interested in finding out about ENTRIpreneurs Club investment opportunities should also consider joining.

ENTRI is a for-profit corporation owned and operated by AAO-HNS. As a corporation, it engages in business activities that extend the market reach of AAO-HNS's intellectual properties and other assets, and provides other products and services for the AAO-HNS community of interest marketplace and beyond. Ultimately, all ENTRI profits will be returned to the AAO-HNS to help fund the work of the Academy and its Foundation.

If you are interested in getting your idea to market, please join us at the ENTRIpreneurs Club breakfast event at the annual meeting. If you would like more information regarding ENTRI or the ENTRIpreneurs Club, please contact Jim Blakely (ENTRI's CMO) at jblakely@entnet.org or 1-703-879-7711. See you in Chicago. **B**