ALEX. BROWN CENTER FOR ENTREPRENEURSHIP

Presenter:
Kevin Giffhorn
Founder & CEO, WeLearn Educational Software, creator of the eNotebooks note taking apps

Experience

- Mathematics Teacher/ Department Chairman – Liberty High School
- Director of Mathematics – D.C. College Success Foundation, Summer Academic Enrichment Program
- Engineering Sales – Matthews International

Education

- BS Mathematics, Millersville University
- MS Mathematics Education, Hood College

Awards

- 2011 Maryland Council of the Teachers of Mathematics High School Teacher of the Year
- 2007 Carroll County Outstanding Educator with Technology Award
- 2006 Carroll County Teacher of the Year

Presents
The Raymond V. Haysbert, Sr. Entrepreneurship Lecture

Product Development: If You Can Do It Better, Then You Should

The eNotebook Business and eNotebook Education note taking apps were created to bring a better way to take notes. Tired of the 3-ring binder and the yellow legal pad, Kevin Giffhorn decided see what note taking apps were available. After reviewing the apps and seeing what they were lacking, he decided he could develop a better way to move from paper to a truly digital note system.

In his talk, Kevin will discuss the challenges of starting a company while still working full time, explain some of his biggest mistakes, and where he sees the technology progressing in five years. He will also cover the challenge of marketing apps in a crowded environment, the various uses and limitations of social networks, and expansion into international markets.

October 31, 2012
12:00 - 1:00pm - Commons 331

Speaker Series

The Entrepreneurship Speaker Series provides a monthly platform for successful entrepreneurs to candidly share their experiences and insights with UMBC students, faculty, staff, alumni, and the Baltimore business community. The series highlights experiences, lessons learned, and unique issues and challenges faced by entrepreneurs in the creation of a new enterprise.

For more information contact Vivian Armor (armor@umbc.edu)

Co-Sponsored by the Department of Mathematics and Statistics

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