

# **The Entrepreneurial Professor**

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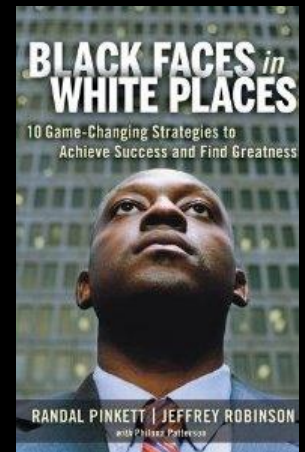
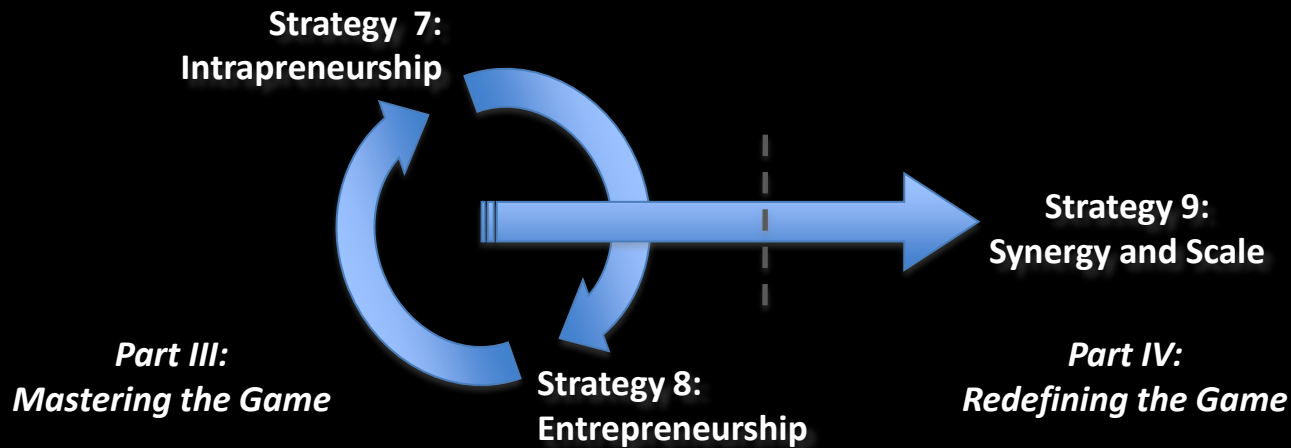
# Who is Jeffrey Robinson?



- Ph.D. Columbia University, Graduate School of Business
- Assistant Professor, Rutgers Business School, Department of Management & Global Business
- Senior Fellow, The Center for Urban Entrepreneurship & Economic Development



# Strategies 7, 8 & 9: Think and Act Intrapreneurially/Entrepreneurially Find Synergy & Scale



# Cash Flow Quadrants

<b>E</b>	<b>B</b>
<b>S</b>	<b>I</b>

# Key Topics

- I. Entrepreneurial Professors
- II. Intellectual Property
- III. Consulting
- IV. Setting up New Businesses/Organizations
- V. When to get help

# Intellectual Property

- “Legally defensible rights conferred upon individuals and companies that have produced original work of some potential value.”
- Trademarks
- Copyrights
- Patents
- Trade Secrets\*

# 3 Approaches – Business Models

- Licensing
- Consulting
- Setting up new organizations or businesses



# Licensing

- Give permission to a third party to use your content
  - Books, articles, etc.
  - Training workshops may be the way to recover some revenue if you want to “give it away”

