## Inventors' Forum BROUGHT TO YOU BY

The Office of Intellectual **Property and Commercialization** 





Software as a Service (SaaS) **Primer: Exploring** New Models for **Accelerating Business Growth** 



March 27 IARC Room 401

Speaker **Brian Geisel** is the CEO **3 p.m.- 4 p.m.** and founder of Geisel Software, Friday, Inc., a critically-lauded developer, entrepreneur, and expert in global software. Since his company's launch, he has crafted software for international trading companies, gaming studios, and robots.

Geisel Software is an awardwinning firm that develops mobile apps, web apps and embedded software.

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