Successful Entrepreneurship for Microsystems

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Guest Speaker

Irwin Zahn
Founder
Chairman and CEO
MOXIE Foundation

Innovator, Entrepreneur

Providing Opportunities to individuals, and communities
so they can change the world
Key Takeaways - Guest Speaker Irwin Zahn (89)…1

...Founder, CEO of Moxie Foundation, Innovator, Entrepreneur
...providing opportunities to individuals, and communities so they can change the world

- Wanted to own his own biz from the beginning ~1950
- Worked at a number of companies
- 1954 - bought an Industrial Staples company for $30K ($15 from FF, financed rest, sales were ~$60k/year)
- Espouses “Razor Blade “ business model
- Autossplice company – made connectors for automobiles
- 2007 – wanted to diversify
  - Invented Ni-Ti alloy
  - Looked for applications, sponsored Design contest at SDSU, $4K reward, drip coffee machine, diabetes injection machine, heart stent,
  - 700 person company worldwide
- 2011 – “Liquidity event” – founded MOXIE Foundation with the proceeds
  - Moxie ➔ “get up and go”
- “Incubators” at SDSU, CUNY, UCSD,....
- UCSD – funded Moxie Center
- UCSD – CSE Ubiquitous Software project – opportunity to pick your own problem
Key Takeaways - Guest Speaker Irwin Zahn (89)...2

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➢ “Get Started”
   ➢ Start small
   ➢ OK to fail, learn from mistakes, and move on!

➢ MIN – Most Important NOW

➢ Do a Little bit More

➢ Passion

➢ Perseverance

➢ Always looking for Customer problems and Solutions (Creativity, Ingenuity)