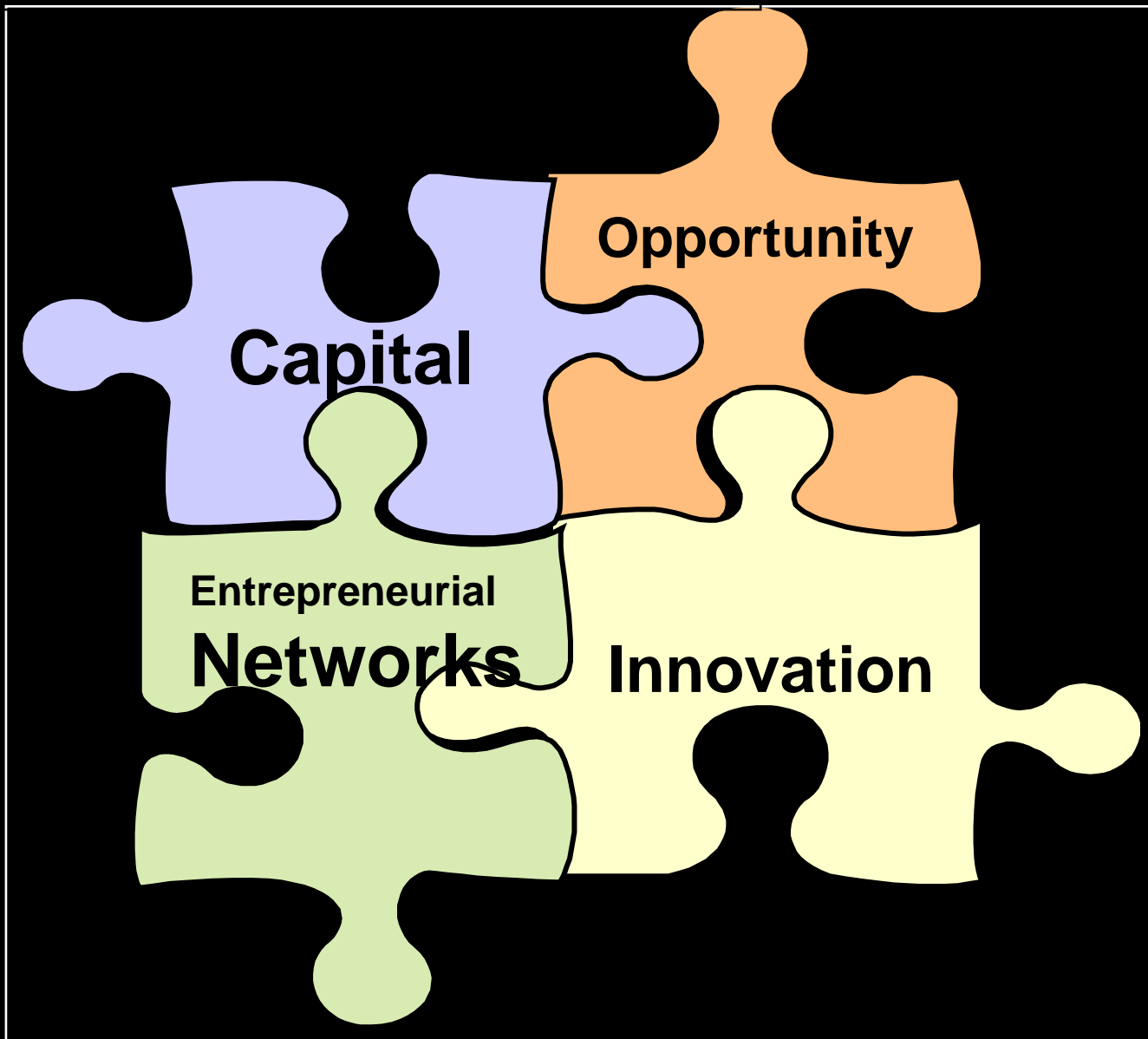
# Consulting

- Using your knowledge to support the efforts of others
- If you do this for a fee, you probably want to form a company because of:
  - Liability issues
  - Tax issues

# Setting up new organizations and businesses outside of your school

- Check the rules of our school
- Consider social entrepreneurship
- Get advice
- Write a plan
- Really think about this in terms of what your “product” or “service” offering will be and who your “customer” or “client”

# VISION



# Free or Almost Free Resources

Small Business Development Centers

Small Business or Community Law Clinic

# Questions and Answers

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