

SCHOOL OF
PHYSICS



UNIVERSITY OF
SYDNEY

CUDOS ENTREPRENEURSHIP SEMINAR SERIES 2011

Date: Thursday, 08 December 2011
Time: 12:00-1:00pm (refreshments provided)
Venue: LT 1, School of Physics (Building A28),
Physics Road, The University of Sydney

SPEAKER: HARALD ROSENFELDT

Adaptive business planning: How an IT-bubble affects your start-up company

Our company Adaptif Photonics was founded in 2002 as a university spin off and sold to Agilent Technologies in 2007. Although considered successful and straight-forward, the path was bumpy and the burst of the IT bubble in 2001/2002 required us to do some serious replanning. In particular changing the business plan to "Optical Test & Measurement after having received the seed investment for making "Optical Network Components" was a tough decision for us and the investors. However, this decision allowed us to grow from own revenues and to finally sell the company to a premium Test & Measurement company.

Biography:

2001 PhD at TUHH (Technical University Hamburg, Germany)

2002 Founder and CTO of Adaptif Photonics

2007 Agilent Technologies acquired Adaptif Photonics

2011 Product Development Manager at Finisar

For more information and videos of previous seminars go to:
<http://www.cudos.org.au/education/seminarseries.shtml>

Sponsors

